

The "Rapid Listbuilding For Hypergrowth" Webinar

Tweak #1: Optimize Your 404 Pages

Example

How To Do It

test

Tip #2: Start Doing Webinars

Why Webinars?

Webinars have grown our business more than anything we've ever done (in terms of event based marketing)

The majority of highly-paid coaches, consulting, software companies, mediapreneurs, and info product publishers use webinars.

But Let's Forget About Sales For A Second . . . Webinars Build Your List FAST

Webinar registration pages are among the highest converting pages in LeadPages when it comes to opt-in rate

Things That Work

- Two-step opt-in processes
- Blurred out mindmaps

Rapid Listbuilding 2.0

Example #1

Example #2

Tweak #3: Don't Squander Your Thank You Pages

The Path To Your Thank You Page (i.e. What Most People Do)

Among billions of web pages, someone finds you via SEO, PPC, word of mouth, social media, or a link (lucky you)

They're one of the few people who find your site interesting, and like it enough to want more

They enter their email address and decide to be one of the 10% or so who opts-in

And then you send them to a stupid thank you page that ends the conversation immediately

Get people to like you on Facebook

Send them to your sales page

Example #1

Example #1

Step 1: Watch This Video

Step 2: Like Us On Facebook

Step 3: Register For Our Webinar

What To Do On Your Thank You Page

Example #2

Example #2

Thanks for signing up!

Everything we promised you'll be sent to your inbox shortly.

While you wait for your materials to arrive via email, we recommend you to click continue below to learn more about LeadPages™ and what it can do for your business.

Opt-In Page

Then Thank You Page

Then Sales Page

Tip #4: Use Podcasts To Grow Your List

Incentivize Reviews

Incentivize Subscriptions

Example

Tip #5: Create A Resource Guide Landing Page

Example Opt-In Page

Example Report

Why This Is The Best-Performing Landing Page We've Ever Used

It's doesn't require someone to process too much information (like a 3 minute video or a page of copy) in order to make a decision

Everyone wants to know the tools that you're using

It outperforms a free report because a lot of folks are experiencing info overload and don't want something else to read

Why This Is The Best-Performing Landing Page We've Ever Used (Part 2)

It outperforms video bribes because the perceived value of video bribes has gone down a lot recently due to the proliferation of launches and lack of time

It outperforms opt-ins for free coaching sessions (greater value does not equal higher conversion rate... what's more valuable than your time?)

The time to benefit ratio is high

You Can Create One Of These In Minutes

If you're a real estate agent: "Resource Guide: The Top 5 Safest Credit-Boosting Home Loans Of This Year"

If you're a dentist "Buyers Guide: The Top 5 Electric Toothbrushes Of This Year (Including The One That I Use)"

If you're a life coach: "App Guide: The Top 4 iPhone Apps For Increasing Your Productivity (Including The One That I Use Every Day)"

If you're a marketing agency: "The Top 5 Digital Marketing Tools For Local Businesses (Hint: The 3 Best Ones Are Free)"

Fitness experts: "The Only 3 Pieces Of Exercise Equipment You Need In Your Home (Hint: They All Weigh Less Than 5 Pounds)"

Why You Should Create A "Resource Guide Squeeze Page"

It takes minutes to setup

Doesn't take that much time to create the copy

Converts higher than long form opt-in pages that require someone to read a lot of text and watch a video

Converts higher than anything we've seen

You can create the bribe in less than an hour... with Microsoft word. Save to a PDF

Tip #6: Give Something Away With Every Blog Post

Easy setup with LeadPages's "Digital Asset Delivery" System

What You Can Give Away

- Checklists (PDF)
- PDF versions of your blog posts
- Worksheets
- Recipes
- Resources Guides
- Etc.

Tip #7: Use Magic Buy Buttons

Why This Works

"Magic" Buy Buttons—When it comes to variables that whisper, rarely do you find one that DOUBLES conversions, but the magic buy button does. When the order button isn't visible when the prospect first arrives, your video sales page looks like regular content... not a sales page.

When your video sales letter reaches its call to action, shazam! Your buy button magically appears. But prospects have kept an open mind throughout your video.

Digital Marketer Labs

Only show the "add to cart" button when you've reached your call to action in the sales video

Example