

Landing Pages that Convert

ATTRACT
CLIENTS ONLINE



Landing Pages that Convert

Landing pages.

They might be called opt-in pages or 'squeeze pages.' This is because they force the reader to take 1 of 2 actions:

1. Opt-in (or subscribe),
- or
2. Leave

Where a website might have a header, blog posts, and multiple actions for a viewer to take, a landing page is meant for a visitor to take ONE specific action on ONE offer.

Landing pages are typically how you will offer your **lead magnets** and other free offers. **The goal?** To convert visitors into leads and sales.

In this module, we'll discuss:

- Landing page copy
- Landing page design
- Examples
- Thank you pages
- Landing page tech

- Landing Page conversion
- Landing Page compliance
- Landing page mistakes (and what to do instead)

Lead magnets can be anything that is attractive and compelling to your target market, but there are a few rules of thumb.

Remember, lead magnets should generally be:

1. Short and easy to consume

Something they can go through quickly and gain instant value from it.

- PDFs (less than 10 pages)
- Videos (less than 10 minutes)

2. Easily implemented

Once they download your lead magnet, they can take action immediately. For best results, give them a 'quick win.' This builds trust.

Recommended Types of Lead Magnets:

1. Template or Worksheet
2. Checklist or cheat sheet
3. Quiz
4. Video or video series

Landing Page Copy

Before beginning to write any copy, make a note to yourself about the SPECIFIC person who will land on this page.

Who is your ideal client?

This can be just a few bullet points about:

- Likes
- Dislikes
- Pain points
- Challenges
- What their BIG positive outcome would look like

You want your landing page to speak to that specific person.

Hint: If you happen to know someone in real life who fits your ideal client for this freebie, think of what they would need to hear to sign up for your freebie. Write to that person in the copy below.

Note: Do not skip this step! If you try to speak to “everyone,” you will end up speaking to no one.

Landing Page Copy Template

Step 1: Intro pain point statement or ask an 'implied yes' question

Examples:

Want to book more high-paying speaking gigs?
(‘implied yes’ question)

“I never know what to say in my artist statement!”
Avoid these big mistakes. (Pain point statement)

Step 2: Freebie Title and Subtitle with Specific Things They Will Learn in the Freebie

Your subtitle should make one bold, specific promise. [Remember - you can't solve all of their problems in your free offer, but you can solve one problem or give one specific result.]

Example:

Elevator Speech Template for High-Paying Clients
DISCOVER EXACTLY WHAT TO SAY TO ATTRACT HIGH-PAYING CLIENTS WHO LOVE AND UNDERSTAND WHAT YOU DO!

Step 3: Button copy

Avoid generic calls to action like 'download,' 'submit,' or 'subscribe.' Use more personalized and compelling language like, "I want....", "Send me....", or "Help me (solve pain point)."

Examples:

I want my _____! (template, guide, report)

Send me the _____! (cheat sheet, swipe file)

Help me discover my ideal client!

Give me my _____, now! (email templates, videos, mini course)

Gimme my freebie!

Note: If your landing page software includes a field for people to NOT opt in for your FREEBIE, feel free to add some personality to that copy as well. For example, "No thanks. I don't need any more clients" or "Nah, I'm not interested in making thousands in five days."

Step 4: Short copy (1-2 sentences max)

Focus: What is their biggest pain point that made them click on your ad? Why are you/your lead magnet the right solution to the problem?

Example:

If you struggle to quickly and easily describe the deep transformation you provide to your clients then this elevator speech template will change everything for you!

It will show you exactly how to craft what to say and in what order to say it so that the person you're speaking to instantly understands what you do and sees the value in what you provide... bringing you more high paying clients!

Step 5: Bullet list: 3-4 bullet points about what they will learn or discover in the freebie.

Don't give away specifics about the process! Focus on results.

Hint: Look at the subheads in your freebie, those would likely make good bullet point statements.

Example:

This template shows you:

- **A simple 4-step process to craft an attention-getting name**
- **How to boost interest in your signature speech, so you grow your audience**

- **A fun way to find the perfect combination of words, so the process is easy and quick**

Step 6: 1-2 testimonials that relate to your freebie or your work

This adds social proof and shows people the results you get for your clients.

