

Mighty Easy Landing Pages

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

Jennifer Burke



My story

Trying to be brief!



NYC ad days

Philly ad days

IRB GEAR SOURCE ENTERTAINMENT BUSINESS SECURITY SOURCE

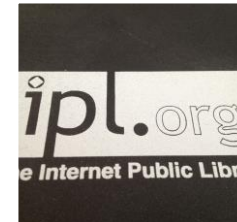
ird Voice Trails Off...

...in the past 24 hours...
...the fact that he believed would generate their speech on the Internet.
...he and two colleagues launched "Irid Voice", a free browser plug-in that allowed Web users not only to view comments. The idea was to spark "voice documents" among us presenting a new civic-mindedness that would keep corporations, government and the...
...a seemingly innocuous "irdly voice" posted sensitive speeches that users. Launching a new campaign called "Irid Voice" on 10/10/04 with both headed together...
...a few years later, it would appear that the group got what it wanted. On Monday, "Irid" a short message on its site, notifying users that the service had been discontinued.



Grad school

Teaching library research skills



Now speaker, trainer, coach



Why Are You Marketing?

What's a Landing Page?

- 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

One of My Landing Pages

Yes, I use bit fancier tools now – Thrive Architect – but I started simple

Mighty Marketing Mojo

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 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

Ok, But Why?

- Because sidebars + small forms are ignored
- Because you want a dedicated URL to share on social media
 - Even create custom opt-ins for different platforms
- So you can participate in giveaways or bundles
- Easy URL to share as a podcast guest, guest blog posts
- Easier to share/promote if you cross-promote with others, for affiliates to use
- Because research says more landing page, more traffic, more conversions

Forms vs Pages – Get Both!

- **Opt-in Form** = the place enter name/email, often part of a landing page or shown in sidebar, footer, in-content on a post
 - Variations on the form: sliders, pop-ups, ribbons, lightboxes, exit-intent pop-up
- **Opt-in Page or Landing Page** = has more info on why someone should opt-in/register/purchase, uses visuals, may offer social proof

Opt-in Form	Opt-in Page
Above the fold on your website	Your main page of your site
Pop up to gather webinar sign ups	To promote your webinar
Slide to promote a free checklist related to the content on page	To promote free checklist
Overlay to inform visitors of your email list or newsletter.	To promote your weekly newsletter
Pop up to grab attention as visitor leaves site	To promote each product you sell/refer
Below blog post to offer reminders of more content like this	To promote your free content to the world
Slide to encourage sign ups to read more wonderful content	To promote your exclusive content to the world

10 Page Mistakes to Avoid

1. Page Loads Slowly
2. Page Isn't Tailored to Audience
3. Page Is Cluttered/Distracting
4. Info Doesn't Set Offer Apart
5. Offer Doesn't Match Marketing/Promotion
5. Missing or Irrelevant Images
6. Forgetting Social Proof
7. SEO Applies to Landing Pages too
8. Page Isn't Mobile-Friendly
9. Weak CTAs

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

“Persuasion is not about coercion or manipulation. It’s about understanding.”

~ SEAN D’SOUZA

Focused, Attention-Getting

Keep the focus narrow and only on the **ONE** thing

- Lead magnet, webinar, course, etc

Hook your audience early

Highlight **benefits** of your offer

Speak to your **ideal customer**, no one else

- Those in early stages need different offers + language vs those ready to buy high-ticket
- E.g. moms of toddlers vs moms of teens

Clear, compelling **CTA** (call to action)

Social Proof – testimonials, quotes from SM, #downloads

Headline

- Your best chance to hook your audience
- If they aren't compelled to keep reading .. Uhoh
- Talks to benefits of your free gift or paid offer



Benefits

Make a list of the benefits of your gift, webinar, or offer

Start from features and then what is benefit of each

- **Features** are factual statements about products/services. Features say what something does.
- **Benefits** answer “so what” and “what’s in it for me?”
- **E.g. Electronic toy** – batteries include [FEATURE] -> product ready to use [mild Benefit] - > happy, not disappointed, child on Christmas morning playing with toy immediately [BENEFIT]

Bullets are your friend!

