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Today I watched a great webinar on effective Landing Pages. If you are not building your list then you need to be. I will help you do so. My primary business is growing every day because of effective engagement and effective follow-up. The Fortune is In the Follow-up.

How can you effectively follow-up your email contacts, you must automate as much of the process as possible. Learn more here [TrafficWave.net](http://TrafficWave.net). Sign up today and you will get one month free and I will finance a second month for you.

But how do we get the Leads and contacts in order to have a prospect list to follow up? That was why I attended this webinar. Here are my notes:

#### **4 Tactics to Landing Pages that Convert more Effectively:**

##### **1. Keep it simple to Opt-in**

Don't make your opt-in page hard to find. Keep it clear and direct. Do not require a lot of information. We will discuss this further in split tests but make your action button clear and meaningful.



One exception, we have seen, that converts better is the 2 click opt-in. That is an opt-in that says "Get your Free Report Now", they click it and then the "enter email form" appears. This converts better than a single click opt-in that says, "Enter your email here to get your free report." People like givers, not takers. A two click process emphasizes the giving of the report before the taking of the email.

Also a 2 click process allows a person to make a decision at no cost. Once he has made the decision to get the report, he now has no problem "paying the price" with his email.

##### **2. 10 X your Number of opt-in opportunities.**

Read that Ten Ex, or increase your opt-in opportunities by a factor of 10. Yes that is

correct. If you currently offer 7 different free reports on your blog, or splash pages, now offer 70 reports, 70 different opt-ins. Why? Well first, your customers are not all looking for the same one report. Not all your customers are interested in learning about improved advertising methods. Not all are after better back linking. And huge numbers are not opting in to your list because you have not scratched their itch.

Here are five of my opt-in pages as examples each offering very different “freebies”:

[200 Free Leads](#)

[Killer LinkedIn Tutorial](#)

[Marketing on Pinterest](#)

[Improve your Banner Ads](#)

[Rules of Success](#)

I have many, many more. And I am making new ones everyday... That is what I am doing right now with this paper.

I visited one blog that had over 200 different opt-in forms. It is less important what you offer and more about offering More. A blog with 30 or more landing pages out performs a blog with 10 or less landing pages by a factor of 7. So if your blog is getting you 3 customers a month and you have only 4 opt-in forms, four give-a-ways, then you can increase your business to 28 customers a month by increasing your opt-in pages.

But what do you do? What do you offer? Here are a few ideas.

- a. The notes from a webinar you attended. That is what this paper is.
- b. A checklist PDF, here is one I am giving away: [BackLink Checklist](#). I once saw a blog post on how to build picnic tables. Their opt-in was a checklist of all the materials you would need. You download the check list, print it, and take it with you to the hardware store. Great idea.
- c. Recipes. I sell products from Thailand online. I give away a free recipe, or recipe series via email. In the series I offer [products](#) that I sell or my affiliates sell.
- d. A PDF version of a blog post.
- e. A transcript of a podcast or webinar.
- f. Worksheets
- g. My Top Three Tools
- h. Resource Guides
- i. Anything you can think of

### 3. Split Testing.

A split test is when you use 2 Landing Pages for the same offer, but the Landing Pages are slightly different and you can measure which page performs the best. From split testing we have learned many things. We have not preformed just a few tests. These results are based on Millions of Data points. So these are not what we think are the best, but these are what customers consistently respond to, creating higher conversions.

First we have found that if you have a picture of the product, like an ebook cover, and you blur the product out a little and place an arrow pointing at the sign up box you raise conversion numbers.

By far, the highest performing capture pages are those inviting people to a live Webinar. You need to start doing Webinars. How do you begin, and what do you talk about? Well begin by picking a topic you know well, and then offer a Q&A session live about that topic.

A Q&A session is very valuable because you hear from your customer what their greatest need is. Then your customer gets an answer to his great pain. He will love you. In a one way conversation we often answer questions no one is asking.

Another good thing is doing an interview of someone who is knowledgeable or successful in one area and all you do is ask the questions.

Record webinars and they become freebie give-a-ways for future landing pages. Our split tests show that webinars grow your list faster than any other single thing. You should do a webinar about every 2 weeks. Webinar registration should include a freebie, like a worksheet for the webinar, or a post webinar transcript.

Key pieces to a webinar Landing page are: "Claim My Spot Now"; A Countdown clock to the webinar date; The Date & Time as a calendar graphic; a social media share button so attendees can easily recruit their affiliates to join the webinar; Your face. Pages with these elements out convert other pages by 72%. HUGE.

There are two types of people on line. The first is the, "I want to own my own business" guy. He is working to become a Leader, both personally and professionally. He is not sending his affiliates to others but he is the one to whom others are sending their affiliates to learn. This person will always outperform financially, the "me too" business man.

What is a "me too" businessman?? They are people who are content to live in the shadows of the Leader. Someone who is content to use what Leaders create. If you want to be a

Leader you must begin creating. And that means testing your creations to see what works best. You must start to split test.

What do you test? The three most important things to test are, Headlines, the On Button Copy (i.e. Submit buttons) and the graphics.

These on the left out performed these on the right by a percentage of:

Create My Account	VS	Create Your Account	24%
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One word makes the difference here. People do not want to create Your they want to create My.

Start My free Trial	VS	Start Your Free 30 day trail	90%
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Tell Me More	VS	Notify Me	30%
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Download Now	VS	Free Instant Access	90%
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Loose Wild Raw Image	VS	Business like Photo of me	50-30%
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The best Exercises and Drills to help lock in perfect Body VS

Athletes Guide to Perfect Weight Lifting	90%
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In this case, I think the word Athletes eliminated people. If I want to be in shape, but do not think of myself as an Athlete then I may not opt-in.

A little movement generates 30% more conversions.

Slightly blurred video background converts up 90% better than a still photo.

So there are a few hints for good landing pages. Your business may influence the exact models that perform best for you and that is why you need to create and test your work.

#### 4. Make your blog homepage an opt-in page

Average website homepages convert at 3-5%. Blog homepages convert 60%. Why? Well first and foremost, parties who visit your blog at all are already at least slightly interested in your topic. Why should they have to figure out how to get the value added freebies you are offering?

If you have a website, but not a blog page, well.... You must be happy with 3-5%. Start a professional quality blog or improve your existing blog with "[A Bloggers guide to Profits](#)".