Success Secret: Your happiest clients can be your best salespeople. Sometimes it can be more effective to show, rather than tell what is possible as a result of your freebie, program, or service.

EXAMPLE:

What People Are Saying



"I am reaching more clients, I am charging for the value of what I offer!"

"I had NO doubt I was an "overworked giver" when I first discovered Pamela. I struggled with spinning my wheels for little reward while feeling overwhelmed with too little time and too much to do. I knew I had so much more to share with the world but I felt limited around my visibility and knowing how to convey my message effectively. Now after working with Pamela for almost a year, I am reaching more clients, I am charging for the value of what I offer! I have developed a program that is yielding amazing results and I wake up each day excited for what comes next."

Jennifer Moore, Modern Medicine Lady



"I have been to many network meetings and see the level and standard you have taught us to realize is phenomenal."

"From the way I step into my power, to the way I present myself and what I present; or the way I look at business, to the way I see myself and from the success I saw for myself to the success I achieve now, and the things I am taking on that I would never have dreamed of in the past. I have been to many network meetings and see the level and standard you have taught us to realize is phenomenal. I am so glad I worked with you, Pamela."

Annita Keane, The Keane Method

Tip: When running Facebook ads, try to avoid benefits or testimonials that list a certain amount of money in a certain time frame. Facebook sees those as suspect, and may disallow the ad based on your landing page copy.

Step 7: Your bio or other 'authority positioning' elements

Include your expertise, why are YOU someone they should trust, what experience do you have helping to solve this pain point, and how long have you been doing this work.

This adds credibility and authority positioning. You are essentially telling them why they should listen to you.

Other elements that demonstrate 'authority positioning' include:

- As seen on logos
- Best-selling author status
- Pictures and graphics of you speaking from the stage, etc.
- "Name-Dropping" doesn't hurt....



Pamela is a Business Coach, author, speaker, and EFT (Emotional Freedom Techniques) expert. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective strategies with cutting-edge mindset tools. Pamela is the co-author of "Tapping Into Ultimate Success," a book and DVD with Jack Canfield, creator of "Chicken Soup for the Soul."

She created Attract Clients Online (A Social Media Marketing Agency) to support other transformational entrepreneurs – people who transform lives and the world, like coaches, healers, speakers, trainers, and authors – to get their work out in the world, and be well-rewarded for it.

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Landing Page Design

When crafting the landing pages, PDFs, and other components to promote your offer, there are several important design considerations.

The main thing is to maintain a consistent look and feel that aligns with your brand.

If there are colors and fonts that you traditionally use in your marketing materials, it's important to continue to use those. Switching colors from page to page will cause your ads to feel less trustworthy and may cause you to lose a potential client.

Below is a checklist of things to consider when designing:

Design Checklist:

- Proofread all copy for spelling or grammatical errors
- Does your landing page display well on mobile devices?
- Do you have a testimonial on the landing page?
- Do you have a biography on the landing page?
- Are any pages built in a 3rd party software hosted on your domain?
- Does your landing page meet terms of service for advertisers?
- Have you removed all links to areas outside of the landing page?
(Ex: No links to homepage, etc.)

- Double check tracking codes & pixels (If applicable, use 'Facebook Pixel Helper' chrome extension for pixels)
- Are lead pixels set up on thank you pages (add in set up)
- Are your form fields, buttons, or key offers above the fold?
- Have you removed any irrelevant fields on the form?
- Do you have analytics and remarketing code installed?
- Are all buttons linked to the correct webform?
- Do a test opt-in on every webform on the page to make sure you show up in your CRM in the correct place.
- Did you get the correct Auto-Responder after opting in?
- Does your email display well on mobile? Is anything cut off?