Finding Real Benefits

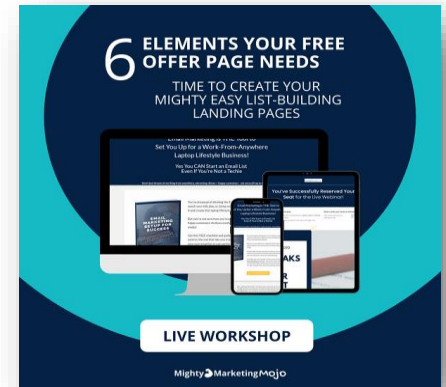
- Know your people, know their real wants, know **their** language
- Change your PoV – think like your customer, not as you. Start thinking in terms of **Results**
- **Ask “So what?”**
- **“WHAT’S IN IT FOR ME?!”**



RESULTS

Visuals

- Keep them simple but attractive, attention-getting
- Representative – what are people getting
- Appealing to your ideal customer – check!
- Uncluttered
- Easy to read text on any graphics
- Include your logo or URL in graphic
- Canva is your pal! Use templates, keep it easy



CTA (call to action)

One, clear, compelling action to take

Speak right to your ideal person

Action-oriented, benefit-focused

- Do better than 'download now'
- Use "you" or even "I" language

Contrasting colors, easy to read

Above the fold and lower on page

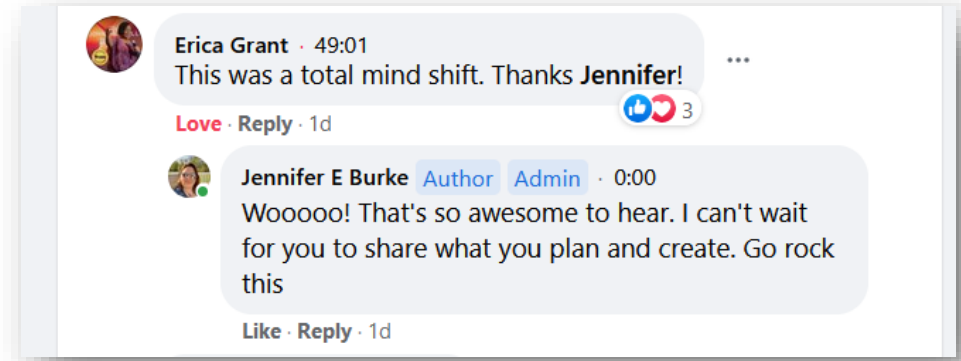
I WANT THIS!

I WANT THE EBOOK!

Click Here to Claim Your Free Ecourse

Social Proof

- Add info that builds more trust
- Testimonials
- Product/course reviews
- Social quotes
- Mentions of results
- Even # of downloads



Connection That Works

- Test your email system connection +/- or payment connection
- Use the simplest link/connection – PayPal links are fine!
- Simple forms, basic info – don't ask for more than you need
 - i.e. you don't need phone, shipping info for free gifts – asking = friction
 - E.g. if you only want to work with companies with 50+ employees you may need field that asks company size

More Page Tips

- Short, focused – one problem, one solution
- Write your copy out in Word or Google Docs first
- Copywriting hacks that WORK - BAB (Before After Bridge) and PAS (Problem Activate Solution)
 - show + tell them how life/biz will be after getting your thing
- Keep your visuals simple – Canva, AdobeSpark
 - Yes, you need visuals! Well past days of text-only long copy pages
- Bullet points and white space are your friends

Tips on Tone + Copy

- Don't be so super aggressive, pushy, or shouty
- Don't talk all about you >> WIIFM
- Don't stress so much you go overboard on design
- Do speak the language of your ideal customer + get specific
- Do talk situations, scenario and not so broadly
 - E.g. your people may not know they have a 'mindset' issue – but they know they have an 'emotional eating issue'
- Do write shorter, clearer and skip paragraphs



Easy Landing Page Options

- Keep it simple + use what you've got before fancy
- Check if your WordPress theme has a landing page template built-in
- Your email marketing software may include landing page feature (CK, Aweber, ActiveCampaign**, Flodesk, GetResponse)

Look for Examples

- Pay attention to what others in your niche do – but you still do you!
- Let's look at examples ...

