Profit
ACADEMY

MODULE 1
SEGMENT 2

Tom Hitchens: Hi, this is Tom Hitchens with you again in Module 1, Setting Up Your Business, and the second video in the series, Opt-in and Hosting.

In this class, what we're going to do is we're going to talk about how to set up and launch an opt-in page. We're also going to talk about creating that page and hosting the page with some host company of some type, whatever your choice is. I'm going to recommend a couple of them to you if you have no idea where to start. We're going to talk about offering your bait through your landing page, and we're going to discuss split testing of that landing page. That's what's known as an AB test. We're going to talk about statistics and how to use them after the page is built and launched and receiving traffic. I'm also going to show you how to do all of these through demonstration.

Now the first thing we need to talk about is creating that page. When you create a landing page, you can do it in a number of different ways. One of the ways is that you can get your own web designer to do it for you. That's a great way to do it if you're just getting started. It's a little more costly than if you did it yourself, and I'm going to show you a way to do it yourself that will not only save you money but the convenience added in as a result of doing it yourself is wonderful. We'll talk about that.

This is a way to do it if you want to outsource it. If you just don't want to get involved in building your own page and you want to have someone do it for you, this is the great way to go. Find a web designer anywhere you can find them. I'm going to show you some options here about how to outsource and find a web designer, but you may know someone that does web design or graphic design.

Graphic design is different than web design. Don't think that one automatically does the other. Most times they do not. A graphic designer would be someone that's very, very good in some of the Adobe products like Adobe Photoshop and Illustrator, where they could actually create a design for you, like a logo or business cards or letter heads or web pages or anything you want. [00:02:00]

That web designer will give you a file that has to be passed over to someone who can actually write HTML code or

programmer that can actually make that web page come alive for you from the design. Web designers are people that generally build web pages. They aren't always as good at graphic design as someone that is specifically in tune with graphic design. Conversely, graphic designers don't typically build web pages or websites. Those are two different things.

When you look at these two different sources to outsource people that you would deal with, just keep that in mind because usually you have to have two of them: one that will give you the design, the other will actually make it work for you.

Now here's a place that we can go to get it on, Fiverr.com. Let's go there right now. Fiverr.com is F–I–V–E–R–R.com, and when you get there, you can sign up for your account. It is actually free to sign up for the account, and all you do is you pay ... Fiverr makes their money whenever you buy something from one of the vendors that placed their services on this outsourcing website.

What you do is you find a variety of things that you can have done from the people that are placing their services available on this website. You can find graphic and design, which is what we're going to be looking for, but you can also find someone to help you with online marketing, web analytics, and blogs and so on, writing and translation, video and animation and so on. You can find everything on the site. Music and audio, people will write things for you, they will record things for you, narration. You can find programmers and tech help here.

If you don't know where to go get some people that would actually do some of this work for you, then you would come to this area and you would look for a web [00:04:00] programmer. Here, we'll just click on that just to take a quick peek at it. Web programming is great because you'll find that there is a lot of different people on here that actually will be able to give you their services for variable cost to begin with. Just read through the different things here. "I will answer questions or fix issues relating to PhP, CSS, and SEO." I will fix any HTML, CSS website related errors," and so on.

The tech help is available. It's all here, and it all starts at $5. Now naturally it will go up based on the additional work that

you would have them do for you or maybe you want them to add a few bells and whistles to what they're doing, but you could just click on something like that and find what you're looking for.

Let's go over here to graphic and design to begin with because that's the first thing that we want to start with. When you have a design, then you can go to your web builder to actually put it together for you, but if you go to a web builder and say, "I want a website," they're going to ask you what does it look like? What you want it to be? If they don't do that type of work, then you need to start over by going here to graphic and design. You can see you can have a number of different categories here. Let's go to this one, web design and UI, user interface.

Just opt out of that. I'm not going to log in right now. I'm not going to join. I'm already a member. I have to tell you I've used this site a lot. Everything from logos to people doing animations for me, caricatures, illustrations, everything. You can find it here. It's a very good source.