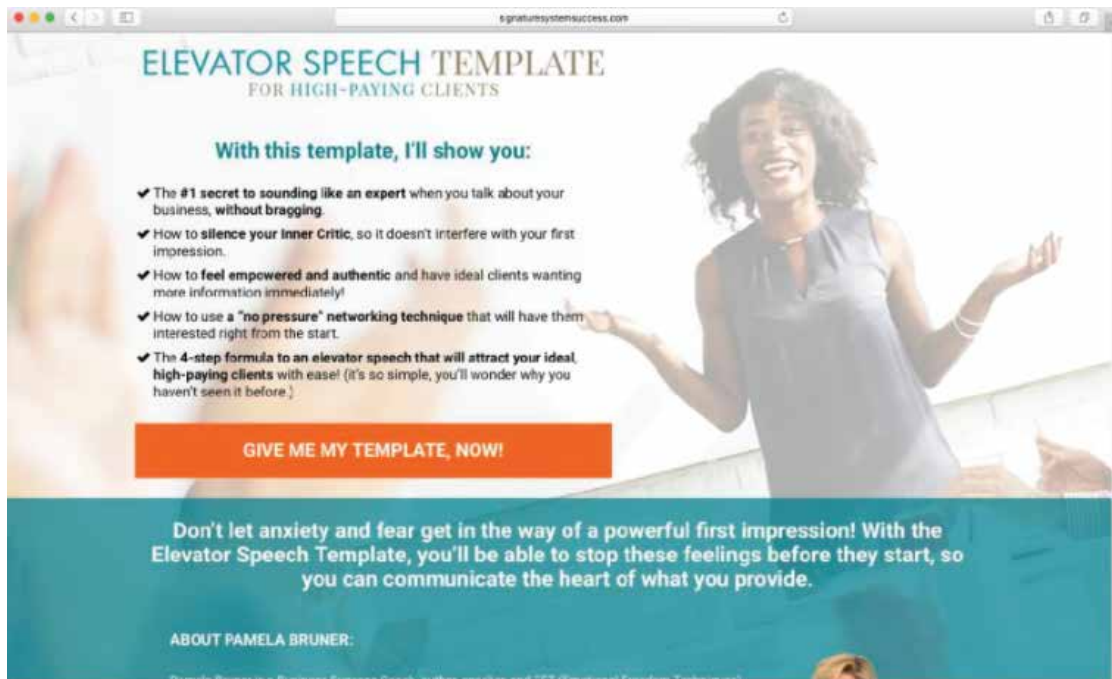
As Steve Jobs said, "Design is not just what it looks like and feels like. Design is how it works."

Part of this checklist has you double-check on functionality to improve what we call the 'user experience.' While design trends may change over time, user experience will continue to be paramount. Hopefully, this checklist can provide a starting point for you when it comes to your designs.

Landing Page Examples

1. Template or Worksheet

Example: Elevator Speech Template for Attracting High-Paying Clients
– Landing Page



Notice:

1. The **headline is specific** in telling the prospect what they will actually get.
2. Benefits and results are presented in a series of short bullet points.
3. The button and call to action are highlighted and shown above-the-fold. [The viewer does not have to scroll down to see and opt in for your offer.]
4. There is a **bold promise** which states the results one will achieve after downloading and using the template.

Hint: If you are using a long copy landing page that requires scrolling, use multiple buttons (at least 2-3).

2. Video or video series

Example: The Tapping to Double Your Income Video Series - Landing Page



Here is an example of a shorter landing page that requires no scrolling. It's all 'above the fold.' Feel free to test out different versions of your landing page - long copy v. short copy. Depending on your audience and how familiar they are with you, notice:

1. The first line **tells the reader what they will get** (free video series)
2. The title of the video series is **larger and in a contrasting color.**

3. The first 3 paragraphs of copy **calls out**, “transformational entrepreneurs,” with their **pain points and desire**.
4. Benefits and results are then presented in series of **short bullet points**.
5. The button and call to action is **easy to see and above-the-fold**.
6. **Authority positioning** is shown with the image of Pamela presenting from the stage.

3. Free Guide or Report



the **smart**
GIRLS GUIDE
to **facebook**
GROUPS

ready to create
A SUPER ENGAGED, HIGH-VIBE
COMMUNITY FOR YOU & YOUR BRAND?

I'M READY

TESTIMONIALS

CARLA STOKES CATHOLIC, USA

"I was drawn to Gina taking a stand for women and giving women permission to desire and create a fabulous lifestyle because I felt like a misfit in other programs that attracted a non-egoistic clientele. And I was inspired by the success stories and really curious about what the Academy offered and Gina's creating quantum leaps for women who worked with her!"



