

“Landing Page Secrets”

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Submitted Questions

Webinar 1 - Landing Page Fundamentals & Mistakes

What if you're not a good talker and don't do webinars?

Webinars are just one way to build a list. You can offer a free report, videos, articles, PLR (private label rights material you've bought). It can be anything that has value that someone is going to think is worth more than giving up their email address.

Jim uses webinars because it's what he can create the fastest that has the highest perceived value to his audience.

The reason a webinar is really effective is people know that in order to attend the webinar, they must provide at least an email address, and probably their name in order to register and get the info needed to attend the webinar (or get the replay).

What if you have a bunch of different landing pages - do you need a hub / home page to link them up?

That's fine. That's kind of what Jim does with TheJimEdwardsMethod.com (Jim showed how he does it, with his blog on the front and listing his one-page sales letter sites in the sidebar)

You can also link to your other sites from within your content on the hub site as well.

Do I have to have a tool like Optimize Press, LeadPages or Click Funnels to do landing pages?

Short answer is, no.

The best answer is, you want to make it as easy as possible on yourself to get this done. LeadPages works great for opt-in pages. Click Funnels have a lot of the functions already built in to save you a lot of work. Both of these are not cheap, though.

Optimize Press, which is what Jim uses primarily, you can create good looking pages fast, but there is a learning curve up front.

Jim ranks them this way:

1. OptimizePress
2. Click Funnels
3. LeadPages

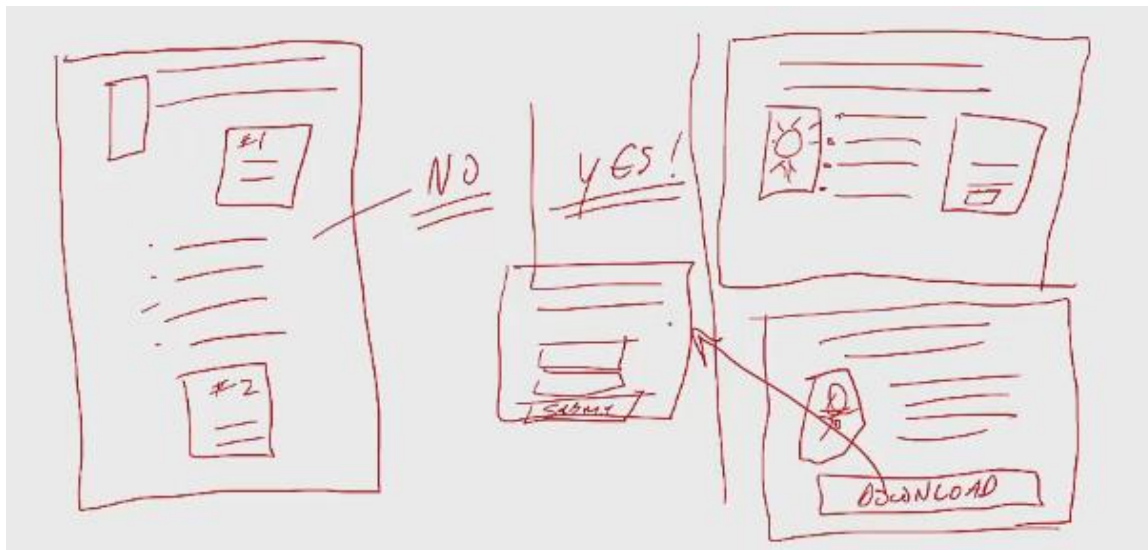
Webinar 2 - Opt-In Landing Pages

Do you track which opt-in link people use on your landing page?

The question was related to the page Jim showed on Webinar 2 for a page that had two opt-in boxes on the same page, to see which worked better.

The honest answer is, no. But he really should have tracked that.

Probably the design to try first is to have everything above the fold. Also have the Call to Action pop an opt-in box (instead of having the opt-in form on the page)



Side-by-side is better than having opt-ins down the page.

Does your opt-in page need a photo image?

Every opt-in page should have an image. It depends on the offer. Can be a picture of the result. It can be the thing they're going to get.

You'll definitely want to test the images you use.

Should the free offer be the same format as the product you're selling?

Yes, that's right. When you are making a free offer, it should be the same format of what you will ultimately be selling them.

Software → same
EBook → Text
Video → Video
AUDIO → MP3
CD's → FREE CD

Which template is best - Optimize Press vs. LeadPages?

With LeadPages they say they test all the different templates and conversions. In Optimize Press, you don't know.