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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



Delegation: *How to Leverage a Team to Free Up Your Time and Increase Your Profits*

Coach+ Team = Success! Behind every successful business are competent and dedicated team members. It's a common theme, coaches spend so much time working, they don't have time to move their business forward. Being overwhelmed working in your business and not on your business will halt your business growth. This makes creating and working with a team a critical step in moving your business forward. Say goodbye to overwhelm and hello to freedom!

Download this free resource & action guide! It's time to remove your overwhelm!

Yes, I'm want my copy!

We hate spam too. Unsubscribe at any time.

The 2021 "Your Best Year Yet Giveaway" runs Nov. 24-Dec. 14, 2021. All raffle prize winners will be contacted on or about Dec. 31, 2021 and will have 30 days to claim their prize. All "Your Best Year Yet Giveaway" contributors are independent business owners and are operating in conjunction with, but SEPARATELY from the "Your Best Year Yet Giveaway" promotion.

When you know the Secret Language of Money...Everything Changes



In this FREE 5-day video course you will:

- ✓ Explore the **5 CRUCIAL STEPS** to Making Your Financial Dreams a Reality
- ✓ Discover the **KEY STRATEGIES** for managing your money and creating wealth through your business .
- ✓ Uncover the **MONEY LEAKS** that are hindering you from creating financial security.
- ✓ **BREAK FREE** of old patterns that are holding you back from creating a powerful relationship with money.
- ✓ Learn how to **RELEASE THE HABITS** that are keeping you from being in control of your money.

I'M READY!



After resolving her own money challenges when she was a corporate IT Executive Management Consultant, Sheila was able to retire at the age of 55 using the same principles she teaches her clients.

Sheila Netti helps professional women and entrepreneurs create a new powerful relationship with money, build true wealth, and claim financial freedom. She helps you gain the knowledge, confidence and clarity required to create wealth and secure your financial future.

Your Lizzy's Christmas Party Gift! 🎄

Landing Page Website Canva Template | Jessica

Imagine getting a website made in minutes, for free! Without worrying about tech skills and hosting, you can create a beautiful online presence for your business and turn your ideas into a high converting landing page website that represents your brand.

By using this website, you agree to our use of cookies. We use cookies to ensure you get the best experience on our website. [Learn more](#)

GOT IT

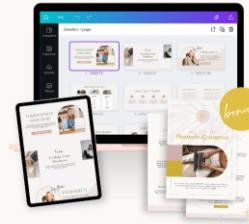
ENTER YOUR EMAIL BELOW TO GET INSTANT ACCESS!

YES, I WANT FREE TEMPLATE!

WHAT'S INCLUDED?

To sweeten the deal, I'm throwing in a really great **BONUS** to help you get started.

- ✓ **A unique, responsive, and highly functional landing page** that you can edit and customize however you like.
- ✓ **1 Landing Page Website Canva Template** (with 10 individual sections). Perfectly designed to reflect your vision and show off everything your business has to offer.
- ✓ **Content Overview:** Header, Mission, About Me, Services, How it works, This Is For You, Call To Action, Testimonials, Freebie offer, Contact Me.
- ✓ **Step-by-step guide** on how to edit and publish your template as a website.
- ✓ **BONUS!** I have put together a list of some great tools that I have used to help me run my business.



HOW IT WORKS

one

Fill out the form to get instant access to the template, open the PDF you'll receive in the email, there's a link to the templates you can access by clicking on it.

two

Open your templates in Canva, add your own content and change the colors, fonts, and images to match your brand's style!

three

Publish the template as a website, copy the link and share it with your audience.

You're only one steps away from having an amazing new Website.
Enter your details below to download the free template.