POLLY ALEXANDRE LONDON, ENGLAND

"Through Gina's teaching, I now have a renewed optimism about the future, plus, an ability to acknowledge and allow myself what I really desire."



Gina DeVee is a leading women's empowerment and business coach with a global clientele and a rare 18 years' experience in transformational coaching. After freeing herself from a limited lifestyle as a struggling psychotherapist, Gina became dedicated to helping other women take their dream businesses beyond all expectations. Her growing multi-media empire, Divine Living and her signature business training & coaching certification program, The Divine Living Academy, shares her secrets to experiencing financial, emotional and spiritual abundance, affirming that any ordinary woman can rise to be a superstar.

Here's an example of a landing page that showed a dramatic increase in conversions with a bit of tweaking! The first version showed a 26% conversion rate, but with the addition of Gina's bio and a few great testimonials, conversion rates shot up to 52%!

Notice:

1. The landing page starts with an 'implied yes' question.
2. The CTA on the button is personalized and action-oriented.
3. Opt-in form and button are above-the-fold
4. Gina's biography and testimonials show authority positioning and social proof.

Thank You Pages

After someone opts into your free offer from your landing page, they will be shown a thank you page. This is valuable real estate for you to

invite them to get to know you better and establish know-like-and-trust. Beyond thanking them for opting in, consider another action your user can take to get more results and get to know you better.

Examples:

- Join a free Facebook group
- Sign up for a free challenge or training event (webinar, workshop, etc.)
- Take advantage of an AM offer - This low-ticket offer (traditionally \$7, \$17, \$27, etc.) will be a congruent opportunity to get better or faster results from your free offer.

Thank You Page Examples

1. AM (Ads Monetizing) offer

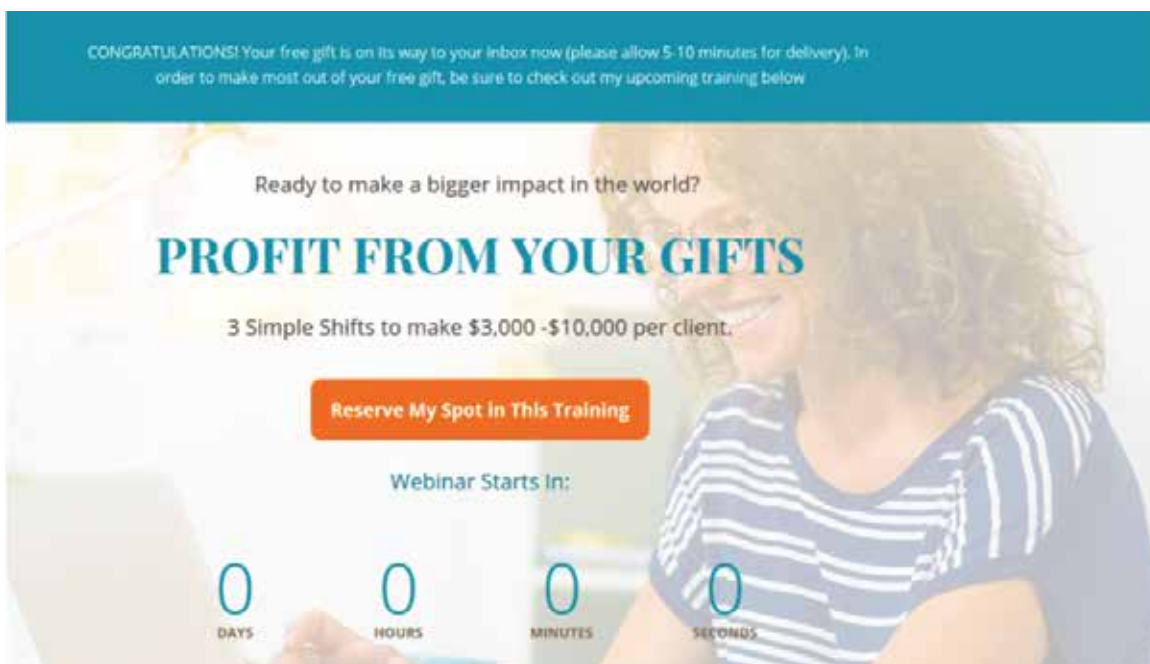


This AM offer is on the thank you page to the '5 Branding Mistakes' landing page. The offer is a \$7.00 Character Diamond Formula training that helps bring out the hidden client-attractors in ones brand. It essentially helps someone create a BETTER brand and get more results from the free offer.

