

Mighty Easy Landing Pages - Demos

THE NEW ONLINE BIZ OWNER'S INTRO TO GETTING THEM DONE

Jennifer
Burke



Refresh – Landing Pages

- No distractions – no menus, no sidebar, no footer, no blog posts
- One single CTA, one single action to take
- ALL are types of landing pages:
 - Opt-in for free gift
 - register for webinar
 - sign-up live event
 - Book a call
 - buy a course
 - buy workshop
 - buy services

6 Critical Elements

- 1 Compelling headline
- 2 List of Benefits
- 3 Attractive visuals
- 4 CTA Speaks to Right Person
- 5 Social Proof – build trust
- 6 Form/Payment that works

It's Ok to Start Simple + Easy

- Use the tech you've got – work on message, offer, audience before you get fancy
- Check your WordPress Theme for templates
- Check your email marketing software for LPs
- Done is better than perfect

Email Marketing is THE Tool to Set You Up for a Work-From-Anywhere Laptop Lifestyle Business!

Yes You CAN Start an Email List Even If You're Not a Techie

Don't just dream of working from anywhere, attracting clients + happy customers - set yourself up to make it happen!



You've dreamed of ditching the 9-to-5, taking your laptop to the park while you watch your kids play, or doing work from anywhere but a stuffy office. You CAN do it and create that laptop lifestyle.

But you're not sure how you're going to attract those clients or connect with those happy customers. And you surely don't want to spend all day posting fluff to social media!

Get this FREE checklist and guide to setting up the marketing tool that *you* own and control, the one that lets you truly create your business from anywhere you are - your own email list to use for email marketing.

This FREE guide and checklist is where I show the simple 12 steps for Email Marketing Setup for Success - why email is still so important and powerful, why it can beat social media, and how anyone can learn how to set up their own email list for super-charged, client-attracting marketing and long-term business success.

Get Your Email Started Today



After coaching with Jennifer I was able to setup and launch my very first online product. Jennifer took the time to evaluate my project and gave specific and actionable steps to increase the value of what I was working on, all the way through completion. She walked me through the

Headline – why does reader care?

Details + Benefits – what are they getting

Visuals– show what it is

CTA– what do next

Social Proof– why trust me, others did

Questions ...

- I need a landing page if I want to promote my course on Facebook?
[*Yep! Perfect use of a LP*]
- Is it really ok to just my email service's pages?
[*Yep! If it gets you building or selling – do it*]
- Can I really design a LP just in WordPress? Do I need paid tools?
[*You can do it with many WP themes and free versions of tools like BeaverBuilder, Elementor*]

Built-in landing page template for WP theme – check here to see if yours has one. Click drop down arrow

Craft Your Word

Classic

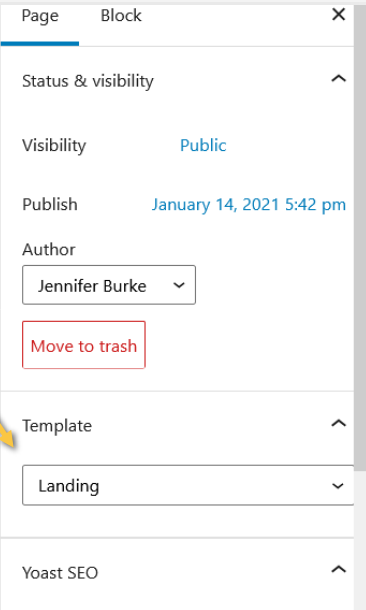
Creating and Crafting Your Wonderful Word of the Year

Have you ever embraced **ONE Word** for the year?

Maybe you have thought of, heard of, or even chosen a word you want to lean into for the full year.

Choosing your **One Word** for the year isn't just about checking off yet another goal from your long list of things you want to accomplish for the year.

It's about selecting a word that embodies all the things that you envision to enrich and improve your life in a new year.



The screenshot shows the WordPress page editor sidebar. At the top, there are tabs for 'Page' and 'Block', with 'Page' selected. Below the tabs, there are sections for 'Status & visibility', 'Visibility' (set to 'Public'), 'Publish' (set to 'January 14, 2021 5:42 pm'), and 'Author' (set to 'Jennifer Burke'). A red 'Move to trash' button is visible below the author section. The 'Template' section is expanded, showing a dropdown menu with 'Landing' selected. A yellow arrow points from the text above to the dropdown arrow in the 'Template' section.

Questions ...