Now I'm going to walk you through the process here of finding someone to do our web design because remember, we're looking for a landing page. Now I think they have some things here on graphic and design that actually is specific to landing pages, so let's do that. Let's click on that category, and that'll bring up just what we're looking [00:06:00] for. Here we are. I will create an awesome WordPress landing page. Let me just click on the very first one I found, and let's take a look. Now the first thing I look at is what kind of experience do they have? Where are they from? Do they speak English because I'm an English-speaking guy? It's a Level Two seller. That's good. That means that this guy has been around for a while. If I take a look at his positive rating, it's 98%. I wouldn't do business with anyone that has anything lower than about 90. I would read through the comments because you're going to find comments from the people that eventually used this gentleman in the past. Here he is. He's a WordPress geek with experience of three plus years. "My skills are HTML, CSS, WordPress, Javascript," and so on, all the things we're looking for. "I'm an expert in creating landing pages on WordPress. Previously I was working for my local community, but now I'm on Fiverr to provide you with awesome creative and professional

services."

Obviously he's from Pakistan. He writes very well. Well-spoken. Makes me feel good about him right off the bat. You can contact him with this link here. Now, we look here about this gig. Now this gig is talking about building you a landing page. He says How I Rank My Money Saving Websites in Under an Hour and Replicate This Strategy. This is something he built for someone. It says here, "This is only for WordPress users. Thanks." That means if you have a WordPress website, this guy is for you. If you do not have a WordPress website and if you're not familiar with WordPress, just Google the term WordPress. You'll find it. It's a free platform for people typically to find a limited number of themes, but you can pick from those themes and actually launch a website using the WordPress open source functionality.

I use WordPress on my blog. It's wonderful. I like it very much, and the reason I do is because there's a number of other add-ons that you can put on [00:08:00] that WordPress website that will allow you to make that site as robust as you want it to. Everyone that is developing various things to work with WordPress is all operating in the open source environment. Meaning that it's a collaborative environment, and I like that.

Now you can go and get a website built by someone else, a web designer, and host it with them if you want, but then if you decide you don't want to work with that person anymore, you're stuck. You have to move your website or you have to get someone else that is able to operate in the language, the programming language that that web designer used to build your website. Whereas if you went to WordPress, it's a free and open source platform. If you have someone design a website for you using WordPress with one of their themes and templates and that person is no longer going to be working with you for whatever reason, you can work with someone else that works in WordPress just as easily, and you don't have to skip a beat. That's one of the reasons I really like it, but it is very robust, too.

Here, this guy is talking about building a page for you. "The most awesome gig ever because I'm creating an awesome eye-catching and professional landing page for only $5."

This landing page is $5 and only less time. "What I will provide is unique design, high converting landing page, set it on your WordPress site, set all the images and videos, responsive design," and then it has extras for you. Each one of the jobs in Fiverr is called a gig, if you're not familiar with it.

Here the gentleman is showing you what he'll do for $5 and what he'll do for extra money, like here he's going to give you extra one-day delivery, one more gig, or one gig here which is $10, and then add your opt-in code from your autoresponder, like MailChimp, AWeber, or in our case, we're recommending you start with GetResponse. We'll add that opt-in code for you for $5 on to the landing page, [00:10:00] and the code is important because you want to make sure that your landing page integrates with your autoresponder, and that's what these companies are all about.

You can add a contact form if you like, make a thank you page all for $5 additional. You can see that this is very, very nice that you can get some great outsourcing work by someone very quickly and for very little money. Then you can see some of the reviews. "Excellent service and I'm very satisfied." "Always great service." This guy is some place that I would definitely come to and try out for one landing page.

Now I want to caution you about outsourcing using someone on Fiverr or any outsourcer, and that you lose control over the ability to change your creatives and the landing page is what I'm calling your creative, whenever you want to change it. Let's say that there's a typo you noticed, and only noticed it after the page is built and launched. How do you fix that? You have to come back to this guy or someone else and ask them to fix that for you.

I don't like giving up that kind of control. What I'm just showing you that if you don't want to get involved in the next step I'm going to show you here in just a few minutes and actually building this for yourself, you can have someone else do it and for $5. It's really not a problem. I just like to be able to do things myself immediately. If I see that typo, I don't want it up for two days while I'm waiting for someone to fix it for me, and then I re-post it. That's just the drawback that I found with outsourcing, and I'm just simply

pointing that out to you.

