

**Profit**  
ACADEMY

# MODULE 1

## SEGMENT 3



Speaker 1: Hi, this is Tom Hitchens, and I'm going to walk you through Module One, the next video, "Setting Up Your Business." This video in particular is talking about building your opt-in page.

In this class, what we're going to talk about is building your opt-in page, or what is also commonly known as your landing page or your squeeze page. We're going to talk about the objective of this page, the page elements, what makes a good one and a bad one, and we're going to talk about scripting on that page to make sure that the copy is good and the best that it could be to give you the greatest convergence that you can get. We're going to talk about, also, offering your bait, or what I call the lead magnet, the freebie that you're giving away to offer in exchange for someone's email address. We'll talk about all these elements through this video.

The objectives of a landing page is real simple. You're looking to get the email address. Period. That's all you're trying to do. You're not trying to sell a product, you're not trying to convey a message, you're not trying to build your brand. You only get about 3 to 5 seconds to set your hook, get someone to say, "Wow, I didn't know that, I want that." In exchange for them giving you their email address, they want what you're offering them. That's all you get, is just a few seconds. You can't possibly sell a product or convey a message in that time period.

Now, you're looking to do this very important thing. I always want you to keep these questions in mind as you're developing your copy on your landing page. Answer the three questions. This is for the person that is reading your page. They're asking these questions. "What do I get?" What is it that you're going to give them? That's what they're wanting to know. What is the benefit that I get from giving you my email address? Then, "When am I going to get this benefit?" [00:02:00] And then, "How are you going to give it to me?" These are the things that you need to answer. If you don't answer all three of these questions, your page is going to fail. When I say fail, I'm simply talking about the fact that you're going to get a low conversion rate, which is not what you want.

The page elements for a landing page is to, first of all, you need a showstopping headline. I put "showstopping" in here because, again, you only have three to five seconds. These people that are looking at your page were brought to that page because maybe of a solo ad, or maybe a Facebook ad that you ran. Any type of advertisement that you drove traffic, the eyeballs, to that landing

page. They're popping on this page, and you know how many pages they see when they're online browsing or looking at different things. They're seeing banner ads, they're seeing pop-ups. We are inundated with advertisements, so we're trained to click away, to go away quickly. You only have those few seconds, and you've got to have a headline that is going to reach out and grab at them, and if you don't do that, nothing else you have on that page will work.

The next thing you need to do is answer their one burning question. I see this mistake made so many times. People are trying to answer or accomplish too much on that page. Three methods, or get this seven simple steps that you need to do, or I'll show you 14 ways to build an online business. Look. People don't have that kind of time. They don't have that kind of patience. The more you confuse them with facts and figures and features, you're just going to bore them. You're going to confuse them. Confusion leads to nothing. They will do absolutely nothing. They will opt out, they will just bounce from your page. Pick one thing that you can show them or tell them or give them that they didn't know [00:04:00] or didn't have. Just one thing.

If you answer that one burning question that that person is already asking themselves, you'll get the opt in. You'll get their email address, because they want that question answered. If you try to answer three or four questions or give them three or four things, again, confusion leads to inaction. You want to provide one simple solution, not five or six. This is the bait that I want you to get used to giving. Just that one simple solution to the one burning question.

Then, offer more value than they are being asked for. They're being asked for their email address. I want you to offer them something that's so much more valuable than them simply giving you their email address, which is a level of trust. They're trusting you that you're going to give them something of value in return for a private part of them, their email address.

We're going to tell them how to get it by opting in. That's the call to action, and that's very important. Just because you've answered the question or you've solved the solution, and you've offered them a lot of value, you need to tell them what they need to do next. That's your call to action.

Let me show you some examples of some bad pages and some good pages of the things that we've just talked about. Here's a page that is not so bad, but it is not real simple, either. You can see at the top, it has a lot of border area. It's almost about, I'd say, 30%-40% of the page, right above the fold. There's no place for me to see what the call to action is. There's no place for me to enter my email address here, unless I scroll. Research tells us that 98% of the people online will not scroll on a webpage. That means that 98 people out of 100 that go to this page are not going to do this. [00:06:00] You've got to have everything above the fold. Is it really necessary to have that big headline banner at the top here? I don't think so. We could probably take that divine life heart, or whatever that is, and move it somewhere into this area here, where it would be better placed. Then, this whole area could go, and everything moves up, so then the page would look more like that. That's what I would recommend you do.