The real answer is, you need to test. Try a few different versions and measure which one gets you the best results.

You want to make sure it looks good on mobile. That's really important.

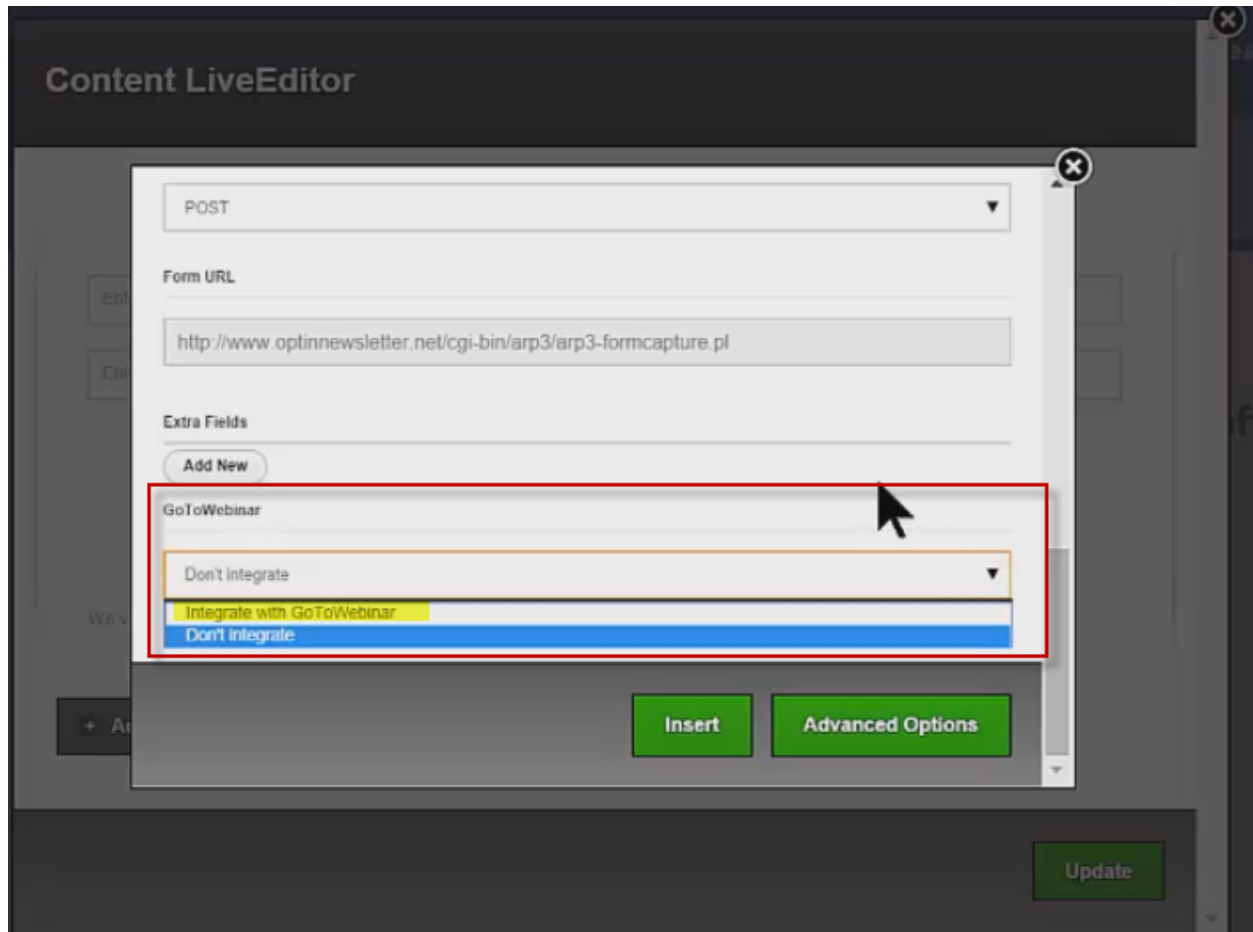
Preferably use a white background and black text.

How do you get the webinar registration and autoresponder registration in one step?

It's a function inside Optimize Press. Jim demonstrated how to do it on the webinar.

He uses AutoResponse Plus and GoToWebinar.

In OptimizePress go into the LiveEditor, Step 3 Optin Box (where you enter the HTML for your optin from autoresponder service), scroll to the bottom where it has the GoToWebinar field and choose "Integrate with GoToWebinar" and choose the webinar you want to hook up. (connected to your GTW account)



If you need more help, just look up the Optimize Press help file on integrating with GoToWebinar. It's very straightforward.

