

Note:

This Is The Worksheet For
Thursday's Webinar With Pat
Flynn and Clay Collins

(I'd Encourage You To Attend)

<http://LeadPages.net/thursday>

Tweak #1: Optimize Your _____ Pages

Tip #2: Don't Squander Your
_____ Pages

The Path To Your ____ Page

1. Among billions of web pages, someone finds you via SEO, PPC, word of mouth, social media, or a link (lucky you)
2. They're one of the few people who find your site interesting, and like it enough to want more
3. They enter their email address and decide to be one of the _____ or so who opts-in
4. And then you send them to a stupid thank you page that _____

Thank You

...For Joining The Multimedia Marketing Show
Community!



Here's what you can do now:

STEP
1

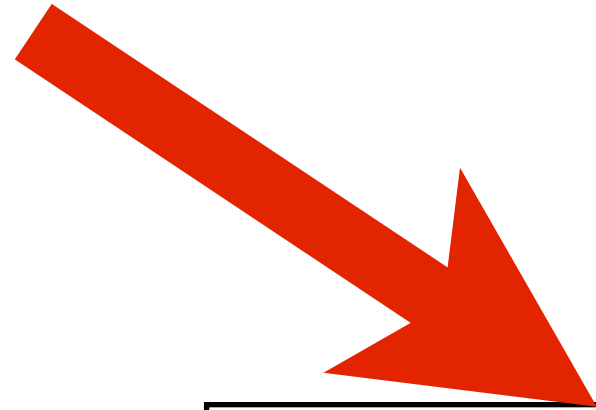
Like us on Facebook



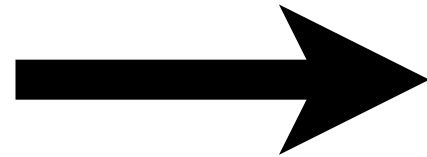
Jake Hower

You like

Where Does This Page Go?



Opt-In Page





Sales Page

Tip #3: Create A _____
Landing Page

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

- It's doesn't _____
- Everyone wants to know _____
- It outperforms _____ because a lot of folks are experiencing info overload and don't want something else to read

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

- It outperforms _____ because the perceived value of _____ has gone down a lot recently due to lack of time
- It outperforms _____ (greater value does not equal higher conversion rate... what's more valuable than your time?)
- The _____ to _____ ratio is high for implementing this kind of page



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You Can Create One Of These In Minutes

- If you're a _____ agent: "Resource Guide: The Top 5 Safest _____ Of This Year"
- If you're a dentist "Buyers Guide: The Top 5 _____ Of This Year (Including The One That I Use)"
- If you're a life coach: "_____ Guide: The Top 4 _____ Apps For Increasing Your _____ (Including The One That I Use Every Day)"
- If you're a _____: "The Top 5 Digital Marketing _____ For _____ Businesses (Hint: The 3 Best Ones Are _____)"
- _____ experts: "The Only 3 _____ You Need In Your Home (Hint: They All _____)"

Let's create _____

Why You Should Create A "_____ Landing Page"

- If you don't yet have a _____ . . .
 - It takes _____ to setup
 - Doesn't take that much time to _____
 - It converts _____ than long-form _____ pages that require someone to _____ and _____
 - Converts higher than _____
 - You can create the _____ in _____ with Microsoft _____.

Why You Should Create A "_____ Squeeze Page"

- If you already have a opt-in page . . .
 - I guarantee this will outperform whatever you're doing right now
 - Again, you can set this up in minutes

Tip #4 Give _____ Away
With _____ Blog Post

What You Can Give Away

- Checklists (PDF)
- PDF versions of _____
- Worksheets
- _____
- _____ Guides
- Etc.

Example: Today's-Opt-In

Tip #5 Use _____ To Grow
Your List

Tip #6: Start Doing _____

Template: Webinar Page From James Schramko

Template

Analytics

Images

Views	15802
Uniques	12713
Optins	6989
Conversion Rate	54.98%
LeadPages Views	4498
LeadPages Uniques	3200
LeadPages Optins	2102
LeadPages Conversion Rate	65.69%
WordPress Views	10530
WordPress Uniques	8842
WordPress Optins	4702
WordPress Conversion Rate	53.18%

Why _____?

- _____ have made us more money than anything we've ever done (in terms of event based marketing)

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

- _____ pages are among the highest converting pages in LeadPages when it comes to opt-in rate
- See this example . . .

Here's How To Create A