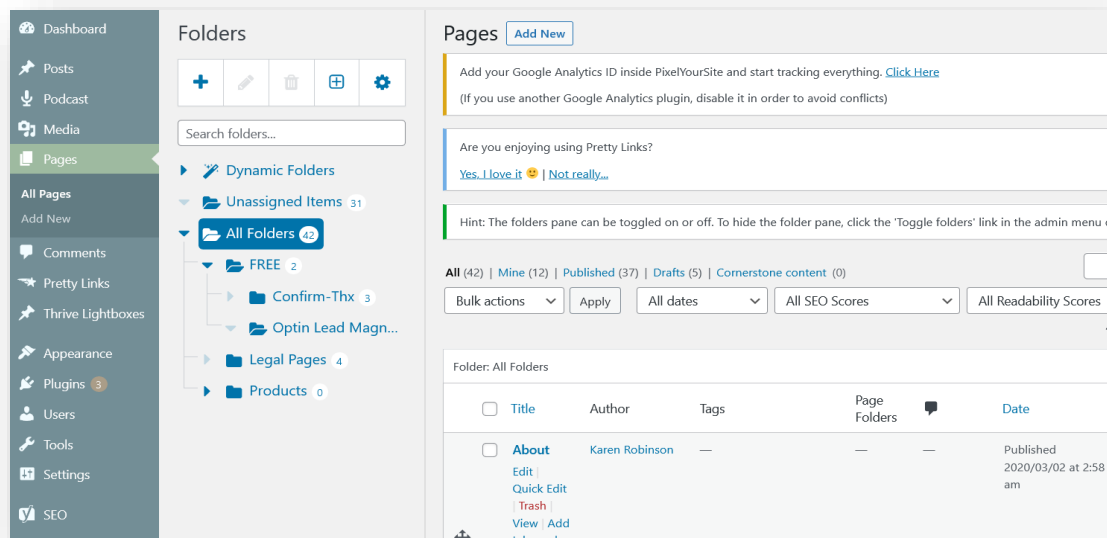
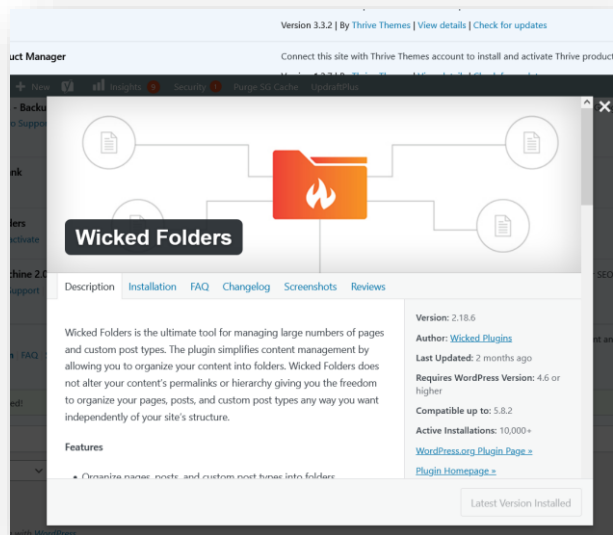
- Is there a # or ratio of graphics on the page? A certain # that converts better?
[Not a specific # - but use visuals appeal to your ideal client, represent the problems/pains or the solutions, represent what they're getting. Too many images could slow a page.]
- How many 'buy' buttons do we need? Is more better?
[Sorta depends on length of page – above fold and lower is good – don't scroll too far without a CTA]

Questions ...

- Do I need something more than Canva for visuals?
[Canva ROCKS! And yeah, it's what tons of experienced course creators, coaches use]
- Do my graphics or photos need to be watermarked?
[Helps to have your logo or URL on images so when shared people know where it came from or where to check out offer.]

Questions ...

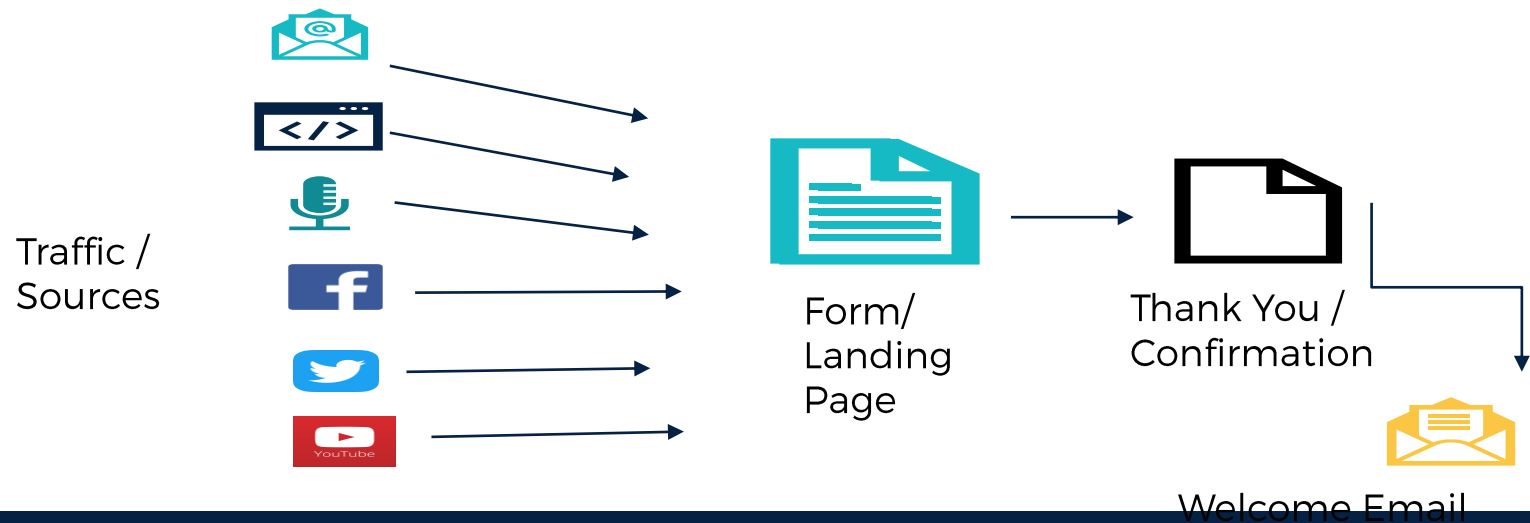
- I've created a few landing pages but need help keeping them straight on my website – help!