Here's their headline: "Is Passion Missing From Your Relationship?" What if I say no? I guess I'm not going to read any further, so I will just bounce. I'm gone. What is this action over here? Is this the call to action? "He'll never look at another woman once you whisper in his ear." What's that? Is that taking me away from this area, which is what you really want, anyway? You want them to give you their email address. Why would you distract them with multiple messages? This has bullet points. It has a headline here that really doesn't grab my attention. "Is passion missing from my relationship?" Well, actually, the answer in my case is no. If it is missing from yours, then maybe you're going to read on here. Then, you have bullet points, which our research also tells us that people typically do not read those bullet points. If they do ...

Let's read some of these. "Instantly turn your man into a romancing, texting addict." Okay, how? "Learn the secret method even the nicest girl can use to make a man sexually addicted to you without even touching you." These are a lot of information, and I'm distracted. I'm sorry, I'm just not getting this page. I wanted you to see some of the things that you don't want to do. Here's a nice arrow pointing to what you want. They're asking for a name. I think I've mentioned that before in one of my other videos, that you really don't want the name, you just want the email address.

Later on, when you turn them into buyers, you'll get their name. But why complicate it, and why lose conversion percentage by asking

for two fields of information [00:08:00], which is exactly what happens. Every field of information you ask for, more than just one, the one that we want, the email, is going to cost you conversion percentages.

Here's a nice thing. They do put a nice image here with a free report banner. That's very, very good, and free instant access. That's a nice button. But I'll never see it, if I don't scroll.

Here's another page. "Change Your Life Today." How? "Fight anxiety in three easy steps, 100% free." So I'm going to change my life by fighting anxiety. Okay. Does it answer the three questions? "What am I going to get, when am I going to get it, and how will I get it?" Let's see. "Learn how to fight anxiety with this free 18-page guide." Oh, 18 pages. Do you really want to read 18 pages? We're kind of lazy, aren't we? We're kind of impatient. We want something that we can consume quickly. Eighteen pages, eh, not interested in reading 18 pages. I'm busy. I read all day at work. If I'm going to read 18 pages, it's going to be that novel that's been sitting on my nightstand that I haven't taken the time to read. Eighteen pages turns me off.

Here's a nice little thing, here. They have a highlight around the bullet points, which is kind of nice. Here's a nice border there. And, "100% free" is in yellow, so it kind of grabs my attention. But, look again. I have to scroll a little bit to get to the call to action. You can change your life and fight anxiety with this free guide. Eighteen pages. I think that one might turn me off.

Go to the next one, here. This looks a little amateuristic to me. You can see the image here, it looks like that "4 Stunning" is not placed properly. That looks like somebody did that in Photoshop, and it wasn't a very good job. Right away, that would tell me that's probably not a page I would want to focus on. [00:10:00] That's not a real modern-looking graphic. It looks like somebody did that, and they're really just not really that good on an Adobe product. This is wasted space up here, this book could be up higher. Everything to me looks cheap and amateuristic.

Let's look at the headline: "Free: 4 Stunning Law of Attraction Secrets." How about just one? Would that work? Maybe just one stunning law of attraction secret? And what is the secret? What's it do for me? It doesn't tell me what I get. It just tells me it's stunning, and that it's a secret, but it doesn't tell me how it's going to benefit

me. "Attract endless happiness, prosperity, and success now with these four proven secrets that you can go out and use immediately to transform your life." Go out? That's not the best use of the English language. "Just enter your best email below." Then, down here, it says your report will be sent to you, and it tells me again, enter my best email here.

I don't think this is a very nicely designed page. I don't think the headline's grabbing, it's not telling me what to do. Don't tell me features. Tell me benefits. How is it going to help me? Remember the three questions. What do I get?

Let's move on to another one. This one, right away, I see this red here. It's the first thing my eye went to. Then, I see a lot of small text. I just don't have time for this. Boost my confidence. "Change your life in 24 hours by acting on these powerful ideas." What powerful idea? And now, I've got to keep reading. It's just not laid out real well. It's very tight, small font. I'm not sure I like that. It's got a name in here that I don't think is necessary. I just don't think that's a nicely designed page.

Let's go, now, to some pages that look pretty good. Right away in the first few seconds, "5-Minute Anxiety Attack [00:12:00] Remedy." If I'm troubled with anxiety attacks, I can see that I'm going to get a remedy in five minutes. It tells me what I'm going to get, and when I'm going to get it. Now, let's find out how I get it. "Do it yourself Nine Pressure Points," "Free Demo Video and Pressure Point Chart." Those are easy-to-read lines, they're a different color from the bigger headline, which caught my attention right away, and I'm not distracted with anything else. I'm going to get pressure points on a demo video and a pressure point chart to get rid of my anxiety attack in five minutes. I think that's a pretty nice page.