HINT: If you're doing a series of webinars with different partners be sure to name your webinars with the name of the person you're doing it with so you can hook up the right one because they won't be listed in chronological order.

Do you recommend making a paid offer after a free offer on the front end?

After they sign up, the confirmation page is where you can make the paid offer. Often done with a video that gives them a quick "lesson" that then leads to the offer. It needs to be related to the freebie and it should be a crazy good deal.

You can use this strategy when you are giving anything away for free. That includes free webinars! Jim said he doesn't do this enough himself.

Webinar 3 - Text Landing Pages

Where does your own story fit in?

Some people say you should start with your own story. Others say to put your story in after you've spoken about all the benefits. That is a good place to put it.

Some even say it should go on a separate page.

Put your story where it makes the most sense and gets the best impact.

Today, most people don't care a lot about you. If you start with a story, it won't work well because they care about themselves (at least initially). Make it all about them.

This is why Jim really likes the Problem - Agitate - Solve flow. Jim gave an example of how this works off the top of his head.

So long form sales letters don't work anymore?

You should test. A simple A / B split test would do this for you to see what works best for you and your offers.

How can I find out what people's fears actually are (not just guess) for my sales pages?

Ask them! You can use a poll, email, or your help desk. You can also do research using Google!

Search for the "Top Fears" or use the words Frustration, Questions, and include your main keyword. You will start to see certain fears come up again and again.

Webinar 4 - Video Landing Pages

Regarding scarcity: Is the offer gone forever... or gone forever at X price?

The most common ways to use scarcity is to use a certain number that get that price or a total number of sales before our offer disappears.

You can also say you'll sell X number and then the price goes up. You can keep doing this until you price yourself out of the market. Or you can use a date deadline for when it will be available.

These are valid, but if it's a great seller, you may be leaving a lot of money on the table. Jim gave an example of an offer he made on one of the Jim Boats for a coaching program, and because so many wanted it, he had to back track to allow another group. So you have to be really careful with that.

You can use scarcity to say you will only sell X number at X price, and then the price goes up. The problem is that once the price goes up, how many will you be able to sell? At some point you are going to price yourself out of the market. So you need to be careful with that too.

Do you put all the benefits in the video and none in text on the page?

Jim puts the most important info (best bullets) in the video. You can list as many bullets as you want in the text part of the page. But the best ones are included in the video.

Is there an advantage to start with a 'talking head' and then cut to a PowerPoint?

Jim thinks this is a bad idea. From a technical standpoint it's hard. He doesn't think you need to do it. That's why he does PowerPoint video sales letters. He uses a picture if he thinks they need to see who he is.

What do you think about using YouTube to host your sales videos, even on your own pages?

It's okay. It's pretty standard for LeadPages and Click Funnels.

A negative to that is that you don't have control over your videos. But Jim knows people who have a ton of videos hosted there and they don't have any problems.

Jim just likes to have control over his own videos.

Live Questions

If you're selling a coaching service, would you offer a free consultation for the opt-in?

It depends. It depends on the price. If it's low ticket. If the price is more substantial, you want to use a deposit and/or prequalification questionnaire.

As part of your process, you do want to have some kind of personal interaction, which may be getting on the phone for 15 minutes.

Are there other Formulas for Sales other than Problem-Agitate-Solve?

There is another one Jim thinks works well that he calls the Great Big Promise.

If you want _____, this will help you do (BENEFITS)

Then provide proof and the product features, and a great deal.

Jim gave an example of how to do it off the top of his head on the webinar.

It's a matter of keying in on exactly what they want.

Did you see the latest version of Camtasia which has automatic upload to Vimeo?

No, Jim hasn't see it. Vimeo is a competitor for YouTube, but it's more for businesses. They give you more control. It also avoids the stigma of YouTube because it's public / free. Vimeo costs money. It can get expensive. But for most people it's not too expensive.

Final Thoughts

Landing pages are really the modern version of mini-sites.

They work because they force people to make a choice.

- You need to get really good at using landing pages
- They work no matter what market you're in
- They force people to make a choice in a busy world
- They make your business measurable and predictable - which is critical online!

- Test and measure everything!

Money is left on the table because a lot of people never test. The real money is made by testing and measuring to optimize the results your landing pages are getting you.

Watch the Complete Webinar Replay

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