This is a great place for you to go, and you can see that there's a whole lot of other things you can do here on Fiverr, but we're just focusing right now on the landing page.
If we go back here to this now, here's another way for you to create your landing page on your own. By the way, you may hear me from time to time and other people use a variety of terms for your landing page. It could be landing page. It could be an opt-in [00:12:00] page. It could be a squeeze page. These are just different terms for the same thing. It's your page to actually place on the website ... up on the web so that when someone is asked to give you their email address, you can collect it and then they drop into your autoresponder company like AWeber or GetResponse, and your email list is starting to build. That's all that is.

Here's another way to do it though. Using a company that I use called LeadPages.net. Now I want to tell you I'm not a paid spokesman for these people, but I might as well be because this is who I use. I've used it now for the majority of my time doing online work, and I found very quickly that being the control freak that I am, I like to know that I can change things on my own.

Now I'm not great at doing web programming. In fact, I'm terrible at it, and I don't like to do it, but there are some things that I find that I do a lot, and that is working with landing pages and things and I'm going to show you what lead pages offer to you. I heard about this through someone that is in the business, and I checked it out. It is very inexpensive. You can check out the prices. Last I looked, I think it was around, for the beginning level, you can get something for like $38 a month, and they will give you everything I'm about to show you because I'm going to go into lead pages here in a few minutes and build a landing page for you right in front of you, and that's how easy it is. Now someone like me that does not do web design or is not crazy about doing it, I don't want to really do it, but I find that lead pages makes it very easy for me to do it and to change it on the fly. In the case of me finding a typo, I can fix that typo in seconds. I don't have to wait for days for an outsourcer to fix it for me and then pay them whatever their fee is.

I like LeadPages.net. You can find programming [00:14:00] in these other companies like AWeber and GetResponse to do landing pages for you because they have landing page modules. I've never worked with them that much. You can do it. You don't have to pay extra to LeadPages, but I'm very partial to LeadPages because I'll show you here in a few minutes and I think you'll see why. It just seems to offer me so much more than just some of these other autoresponder companies.

See, autoresponder companies, their main business is producing a platform for you to collect your emails, build your list, and send out your emails to that list. That's their main core offer. The fact that they build on other site issues, that's fine, but LeadPages.net only does one thing, and that's to help you build these pages for you to collect your email addresses through, and they will host the page for you, too. I'd like that as an add-on, but again, I'm partial to them. You can choose from templates that they will have for you, and they can host the page for you, too, just like I mentioned just a few seconds ago. You can do AB split testing. You can check your conversion statistics. I'm going to show you just exactly how easy it is to do for yourself. Let's go now back to my browser, and let's go to LeadPages.net.

Now here it is. One of the accounts I have with LeadPages. This account I had set up originally to do some of my earlier landing pages. You can see it's a pretty easy platform to look at, and they offer you a variety of things. They have templates that you can pick from. You can encode your own lead page list, which is what I'm displaying for you here right now. These are some of the pages that I had in this account, and then they have what they call lead boxes, which are pop up boxes when you come to a website and there's a pop-up offer of some type for you to opt in. That's what a lead box is.

A lead page is actually a web page like we're going to build here in a moment, and then they have what we call lead links. You've seen [00:16:00] these links where they ... actually a link phrase in a blog post some place on a website. When you go to that blog and you're reading the blog and they say ... they'll happen to link one of the terms. I'm sure you know what I'm talking about. They may say jewelry. The word 'jewelry' ... or "Here is some wonderful jewelry that we've

created at a very low cost," and they might link the word 'jewelry' so that when you click on that, it will take you to another blog post or a page to show you the jewelry.

In this case, we're in the business of collecting email addresses so you can actually create a link on a blog page that will actually take someone to your opt-in page, to your landing page, and that's what Lead Link does. I use that an awful lot, too, because I'm active on blogging.

Let's go to the templates. This is where you'll start. Now when you get to the template page, these templates are provided for you free of charge. You notice here I have selected as a default "free only." These are templates they will provide for you that if you decide you like the structure of one of them, all you have to do is click on one of them, and then it will open it up, and you can start to build your lead page or your landing page, I should say, right out of that template.