<https://wordpress.org/plugins/wicked-folders/>

Questions ...

- I know I need to create a gift and landing page – but how do I get sign-ups when I’m brand new? Run ads?
[Test, refine your message, get traffic to it organically before paid so you know it’s going to convert]



Examples - Demos

- Helping Parents Parent (Dr Renee Cohn Jones) – [Mother's Day Coaching Special](#) [built in Aweber]
- Helping Parents Parent - [3 Ways to Help Organize Your Disorganized Student](#) [built on-site, WordPress theme]
 - Leading to this coming course – WIP – [Student Be Organized 2022](#) [sales page built in WP]
- Create Scout (Lynn Leusch)– [Craft Your Word Workshop](#) [WP theme template]
- My Whimsy Days (Tracy Eng) – Galentine's Crafting Retreat [built in WP with free Beaver Builder Lite]

Christmas Activity Sheets

Looking for fun, free, family Christmas activities to do at home – here's a holiday gift to print

'Tis the season for the hustle and bustle of the Christmas holiday.

Many will be celebrating this Holiday a bit differently by not gathering together with loved ones. However, there are still many traditions of this season that will keep us busy.

Little ones are still anxiously awaiting for Santa to visit and there are still adulting activities that need to get done.

Here's a **fun free printable Christmas activity set for your kiddos as well as a simple and fun To-do list for you** to keep them busy and happy as you get ready for the holiday!

This set includes:

- 1 Holiday to-do list – write down all the things that need to get done as you count down to Santa's visit
- 4 activity sheets – keep the kids busy (as least for a little while)



Print as many sheets as you like.

Enter your email below to get your free gift of a printable activity sheet plus crafting tips and more from Create Scout!

My Gift to You! Free Holiday Activity Sheets to Print and Use at Home

Get your free printable sheets plus emails with crafting tips and more from Create Scout.

Full Name*

Email*

Marketing by

ActiveCampaign >

Craft Your Word

Creating and Crafting Your Wonderful Word of the Year

Have you ever embraced **ONE Word** for the year?

Maybe you have thought of, heard of, or even chosen a word you want to lean into for the full year.

Choosing your **One Word** for the year isn't just about checking off yet another goal from your long list of things you want to accomplish for the year.

It's about selecting a word that embodies all the things that you envision to enrich and improve your life in a new year. It helps create joy around you as well as increase business and personal goals.



+ New

Edit Page



Beaver Builder



Managed WordPress

Crafting Time with Your Friends?


Join Tracy for some Galentine's crafting fun!

Full day of crafting on your own selected projects - such as card-making, scrap-booking, and bring your Cricut for cutout fun.

You could get ahead on future holiday cards. Turn those memories into scrapbook pages rather than letting them sit in your closet.

All while being with friends, fellow crafters, your crafting community.

- ♥ Reason #1 to come craft together at Galentine's
- ♥ Reason #2 to come craft together at Galentine's Day retreat
- ♥ Reason #3 to come craft together for Galentine's Day

Save your seat today for Galentine's Day 



Practice, Test, Tweak

Takes time and practice get better at creating landing pages

Test and see what your audience responds to - tweak

BONUSES – More demos

- On your workshop participants page you'll find the slides handout, replays, plus BONUS demos
 - Building a landing page in Get Response with Fran Watson
 - First part of building a landing page with free Beaver Builder with Tracy Eng
 - Building landing pages with Thrive Architect with Karen Robinson

What's Next?

- Create your first easy landing page – or your next!

Share it in the Mighty Marketing Mojo hangout

<https://www.facebook.com/groups/mightymarketingmojo>

- Do you need training on starting with email marketing software – my Hell Yeah You CAN Start Your List Course (self-study)
- Want to build a habit of writing emails? My [Write Your D*mn Emails 30-Day Challenge](https://www.mightymarketingmojo.com/email-challenge/) is OPEN and starts Jan 1, 2022
<https://www.mightymarketingmojo.com/email-challenge/>