Notice:

1. The top header congratulates the user and essentially thanks them for opting in to the free offer. The user is also told exactly how and when their free offer will be delivered. Then, they are introduced to the next offer with the positioning, "in order to make the most of your free gift, be sure to check out this short video below."
2. Headline formula introduces what the offer is [Training] and what it will do for the reader.
3. The offer is made with the use of a video sales letter or VSL.
4. The complete landing page presents testimonials and a bio with more in-depth information about the Character Diamond Formula training.

2. Webinar Invite



This webinar invite appears on the thank you page to a free offer on naming your Signature Speech.

Notice:

1. Top header includes 'thank you' and spells out exactly how and when free offer will be delivered. Then, next free offer is positioned, "in order to make the most of your free gift, be sure to check out my upcoming training below.
2. An 'implied yes' question is then asked, "ready to make a bigger impact in the world?"
3. The title and subtitle of the webinar appears

4. Button is highlighted and appears above the fold.
5. CTA is customized and action-oriented
6. A countdown timer provides authentic scarcity, so someone will be compelled to sign up now, rather than later.

Landing Page Tech

If you are new to landing pages, the technology may seem overwhelming at first. There are a few choices you can make that will simplify the process.

1. Do you want your landing pages to “live” on your website? [If you don’t yet have a website, then this aspect is less important for you.]

If yes - there are many options for building landing pages and hosting them on your website including:

- Templates offered by your web hosting company or email service
- Optimize Press
- Template Monster
- etc.

If no - There are many platforms that will host your landing pages,

automatically deliver your freebie, and sync up with your email auto-responder. These include:

- Lead Pages
- ClickFunnels
- Instapage
- Unbounce
- etc.

2. Do you want to set the tech up yourself or have someone do it for you?

If you'd like to do this yourself, choose one of the simpler options for landing page design and KEEP IT SIMPLE. Do not worry about tracking codes and other advanced re-targeting techniques.

If you'd like to outsource this, you can make the process go much smoother if you have the landing page copy and design recommendations ready to go. Use the template above to write your opt-in copy. Have as many design elements picked out with examples of your other marketing elements so your landing page can retain a cohesive look that is congruent with your brand.

To find tech help - Consider a Virtual Assistant or check out Fiverr and Upwork for freelancers who offer this service. It may take an expert less than an hour what it would take you several hours to figure out.

Advanced Tech Elements

Beyond collecting general information from those who opt into your free offer, you can track users who visit your page using cookies. These are small pieces of text stored on your browser that allow 3rd party sites to recognize you and market to you in the future.

Examples:

- Facebook Conversion Pixel (if using Facebook ads)
- Google Analytics Cookie (if using Google ads)
- Proof or similar applications that show sign-ups and conversions in real-time.

These types of cookies or tracking mechanisms are generally used for 'retargeting' purposes. This is why you will see many ads for products and services after browsing on your favorite online retailer.

Landing Page Conversion

The general goal of a landing page is to convert visitors into leads and sales.

How to calculate:

of conversions / total number of visitors

So if 100 people opt in for your free offer and 1,000 people visited your page, your conversion rate would be 10%.

What's a good conversion rate?

As an agency, we aim for 30% or higher, especially when using Facebook ads.

Landing Page Compliance

You may be hearing about massive changes to internet compliance with Facebook, Google, and the GDPR (General Data Protection Regulation).

Let's discuss a few ways to address compliance issues for each.

1. Privacy Policy - Since the purpose of your landing page is to essentially collect information for marketing purposes, your privacy policy will spell out what information is collected, why it is collected, and how it will be used.