Now they also have some that are for sale. Some of the members like me that are part of the community of LeadPages, if we create a landing page or any type of page that we know works very well, we can actually put that on a marketplace in LeadPages and sell that template. LeadPages will sell it to someone, and when they buy it, you actually make a revenue stream from that. That's a neat function. If you get pretty good at this and you have a page you'd like to share with others as far as the template is concerned, then you can do that and make money.

Here is a cool thing. Now they show you the most recent templates that have been placed on the page, but I like this one the best because if you click on it, it says they are going [00:18:00] to sort the templates by the typical conversion rate. It's unique to LeadPages, and it is a really cool thing, and it ranks them according to conversion rate.

Now if I'm going to look for all of the pages they offer, I have all selected over here, but I'm looking for an opt-in page, so I'm going to click opt-in right here, and now it further sorts it only to display opt-in pages for me, ranked by conversion rate, and those that are free.

Let's go down here now and let's look to see what we like. Now I want to build a simple landing page for you. I don't want to get all crazy on the stuff, but you can see there are a

lot of different designs. You can sell anything. They have things for webinars and opt-ins for books. Of course, we can change this anyway we like. You can use their images or you can upload your own background images. You can have a video background. Here's one over here I've used quite often. You can have a video on the background.

That's actually an image that is a video that's playing in the background, and then people look at that, and it may create just enough of an interest to get them to stop long enough to read your copy. Some people don't like video backgrounds because they think that it distracts from the message of the little box where you want them to read anyway so you can get their email address, and I tend to agree with that, too. There's an argument both ways, but you test. You experiment.

I just wanted to show you there are a ton of these, and they all look different. Once you take the template, you can then continue to change it on your own, and we're going to do that. We're going to pick one of these. Let's go to the top here because I want to find the ones that are converting the best because that's why they are sorted by conversion, the very top here.

What do I like? That's a [00:20:00] social [inaudible 00:20:01]. It's a little more complicated than what I want to use in our demonstration. Let's see. Enterprise legion. I like this one. When you select it, it's going to ask you what you're ... here it is. [inaudible 00:20:17] into health and fitness, so I'll select that. Now, here we'll open up the template for you. Waiting for the power of the Internet, and here is the template.

Now in here is how you build your page. I'm not going to change a lot of things on this, but I simply want to show you how easy it is to build your own page in a matter of minutes. Everything that you see on the right here, which is actually your work space, you'll notice that as I move my cursor, it highlights different things over here. Do you see that? Every one of these items here are corresponding with a point here. When I'm up in this area, this is the logo, if you don't want a logo, all you have to do is click on this, and you have the choice of hiding it. Or you can put your other image in here, or you can link that to some other page that you may want

them to go to.

Now in landing pages, the only thing I want them to go to is to the bottom here where I want them to actually click to get the item so I can collect their email address. The whole purpose of this landing page is to get them to do something, and what I want you to have them do is to give you their email address. That's my purpose.

You can decide whether or not you want to add a logo. I like to eliminate all things from the page that might distract the viewer from the ultimate goal, which is for me to collect their email address. This has a tendency to distract. If you're a brand and the brand is beginning to become well–recognized, [00:22:00] but then on the other side, you may want that logo there because it gives you authority. It gives you credibility, and I like that, too, but since you're just beginning, I would get rid of that. I would go over here and I'll click on this, and I'll click 'hide', and it disappears. Now we've eliminated one distraction from the page.

Now you can always get it back by going back over here and clicking on logo and putting it back up again. You can click 'show' and it shows up again. Or from the logo box here, you can click 'hide' and it disappears. You see how you can totally control everything very quickly? You're building a landing page. This template is already built by programmers. I am not a programmer, but I sure can use this, and I would imagine you can, too.

Now the next thing we need to look at is the headline. This is a great headline. Quickly learn how to use Google Analytics. This is a page that is displaying an image for a Google Analytics book, "Get Your Free Google Analytics 'Cheat Sheet' to Quickly Learn How to Use this Amazing Tool." If I click on this section, it shows you that it's the content headline. The other one they're calling the headline. If you want to change that, all you have to do, and here I'll say, "very quickly," and it changes it on the fly. You click out of the field, and it's done. That's how easy this is to fix.

