

 **LeadPages**<sup>TM</sup> *Presents . . .*

## Rapid Listbuilding For Hypergrowth

**"The 7 Most Important Tweaks You Can  
Make To Your Website To 3x/4x Your List  
In The Next 6 Months"**

# 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

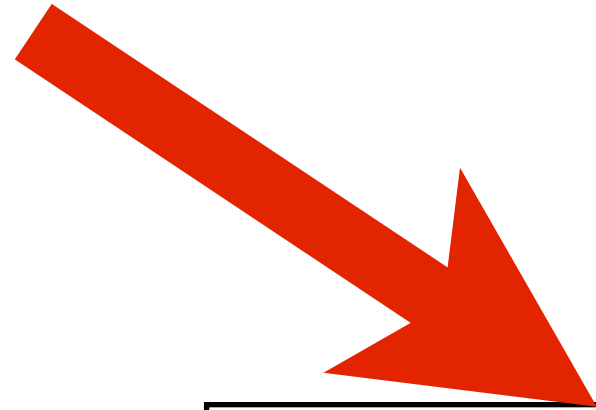
Like us on Facebook



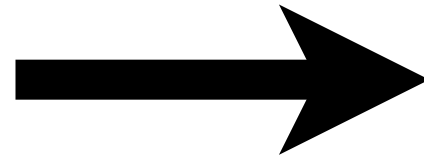
Jake Hower

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

\_\_\_\_\_