Your privacy policy is generally displayed as a link in the footer of your landing page. You may have seen landing pages in the past with no footers or outside links, but new regulations are now requiring that users are informed about how their information will be collected, stored, and used.

Other options for displaying your privacy policy:

- Some websites will have a pop-up informing the user that their site uses cookies and other tracking mechanisms
- Some opt-in boxes will have a check-box asking the user to indicate that they understand that their data will be stored and utilized for marketing purposes.

Privacy Policy Elements:

- i. Information collected on the site and what will happen with the data
- ii. How the information will be used (and will not be used)
- iii. eCommerce Considerations (safeguarding of financial information for secure transactions)
- iv. 3rd Party Considerations (Relationship and responsibility for 3rd party sites)
- v. Information Security and Tracking (use of cookies and other tracking mechanisms)
- vi. How to unsubscribe and opt-out
- vii. Consent (Use of the website indicates consent)

viii. How to contact to inquire or make changes to information

Creating your privacy policy. There are many websites that offer free privacy policy templates in exchange for you leaving the credit to their website in your policy. These websites include freeprivacypolicy.com or privacypolicytemplate.net.

2. Asking Permission - In the past, it was generally assumed that users granted permission to use their information if they opted into a form. New regulations require that users grant permission for the following activities:

- To receive news, updates, or other materials from your company
- To agree to your policy
- To agree to your terms of service
- For your website or landing page to track them using cookies or other mechanisms

Note: You will notice that opt-in boxes are starting to separate each one of these activities into a separate box to check, rather than lumping these clauses together. Also, users are now required to manually check the boxes they agree to, rather than having them pre-checked.

Using Facebook Ads? Check out these rules of thumb for Facebook Terms of Service:

First, know that Facebook terms of service can change at any time. For the latest information, consult with the Facebook ads policies

and terms of service [here](#).

1. First, understand that you must set up a separate business page to run ads on Facebook. [You will not want to conduct business activity on your personal profile.]
2. Second, understand that Facebook terms of service will apply to your ad and the landing page the user is directed to.
3. Make sure that your Facebook ads and landing pages are congruent and have similar language. [No bait-and-switch tactics]
4. Try to avoid the 2nd person 'you,' especially around pain points. For example, typical prescription drug commercials that ask, "Do you struggle with x, y, and z?" Why? It creeps users out. They wonder 'how did they know this about me?' The truth is that Facebook collects so much user data, it is possible to know certain attributes about a user. Only use 'you' when it comes to benefits, solutions, and future-casting. For example, "do you want to look and feel your best?"
5. Keep the ad copy and visuals POSITIVE. Focus on solutions, benefits, and results. Facebook wants to ensure that users have a positive user experience.

Examples:

- Want to look and feel your best?
- Want to 10X your energy?

- Three tips for a healthier lifestyle

6. Avoid using personal attributes in your copy. For example, race, religion, financial status, health issues, gender or sexual orientation. You may use these attributes when setting your targeting for an ad, but try not to explicitly call out these personal attributes in an ad. Assume nothing and keep everything focused on positive and benefits-focused language.
7. Do not make any unsubstantiated claims in your copy. For example, '10K months, double your income, 50 new clients.' In the past, avoiding a certain dollar amount in a specific period of time was sufficient. Today, Facebook is more stringent about any claims that could be considered unsubstantiated.
8. Do not make explicit income claims as a result of your training, product, or service. Hint: You can use the testimonial part of your landing page to show what's possible.
9. Avoid any terms or images that explicitly apply to 'weight loss' or 'losing weight.' You may have to use 'healthy living,' increased energy, or 'looking and feeling your best' as strategic entry talking-points.
10. Do you provide dating services? Facebook now requires all dating services to gain approval before utilizing Facebook ads. Why? Less competition since Facebook will be getting into the 'dating' market in the near future. If you are a relationship coach,

fill out the form and focus on how your service differs from a traditional dating service.

11. Shortened links such as bit.ly and prettylinks may cause an error message when submitting ads. A standard link may be required, so keep this in mind when choosing a URL.
12. Make sure your landing page is functional and includes a privacy policy.

Top Landing Page Mistakes (and what to do instead...)