If you wanted to do something with the colors, you can click on that and really get crazy because you can see as soon as you click on the headline, it opens up an area up here. You can bold, italics, underline, change the color. You can link

that headline to something, which I would not do on a landing page, but you get an idea how that works. It's very, very easy to work with.

Now if you wanted to change the image, you just click on the image, and it opens up an area where you might put a different image in there. Let's say I have my image here of my book that I wrote, so I'm going to click 'done', or you can upload a new picture. It's just like any other application where you're uploading [00:24:00] an image to the file. Here it just changes fast that is! It's just so easy to do.

If I don't like it, I want to go back to the other image, then I'll do that. I'll click on the Google Analytics image, and click it, and it goes right back. This just couldn't get any easier. What you do is you come in here and you're going to type in the text that you want your landing page to say. You put your image in here, your headline. This is your page.

Now when you click on the 'Download Now' button, you'll notice there's no field for me to enter my email address. This is what we call a two-step opt-in page. Two-step opt-in page is something that I use every chance I get because it has been proven that by using this two-step page where you click the button and then it opens up the area for you to add your email address, it increases your conversions by, I found, somewhere around 30 to 35%. By doing that simple extra thing, clicking the button.

The reason for that is, this is real simple. This page right now is a giving page. If you had a page that looks like this from the very beginning, it looks like you're a taker. You're looking to take someone's email address, and I've spoken to people about this. I've actually surveyed people and asked them why they had preferred to opt-in to this type of page versus one that has the button ... I'm sorry, that they prefer to opt-in to a page like this that has the two-step as opposed to one that simply used to display the email address on the very front of the page. This is what they've told me. They said, "Psychologically, I guess now that I think about it, this page looked like you were just giving me something and all I had to do was download it, so I clicked on the button. Whereas, if I would have seen this, I knew what you were doing. You were asking for my email address."

My reply was, "If [00:26:00] you then got to this page and saw that I was collecting your email address for you to get that report, why did you then decide to do it anyway?" They said, "When I was over here, I made the conscious decision to do it. Once I clicked on that button, I wanted it." That little progress bar up here by the way is placed there for that reason, to show that someone that makes a decision that they want what you're giving away, and then click that button. That is a whole different mindset. Now they want what they decided to get, not because I was selling it but because they made the decision. Isn't that amazing?

That's why this two-step opt-in is amazing function that you should use every chance you can. We'll come back to that in a moment.

Now in the area down here, it says "Get my free report now." I don't know that I would necessarily do that because I've already sold them up here. I don't like to be redundant, and it's just another line of text that to me would be distracting, so I'm going to get rid of that. I'm going to hide that.

"No, thanks, I'll pass this opportunity. Take me to the site." This is a nice little option here. I didn't used to use that but I'm just starting to experiment with it because I'm doing that on my sales pages as well, where it says, "No, thank you, Tom. I don't want what you're offering today, but I would like to see something else." I'll put that something else right here, and then link it to a page. It gives me a chance to have another shot at these people. I didn't sell them up here, and they decided they weren't going to buy or whatever the call-to-action was, but they were interested to give me a second chance. That's a nice little function. I'm going to leave that there.

When you click on this, it gives you the opportunity to put your URL that you want to send these people to. Ain't that cool? You can change the language of whatever you want that box to say. "No, thanks, Tom. I'll pass on this opportunity. Take me to see something else." You can say whatever you want to say. Could this be any easier? It's basically point, click, and type, and you're building your own [00:28:00] page.

Now when you want to build that next page, this step here, you do so by looking at the page they already have for you, and I like this arrow. It's pointing right to where I want them to go, the email address. If you don't like that arrow and you want to put another image there, you just click on it, and then you go back to an area, same place that we were before to pick an image.

Now, to that point, if I have this Google Analytics thing here and that's what they want, they decided they wanted that and they clicked on this, I am of the mindset that I would like them to see that image for the second time because this is where the rubber meets the road on this page. This is where I could lose them still. They still may not opt in, so I'm going to go find that image, wherever it is. It's not there for some reason. Let's just say that that was the image right here. You just say that that was the image I was giving them.