The next page here I want to look at, "Ancient Secrets: Command Your Dreams to Come True." Command your dreams to come true. There's a rather interesting headline. You don't hear that often. Command. Instead of asking for your dreams to come true, or law of attraction secrets that will bring your dreams to come to a reality, here, I'm going to command my dreams to come true. I'm interested. Ancient secrets, what is that all about? Maybe I'll read on: "These two simple steps do just that -- see results in three days." Does that answer our questions? I'm going to get two simple

steps to help me command my dreams to come true, and I'm going to see the results in three days.

Not bad. I don't have the scroll, just like the other one we looked at. That one was very small, centered on the page. I might even do away with the flowers in the background, and just have a moderately colored, bland colored background, so that this whole thing stands out, the center. But, this one's good, too. "Free eBook download." I see I'm going to get an eBook, and I'm only being asked for my email address, so maybe I trust that one.

Here's another one. "I'll show you what I used to lose my first 10 [00:14:00] pounds in just 8 days. Lose 23 pounds in less than a month." There's a promise, and a pretty good reason for me to continue to read. Now, I can see what I'm going to get. I'm going to get a fool-proof system that's going to show me how. If I happen to read these, they're real simple. The font's a different color and different type, easily laid out, nicely laid out. Free step-by-step eBook, free daily plan poster, and a free mp3. Nice bundle stack, and there it is right there, pictured for me. I'm going to get my eBook, there it is, I'm going to get my mp3, there that is, and I'm going to get a poster. That's interesting. They're going to show me what they did to lose their first ten pounds in eight days. I kind of like that one.

The fourth one, here. Big, bold, red headline. Gets your attention right away. "Train Your Mind with this Simple 7-Minute Technique." If I read these bullet points, they're laid out nicely. "Immediately begin sleeping better. Calm your anxiety on command." These are benefits. They're telling me what I get. I'm going to gain unstoppable confidence. "Obtain more wealth effortlessly," unlock my natural self-healing by training my mind with a simple 7-minute technique. "All yours now through this free ten minute mp3. I think it meets the points that we needed to meet.

Now, let's go here and let's look at some of the other points that we need to consider when we work on our landing page. We need to develop a hook. A hook is that headline that I've been telling you about. Does it stop me in my tracks in those first three to five seconds and get me to slide down that slope of reading more on that page before I decide to opt out or bounce? Here's one. "Case study: How to Write Blog Posts that Generate 300,000 Social Shares and 150,000 [00:16:00] Search Clicks per Month. Free Instant

Access." Could that be any simpler? It tells me what I'm going to get, how I'm going to get it.

Here's another one. Now, if this is in the right niche, maybe the dating niche, and a guy is interested in what to do to get a lady to kiss him, here's one burning question this man's been asking: "How to Know Exactly when She is Ready to be Kissed." Could that headline be any more poignant? One page case study. That's a little better than that 18 pages I had to read on that other page, isn't it? I want a simple solution, and I want it now. I don't want to wait for it, I want to be able to consume it right away. If I'm a guy in the dating niche, and I'm struggling trying to get dates, or I get dates and I just don't know when it's the right time to ask for the kiss, this might be the thing I'll opt in for. "Yes, tell me now." Couldn't be any simpler. With a nice two-step opt in, where this button here doesn't have any email address it's asking for, just has a nice color background and says "Yes, tell me now." I'm going to click on that if I'm interested in this and I'm in this niche. I would suspect this hook might be just the right thing to get high conversions. You see the difference?

Here's some extra tips relating to your page. First of all, make sure that the bait, or the thing that you're giving away in your landing page, is related to your thank you page offer. If you're in the paleo diet niche, and you're going to give away something in paleo as far as maybe a recipe book or "the simplest recipe that I could use to lose two pounds in a week," I'm going to opt in for that. Don't send me to a thank you page offer that's going to show me the best way to change the oil in my car. Make sure it's related to the offer and to your thank you page. [00:18:00]

Also, keep the bait simple to consume. We talked about that. You want to be able to consume this in five to ten minutes, tops. Not by reading 18 pages, but maybe one simple cheat sheet. Frequently use the word "free" in the copy. You'll notice that some of the better-looking pages were doing that. Here's some of the elements of a good landing page: cheat sheets, audio files, case studies, and demo videos work great as giveaway items on your landing page.

In this video, in this lesson, what we did is we talked about how to build an opt in page and a good landing page. Make sure you cover those points. Check off every landing page you build with that checklist that I just gave you. Make sure you stick to your objective, which is simply to get the email address. Don't get busy on that



page. Make sure that you understand your page elements and how they're used properly. We talked about scripting on that page, and you can see in the slides and pages I showed you, good and bad, how scripting is important. The copywriting is everything. Offering your bait is very important at the right time and in the right manner, and I showed you examples of good and bad pages.