YES PLEASE, SEND IT MY WAY

CHALLENGE IN A BOX

Get the organizational help you need in your back pocket so that you don't spend hours spinning your wheels and wasting time!

[JOIN US!](#)

If you're ready to bring in new leads and establish yourself as the expert in your industry, the Challenge in a Box is here to help.

- **Your success and your goals are our top priority!** Inside the Challenge in a Box, you'll have access to our years of experience supporting business owners with easy-to-follow trainings, swipe copy and step-by-step instructions.
- **We've helped hundreds and hundreds of entrepreneurs JUST LIKE YOU!** Business is SO much easier when you have someone in your corner to help you really **KNOW** what you're doing! A successful challenge is just a training away!
- **Never worry about the fancy pieces or the right thing to say.** We've got swipe copy, sample pages and step-by-step training to make this easier for you.



Hello my friend,

Hi there. I'm a business systems and customer journey expert and business mentor for female coaches and entrepreneurs.

After spending 3 years growing my marketing and sales coach management system (I'm a certified coach myself) I decided to use my skills to start an e-commerce or a micro business, working 22-hour days to help other women. One thing I've done has been to leverage my coaching business, create a figure income stream, and monetizing my skills 24/7 online and beyond, while staying the business model for anyone who wants to be online. I've discovered and perfected the art of making more money while working one less hour.

It's your time to decide what you really want for this year. Maybe you want to grow and scale your business so that you can potentially increase your family's income, vacation, or pay off debt.

It's about your time in your genius, doing what you really love and being "having it all".

If you really want to know that all of your dreams, rights and long-term goals are possible, you need to take the first step.

We are excited to ensure that we give you the best experience in our industry. If you continue to use this site, we will assume that you are happy with it. Find out more.

CHALLENGE IN A BOX WILL GIVE YOU THE ORGANIZATIONAL HELP YOU NEED...

Maybe you aren't sure where to start with a challenge? Maybe the idea of handling all the copy, lead gen and offers feels overwhelming?

You want to hit the ground running and want a do-they-right-the-first-way-to-avoid-rework-the-entire!

[JOIN US!](#)

You don't have to keep downloading all the freshest anymore and trying to piece together a successful Challenge.

It's now your time.

What's Included In Challenge in a Box...



Training

- Learn where to find participants
- Learn how to pitch at the end of your training
- Learn what makes a challenge successful and need!

Swipe Copy

- Email Swipe for
 - the invite series
 - the welcome series
 - the reminder series
 - daily engagement series
- Website
 - check out the perfect opt-in page

Checklists

- Design the perfect opt-in page
- Keep track of all your invites, engaged participants and more with our Challenge tracker.
- Grab our signature customer journey map so your participants are supported throughout the Challenge.
- Grab our next steps checklist so your customers know where to go and feel seen.

[I WANT SUPPORT FOR MY CHALLENGE](#)

What others are saying...

LOCK IN THIS GREAT PRICE WHILE YOU CAN. IT WON'T LAST FOR LONG!

When you click the "Yes, I want this!" button below, you'll be brought to a checkout page where you can enter in your payment information directly.

This is a special offer and will be going up in price soon. You don't want to miss this opportunity.

[Yes! I WANT THIS!](#)

Start implementing today →

[I'M READY TO MAKE SURE!](#)

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Your Guide to Creating a Money-Making Blog!

Did you just start blogging but are struggling to make money from it? In this free workbook and guide you'll learn exactly what it takes to build a profitable blog. No fluff or information overload.

**GIMME THE
WORKBOOK!**

Your Information is 100% Secure And Will Never Be Shared With Anyone. You can unsubscribe at any time.

Practice, Test, Tweak

Takes time and practice get better at creating landing pages

Test and see what you audience responds to - tweak

Tomorrow – Demos!

- Let's dive in to create landing pages and looking at more examples
- Your questions
- What's next

Come hangout and ask more questions, share your landing pages in the Mighty Marketing Mojo hangout

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