I click on that and see? I've changed the arrow to the image. I like to do that. I want them to see what I was showing them up here. If I was going to make that my image, and then they said, "Yup, I want that," and they clicked on it, I want them to see it again. That's just reinforcement. It helps me not lose them when I don't want to lose them.

Now this has name and email and phone number. I never collect phone number. Ever. Every field that you ask them to fill in in addition to the field you just want, which is the email address, is another percentage of lost conversions. I don't want to lose conversions. I don't want their name right now. I don't care what their name is. See how I got rid of those? I just clicked on the box. I hovered on the area and clicked on the box, and they're gone. So easy to do.

This is all I want, the email address. Once I get them on my list, I can then re-market to them, and if they buy something, now I got all their information because it's required [00:30:00] to check out at that point: name, address, shipping address, billing address, phone number. Why would I ruin my conversions right now by asking for all that information. Don't get too busy on your page. Get rid of information. Don't be adding things to it. It says here, look at this, "Almost there. Please complete the form and click the button below to gain access." If I want that to be a little different, I'll click on that and change the text over here. It's

just so cool.

You have total control over this page. Now if I made a typo, that's how I change it. I go here and just type on that, and if I had misspelled 'form', if I had 'from' instead, and noticed it later, "Almost there. Please complete this from and click the button below." Ugh. That's a typo. I want to get rid of that. I come over here and I change it to 'form' and I click 'okay', and that just saved me two days of time. That's why I like to use LeadPages or any type of page that I can build myself so that I can get that control. If I want to change ... this is not a free report. This is actually an eBook, so if I want to change that, I go over here and Get My eBook, my free eBook now. Click 'okay', and the button changed. Get My Free eBook Now!

Now, we're going to get out of that and we're going to go to ... Let's see. I think I've changed just about everything I wanted to on this page.

Now what I have to do here is I have to integrate this with my GetResponse account. I'm going to say that I'm going to call this a name, page name. I'm going to call it "Free eBook." I'm going to save that [00:32:00] just for now. I have to complete the integration step, which I can't because I didn't integrate yet with my GetResponse account.

Now if you come over here and whatever account you're using, I happen to use InfusionSoft right now. I'm not using GetResponse or AWeber. I'm using InfusionSoft, so I would click on InfusionSoft. The moment I do that, it goes out to my InfusionSoft account, and it pulls in all of my various campaigns that I've created in my InfusionSoft autoresponder, and these are my pages. All I want to do is find the page that I want to connect to this eBook. Page two. This is called integration.

Let's say I'm going to use this one. Do I want to integrate with lead notifications or Go to Webinar or use Facebook Registration? I'm going to leave those all for 'No' right now just for simplicity's sake. If you have a Go to Webinar account, and you're actually doing a webinar landing page, you can integrate with Go to Webinar so that when they log in, they were actually registering for that webinar, which is cool. Then I would check that to 'Yes'. Then it says I have to

connect to my account and integrate. I'm not going to do that right now, so I'm going to leave it alone. That would be it. If I wanted to customize the form, it takes you back to the form.

Now, integration settings. It just shows me that all I did was I used my InfusionSoft account. If you're using GetResponse when you click on this, you're going to see Get Response, and I'll show you how to make sure GetResponse shows up in that field in just a moment.

Now when you [00:34:00] are then integrated with your autoresponder, you have to have already created a campaign in your autoresponder for this to show up. I'm not going to cover that in this video. We'll pick that up in another video, but that's all that is, is integrating your GetResponse or your AWeber or your InfusionSoft autoresponder company to LeadPages, and then you can see that all you have to do is pick the campaign that you want this page to apply those email addresses to so that the moment that someone opts in to this page, the email is collected by InfusionSoft and places them into this Uber Wealthy landing page, and the autoresponder will then automatically send out whatever I had it set to send out to that person. In this case, it would be the eBook they just got. When I'm ready, I click 'okay', and it goes away.

That's how you build the landing page. It's basically that simple how to do it, and then you save it. Now you're going to ask me, "Tom, how do I get this page to post? How do I get it to work?"