1. Thinking that because your offer is free, you don't have to 'sell'

It may be tempting to think that a 'free offer' doesn't involve much selling, but nothing could be farther from the truth. There is so much content out there and people are bombarded with information 24/7.

It's important that your free offer provide REAL value and be something your ideal client actually wants. It must also be positioned well with results and benefits front and center.

2. No ideal client in mind....

You may have several target markets or may be afraid to 'niche down' to an ideal client. However, you may find that not many people opt into your freebie because they are not sure it is for them. As the saying goes, if you are trying to speak to everyone, you will reach no one.

Instead, write your landing page with one ideal client in mind. Call them out!

3. Educating on the landing page

You may have spent many years devoted to your craft and are probably excited about what you do! Be careful about trying to teach new concepts or modalities on your landing pages. (The same goes for jargon or 'tribal language'.)

Instead, you want your copy to reflect the pain points and desired outcomes for your ideal client as they are right now. Meet them where they are and use the same marketing language they would for the best results.

4. Selling to need and not want

As an expert, you may know the steps required for someone to get from where they are now to where they want to be. However, remember that you must sell to 'want,' and not need. Make sure your landing page copy is focused on desired results and the benefits of downloading your free offer.

5. Button below the fold

We are bombarded with information 24/7, which makes attention spans shorter than ever. Make sure that your button is 'above the fold,' and requires no scrolling to opt into your freebie. For longer landing pages, make sure to include a few buttons so little scrolling is required to take advantage of your free offer.

6. Makes too bold a promise (or tries to solve too many problems)

Make a bold promise, but not one that seems outlandish. First, your audience is less likely to trust you. Second, if you are using Facebook ads, your ads may not be approved. Remember, you cannot solve all of your prospect's problems with one free offer.

Instead, choose a small 'slice' of transformation and deliver a 'quick win.'

7. No authority positioning or social proof

You may want to keep your landing page short and sweet, and it may be tempting to try to resist the spotlight. However, it's important to show and tell people why they should listen to you. If you have testimonials, 'as seen on' credits, best-selling author status, or photos of you speaking from the stage - use them!

8. It's YOU-centric

On the other hand, while you are selling yourself in developing know, like, and trust for your new audience members, it's important to always keep, 'What's in it for them?' top of mind.

Make sure all elements of your landing page from headline formulas to your story reflect 'what's in it for them' and what's possible for your ideal client.

9. Boring CTAs

Unless your free offer is absolutely irresistible, you may be tempted to think that the call to action doesn't matter. They do!

Test out various CTAs and don't be afraid to personalize them for your ideal client and offer. [Just avoid the typical 'Subscribe.']

10 Not congruent with where lead came from....

You may be using a few different software options and platforms to create your landing pages and advertising source. It is important that the design and copy of your landing page and advertising source look congruent and in alignment with each other.

The last thing you want someone to think is, "Am I in the right place? This doesn't look the same."

11. Distracting - too many options

You might be tempted to advertise a few offers on your landing page, but resist this temptation. Your landing page or 'squeeze page' should have TWO options - opt in or leave. Remember to get rid of menu header options as well.

12. Not in compliance with FB terms of service (if running Facebook ads.)

Facebook has gotten more and more stringent with their terms of service lately. Many don't realize that their landing page is subject to Facebook terms of service.

Check Facebook terms of service and make sure your landing page is in compliance. For example, you are required to have a privacy policy and make sure your copy does not make any claims that may be seen as outlandish or unreasonable.

13. Not making an offer on the thank you page [A missed opportunity]

A free offer sometimes takes time to deliver and consume. Your thank you page can be a great place to invite someone to a training or your Facebook group. You can even offer a low-ticket 'Tripwire' or Entry-Point Offer.

14. Requiring too much information to opt in

If you ask your prospect to fill out too much information, there's a chance your readers may drop off and not opt into your free offer.

Try to keep your form fields limited to first name and email address.

15. Not telling your prospect exactly what will happen after they opt in

Your landing page and lead magnet delivery is part of your user experience. If your lead magnet will be automatically delivered to your prospect's inbox, tell them. If someone has to opt into your mailing list in order to receive your free offer, make sure you let them know.



Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools. Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.