

“Landing Page Secrets”

Webinar 3 Executive Summary
Text Sales Letter Landing Pages

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Text Sales Letter Landing Pages

What everyone needs to know about sales letter writing in today's online world.

Things have changed from the way they used to be done. Plain text sales letters are still being used successfully. So this is still important.

Selling what you have is MORE important than creating what you sell! Most people spend most of their time creating their products.

Lots of people have GREAT products, but are crappy at sales.

You MUST learn how to sell properly online... And sales copy is how you do that.

What's on people's minds now?

This is where we are in general in this hyper-fast-paced, attention-starved world.

- Fear is what is on most people's minds.

Fear is more motivating than anything else when it comes to making decisions or not making a decision. People make decisions based on whether it wastes their time or not (their fear).

People are also worried about paying too much money for what they get. Also worried that the product will not deliver on the promise made to sell it. They are afraid of being disappointed.

Nowadays, people buy based on the result they are going to get. That's the hot button.

Top 3 Fears

- Wasting time / take too much time to get the result they want
- Paying too much (not enough value)
 - Paying with time
 - Paying with money
 - Paying with both
 - Often time is more valuable than the money
- Not getting the promised result

The Classic Sales Letter

Why was it so long?

They were 20-40 pages long.

The reason was because you couldn't sell face-to-face. It had to take into consideration everything that would come up in the buyer's mind. It was also scary for buyers to buy online, so all the information was designed to help allay the fears.

Conversion was usually 1%-3%. That's because so much of the sales process was beyond your control with prospects.

People used to analyze what you said very closely.

Now, it's about how the sales page looks and is structured, since most people skim for the key points they need to know to make a buying decision.

Jim used as an example, and Amazon sales page. These are actually text sales pages.



The common elements on the Amazon sales pages:

- Title / Headline (attention-grabbing)
- Date
- Social proof - the star rating
- Picture of the product
- Price (in read) - list price and how much you are saving
- Buy button
- Answers how soon you will get it
- Sales copy (description of content)
- Reviews
- Product details
- Customer reviews

These are all the highlights of what the customer needs to know to make a buying decision.

Jim has not verified this, but did hear from a credible source that Amazon's average conversion rate is 16%.

Jim thinks this is so high because people usually go to Amazon with the intention to buy. They are not generally there to browse.

... After review of Amazon layout.

A Sales Letter Model for Today's World

Bare Bones you need to Hit: P4C

These are the 5 things you need to hit in your sales copy (video sales copy too)

- Promise

Use headline and bullets.

The bullet formula: FAM (Features, Advantage, Meaning)

___FEATURE___ so you can __ADVANTAGE___ which means ___MEANING___

- "Proof"
 - Show screenshots of results
 - Facebook or online comments that are credible
 - Want to remove doubt that they are fake

- Price (Killer Deal)

They want to feel like they are getting a great value

- "Pull" (Act Now)

Give them a reason to act now

- Great deal
- Bonus offer
- Limited time

HINT: One of the most effective ways to motivate buyers is to key in on the pain of not changing

- Call to Action

Don't assume that they know what to do next.

Big orange Buy Now button is used for a reason!

Bare Bones you need to hit: P4C

- PROMISE - What do I get?
- PROOF - Why should I believe you?
- PRICE - Why is this a great deal?
- PULL – Why should I buy right now?
- CALL TO ACTION – What to do next?



LANDING PAGE SECRETS

Jim's Text Sales Letter Landing Page Model

All the parts in the right spot!

- **Headline** - Grabs attention and makes the promise
- **Problem** - People are more likely to buy because of a problem rather than to fulfill a desire
 - Desire: Sell house and save commission
 - Problem: Don't know how to sell house without an agent

NOTE: Don't want to try to sell people based on a problem they don't know they have

- **Agitate the problem** - make it worse than they thought it was
- **Solve** - present the solution to the problem (your product)
- **Promise** - the result they can expect to get
- **Bullets** - tell them what they're getting and make them want it more (use FAM formula)
- **"Proof"** - screenshots, Facebook comments, testimonials
- **Price** (killer deal) - value you assign and give a reason why you're giving them a great deal

- Can also use a value stack (individual component values) then show the great package deal price
- **Guarantee** - restate the promise based on results they'll get
- **Push** (why to buy now) - price, scarcity and pain of NOT buying now
- **Call to Action** - tell them the action to take next (can also include a summary)
- **PS** - restates the promise and call to action

Q: Where do you put in your story?

You can include it with the Problem. Bring up all the questions / issues they are facing via the story.

Realize that sometimes people don't care about your story. They care about what they are going to get and the proof. (You might use your story as part of the proof section)

The Things Most People Leave Out

- Reason to buy now
 - Price
 - Bonuses
 - Limited time offer
 - Pain of not changing
- Effective Call to Action
 - Needs to be crystal clear
 - If-then statement (Ex: "If you want BENEFIT, BENEFIT, and BENEFIT, then Buy Now!")
 - Can also say, "Claim your copy now," or "Download your copy now." etc.

Bottom Line: Promise, Bullets, Proof, and Crazy Good Deal so that they feel stupid for not taking action to buy RIGHT NOW!

Other Truths About What's Working Now

- It's more visual / graphics now
- More white space
- Web 2.0 look
- Less text

Look at Amazon and other big sites and how they use format, layout and color.

The ultimate judge of your sales letter is whether people buy or not

Everything else is just theory.

Long sales copy is not dead. It's still being used effectively, but it is a big pain in the neck to write.

Most text sales letters do not use big paragraphs of text.

Cool Tool

[Jim's "Express" Sales Letter Wizard v1.4](#)

Can access this from within TNR on the webinar replay page.

This will help you create both a text or video sales letter

Jim Edwards' EXPRESS Sales Letter Formula Wizard



So shockingly simple and powerful... now everyone can quickly generate "NEW" streamlined Sales Letter Drafts... FAST!

Directions:

1. Fill out the form **below** & click the "Submit" button;
2. Copy and paste the results into your HTML editor;
3. Edit the text to finalize your "NEW" sales letter;
4. Post the finalized sales letter to your website or blog.

Enter Your Data and Click Submit

Who is your target audience? (Ex: For Sale By Owners)	<input type="text"/>
What is your name? (Ex: Jim Edwards)	<input type="text"/>
The number one <u>BEST</u> Headline to pull people into your sales copy (Ex: "How to Avoid Paying \$6,823... \$9,128... \$12,913 or More in Real Estate Commissions by Selling Without an Agent!")	<input type="text"/>
The #1 BIGGEST benefit to them of what you have to offer (Ex: Save the commission)	<input type="text"/>
The #2 BIGGEST benefit to them of what you have to offer (Ex: Keep more money in your pocket for downpayment on next house)	<input type="text"/>
The #3 BIGGEST benefit to them of what you have to offer (Ex: Keep control of the transaction and save time)	<input type="text"/>

Final thoughts

- Do more selling with less "weight"
- Hit the points people need to make a decision
- Get really good at writing bullets that talk about RESULTS - People BUY Results!
- Always include an effective call to action
- Always give people a reason to buy now

Watch the Webinar Replay

<http://www.thenetreporter.com/webinars/landing-page-secrets/>