You've got to publish it. Now if you have a website, if you already have web hosting, you can publish this page to that account. You click on the publish button. How would you like to publish the page? It asks you, "Do you want LeadPages to host it for you? Do you use a WordPress website? If you do, you can download the plug-in so that LeadPages will automatically pull in that into your website. Or do you want to publish this page on Facebook? Do you want to post it on your own server?"

If I have hosting with another company, and I'm going to talk about who's hosting here in a minute, and I'm also going to put that landing page on that hosting website or on that

hosting server, then you would use this. You would simply download the HTML or you could use all of the sources here. [00:36:00] You can see, you have the options to pick up the code. If I'm going to download the HTML, I click on that, and what it does is it simply gives me the opportunity then to decide where I want to open this and how I want to save it.

This is how you publish it. If you do not have hosting, go with the default. LeadPages will host that landing page for you at no additional charge. That's what I love about this company. They really have a great way of actually doing business and allowing you to get started in minutes, which is one less place to go.

Now they've published your page by this URL. There it is. Please click here to see how this option can increase your conversion rate. That's just a tutorial. You can actually view the page. Let's click on this to view the page and see what it looks like. There it is. That's how that page looks based on the way I designed it. If I click on this, it opens up the page. This page is ready to go live. We just need to do that. How do we do that?

If we leave this alone and I copy this URL, I hold on to that URL so I know where it is, but right now, if I say I want LeadPages to do this for me, activate LeadPages, redirect if I want to redirect this page somewhere else. This page will be hosted by LeadPages. I click that button, and I'm done. I save it, and I'm ready to go. That's it. That's how you build a landing page.

Now let's go back here to our slides. I wanted you to see how easy that was to do. Now I haven't talked about Split Testing or Conversion Statistics. I'm about to do that, but I wanted to show you just exactly how easy that is easy to do for yourself.

Now if you wanted to, you can get LeadPages [00:38:00] and pay for it on your own and start working like I just showed you how to use it. If you want to use my affiliate link, there you go. I'll get a few dollars for doing that simply as a tip I guess for showing you the great thing, but if you don't want to, you can just go get LeadPages on your own by simply going to LeadPages.net and signing up for account

altogether.

The next page here is to talk about privacy policy links, and these are policy links and privacy links that you can add to the bottom of your landing page. I do that sometimes when I'm posting something and going to be advertising it on Google because Google requires that. It's not required for you. Again, it's another thing to get someone sidetracked and maybe get them off target, but I do like to do it as my brand is beginning to build because it gives me credibility. The more things like a logo or a privacy policy link at the bottom of that landing page or terms of service, things like that, or even a Contact Me, it just shows that I'm not hiding. I'm a valuable vendor in the world of online marketing. I'm accountable. People know who they're buying from or who they're giving their email address to. It's just that added level of credibility maybe just enough to get that extra email address.

You want to keep it as simple as possible when you're working on the copy, the wording, the text on your landing page. Don't ask for too much information as we discussed. Single versus double opt-in, we talked about, and that's also called a two-step opt-in.

Single versus double opt-in, that was a little bit different in the sense that you've seen these pages sometimes where it's like an extra level or a layer of security where someone will actually place their email address, click the button, and then they'll get an email back that will say, "We just need to confirm that this is your email address before we actually send you this material and put you on our list." [00:40:00] That's called a double opt-in. That means you have to actually do something twice. The first time was you had to enter your email address and click the button to submit, and now you've received the email back in your inbox and they're asking for you to click a link just to double their security. The two-step opt-in is the situation where we go back over here to the landing page and I'd have to pull it up again. I don't want to do that. We'll just go back in here again. Just takes a little while to get that loaded. I have to edit it now. Takes just a moment to load it, so I don't like to take the time, but I do want to make sure you understand the point. Again, we're talking about the two step opt-in, the last item

here.

When it finally loads the page, this is one I actually say, "Yes, I want it," and now I have to enter my email address and click to get my free eBook now button to opt-in. That's the two-step process.

Now what I want to do is I want to show you some analytics, and I'm going to do this briefly. I don't want to take a lot of time with it. I'm going to go back here now to one of the other pages that actually has some traffic. You're going to see on my list of pages over here this area. It shows some of the statistics in a very quick snapshot as to what pages are already working for me.

Now here's one page that I've used, that Uber Wealthy ad campaign that I showed you about. I had run that quite a bit. If I look at the analytics of that ... by the way, if you want to see ... Let's see. Can I view the page? Let me just show you what the page looks like. Again, it takes a moment to load that. [00:42:00]

I actually started this page offloading it with a video behind it, and it had a picture of a guy standing in front of a jet, with his arms folded, and he had this smug look on his face, and then you can see what this says, "Renegade health Expert Tells His One secret to True Health and Riches the Uber-Wealthy are Hiding From You."

If I get to the image, let's see where was that? I must not have used it on that. Another two-step opt-in again. Here I had an AB test. I'll look at it through the analytics. I thought I'd be able to show the page to you, but apparently it won't show that way.

What I'm going to do is I'm going to go into the analytics for this page just because I had traffic on it. I haven't used this page since last summer because as you can see, it was only converting at 48.65%. As a matter of fact, I think this was my first page I ever did through LeadPages. Because it only converted to 48.65%, I went a little different direction. I redesigned everything, but here it shows you the conversions. I think I may be able to pull up ... historical. There the conversion rate just recently had 43 visitors, seven of them were unique, so apparently that person or these

people clicked on that page 43 times between the seven of them, and I got one conversion out of it, which was one divided by seven, which is 14 point some percent.

This just goes to show you how you actually can track it by the day of the month down here. You can even get into the hour of the day to find what's going on, and I like the idea that it gives you a variety of different things that you can convert.

Now if you [00:44:00] had an AB test going, you could change the time or the frequency that this particular version, the A or the B, would actually display. I'm not going to get into all of that with you right now. All I wanted to do was to show you that you can actually do AB tests. If you wanted to do an AB test, it says create an AB split test here. You would open that up, and it gives you the opportunity to either use one of your existing pages or you can build a brand new one. All that is, it's creating two different versions of the same basic concept. Let's say that I wanted to test my opt-in button from a gold color to a green background color. There's a different version. I can set up an AB test where the first version would be A, the second version would be B. When I set the slider that you just saw earlier, I can set it to anything I want.

Typically, you want to set it to 50%, so each version would get every other click. The first click coming in would see the gold button, and the next click that comes in would see the green button, and then it would go back to gold, green, gold, green. It gives you an opportunity over the course of the campaign when you're sending traffic to that page to actually see which works better, the gold button or the green button. I use AB test all the time. I test everything. I want to see what image works better, whether an image at all works better or not, what my text will say on my various opt-in buttons, what the headline reads. I test everything all the time, and I would recommend you do the same thing. I just wanted to show you that you can do AB tests and how the analytics look. If we go back to this now.

I spent a lot of time on this page. Why? Because this is the beginning of your sales funnel. If you don't get these people to opt-in, it doesn't matter what offer you have on the back end. It doesn't matter [00:46:00] how wonderful your

autoresponder email campaign is. They're never going to see it. If you don't get that opt-in, if you don't get that email address, nothing else matters. Yes, I've spent some time on this because this is where you'll spend most of your time building this page.

Now to host your page, you can use it with LeadPages.net. We said that. You can host with a hosting company like HostMonster, LiquidWeb, or any other type of hosting company. I'll take you there briefly. Here is web hosting. This is HostMonster.com. It's only $3.49 cents a month. You can also go to LiquidWeb. I use LiquidWeb right now. I also use Amazon servers, but you don't have to get that complicated. Go to a hosting company. Just simply buy their service, and sometimes they'll even give you a free domain name that you can buy on their behalf. They will actually pay for it for you and host it for you.

This is where you would host your domain name. This is where you could host your page. Then when you build a WordPress site or any other type of web page or website you already have hosting, you just add that into this to area.
If you're unsure how to do it, I then would recommend that you do get someone that can help you set up your pages. Again, I'm not real crazy about doing that kind of work myself. I have a tech person that will actually do that technical work for me. I would rather spend my time setting up my promotions and writing my emails.

Let's review. In this lesson, what we learned about was how to set up and launch an opt-in page. We created the page yourself or we showed you how to outsource it. I talked about hosting, split testing, statistics, and how to use them, and we did a demonstration.