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Landing Page Profit Booster



Introduction

Anyone who has been around Internet marketing for any amount of time understands that sending a potential customer to a landing page versus sending a customer directly to the merchant's page will increase sales.

However, landing pages come in many different formats. There are different philosophies on how to design a landing page. Some will say to get the customer off the page as soon as possible while others will say to give them a thorough amount of content. If you ask 10 different internet marketing "gurus" what kind of landing page works best, you will probably get 10 different answers.

In this guide, I will cover one of the best converting formats for landing pages. I will include tips, tricks and advice. I will also tell you **the secret to maximizing profits** with this type of landing page.

This strategy alone is generating over \$100,000/year in sales for me. I haven't even applied it to all of my landing pages yet. I am making so much money that it is making me a little lazy.

Some of this guide is an excerpt of my IM product Daily Profiting. www.DailyProfiting.com

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Good luck,
Greg Schmidt

Types of Landing Pages

There are several types and reasons for landing pages. The two most popular reasons to have a landing page are to pre-sell the item and to capture email addresses to make an email list. Although both of these can be lucrative, we will focus our attention on the pre-sell.

Here is the basic idea of landing pages.

- Someone **searches for something they are interested in** (how to make homemade beer)
- **They click on our ad** that claims to show them how to make homemade beer
- They get to our landing page which describes to them **how well the product will teach them** how to make homemade beer.
- They click to the **merchant site and are reassured again** by the sales page that this product will teach them everything they need to know about making homemade beer.
- **Hopefully they buy**

You see it allows the customer's desire to have the product build with anticipation. **Each step they take is a bigger and bigger commitment.**

Now you will have less people going to the merchant page than if you just direct linked them but those people weren't going to buy anyways.

Different style of landing pages will convert differently. I only use one type of landing page. In fact, **I use the exact same landing page for every niche I promote.** I just change the header graphics and change the words. I keep the same layout and design.

This type of page is what is known as a review/comparison site.

You see, you take a set (3) of products and you offer a review on them. An example would be 3 dog training guides or 3 hypnosis guides. You choose one to recommend as your top choice.

Customers feel more reassured to purchase once they have read a review. As long as that review is not trying to sell the product, it will increase conversion rates dramatically.

There are some rules to keep in mind when you make a landing page.

The first rule is to sell it to the customer without selling it to them. I know this sounds strange but you don't want the customer to think you are trying to sell them something.

Here is why; when they get to the merchant site they will know they are being sold. **At that point they want to be sold.**

There is an old saying in sales that goes: **Telling ain't selling**

Basically it means that when selling you are not just giving information. You need to make that information about the customer and how it will benefit them. Benefits are what sell.

However, with landing pages **telling can be selling**. That information you give the visitor should reassure them that they should be interested in whatever.

Have you ever read a review and it made you mad because it said something bad about a product you wanted to buy? It is because you have already made up your mind that you

want to buy it. **You just want somebody to reassure you.**

Another rule is not to bash any of the other products. I get many a sale from my second and third ranked product. This is especially true if one of them offers a great price. I make sure to call out the cheapest of the 3 in the review.

If you have a good product with a great price, then **you should make that your recommendation.** You can play around with it and see which way makes you more.

One last rule that I follow, deals with the content of the webpage. If you offer too much content, you will get **viewers that just click away** because it is too much to read.

There should be no links that does not go to your merchant. If a visitor leaves your site through a link, it must go to a sales page.

I don't care what anyone tells you, you should **never** put a form to capture names on a landing page if you are trying to get sales today. It gives the customer a way out. You have one job and one job only and that is to raise their interest and get them to click thru to the merchant's page.

***** The key thing to remember with landing pages is this. If you have the right traffic, then you have potential buyers. **The landing page should put them to ease.** It should not rev them up or put them to sleep. This is the step that we take their interest and we turn it into a confidence that their **interest is justified** and a confidence in our recommendations. We then send them to the Merchant's page and let them do all the selling.

Landing Page Sections:

Title – the title should be exactly what you are doing. If you are reviewing dog training sites, then your title could be “Dog Training Systems Reviewed”. This will help with keeping a visitor. It reassures them that the site they just went to has to do **with what they are interested in**. If they have to read to see if it is about the same thing, they will close and go to another site.

Intro – this should be 2 or 3 lines on why someone would want the service.

“Millions of Americans own dogs. Although those dogs can be great pets, training them can sometimes prove challenging. Finding a proven system on how to train your dog can prove just as challenging.”

Body – this should be 2 or 3 lines on how many types of services are on the internet. Some of these are expensive and some just plain do not work.

“If you do a quick search online for dog training, you might think that there are as many systems as there are dogs. Many of these systems are extremely expensive and require a lot of time. Some of the systems don’t even work.”

Closing – this paragraph states that of all the programs out there, the following 3 are the top picks.

“3 of these systems have proven to live up to their promises. All 3 are priced great and more importantly they work. Although all 3 tested well, our top pick was by far superior.”

Findings – list each product with a brief recommendation/review

This style of landing page converts very well because it follows a classic sales path:

Problem – Solution – Recommendation

Dog Training Systems Reviewed

Millions of Americans own dogs. Although those dogs can be great and pets, training them can sometimes prove challenging. Finding a proven system on how to train your dog can prove just as challenging.

If you do a quick search online for dog training, you might think that there are as many systems as there are dogs. Many of these systems are extremely expensive and require a lot of time. Some of the systems don't even work.

3 of these systems have proven to live up to their promises. All 3 are priced great and more importantly they work. Although all 3 tested well, our top pick was by far superior.

Findings:

Pick #1: **Our Top Pick!** Put your review of the product here. 2 – 3 lines work well.

Pick #2: Same as above. Remember not to say anything bad as you will get sales from this.

Pick #3: Same as above. Remember not to say anything bad as you will get sales from this.

Profit Boosting Strategy

This strategy is not new by any means but it is rarely used in the method that I am about to unveil. This strategy involves owning your own product.

Yes I know you have heard it 1000 times before. There are so many e-books written on the subject you could fill your hard drive.

The underused strategy, however, is the secret here. You take your product and you insert it into your comparison site. I usually find that the number 2 spot tends to work best.

You have a sales page set up with a paypal button on it that will allow you to take payments directly into your paypal account.

100% Commission

This product is typically priced $\frac{1}{2}$ to $\frac{1}{4}$ of the other recommended products. You will get people that want to buy the merchants product but don't want to spend the money to get it.

In every site that I have installed this technique on, I have not loss sales of my main merchant. If I averaged 8 sales a day, I still get 8 but then I also get a few of my product sales as well.

Everyone tells you to have your own product but they want you to sell it much like they sell their products. Anyone who has published a product knows that it isn't that easy to just start selling it.

This method will allow you to use the merchant's pages to help you sell yours.

I know this seems very simplistic but it is extremely effective.

And Lucrative

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
May 30, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 30, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 30, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 30, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$25.00 USD	-\$1.28 USD	\$23.72 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$25.00 USD	-\$1.03 USD	\$23.97 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 29, 2008	Payment	From	[REDACTED]	Completed	Details		\$9.95 USD	-\$0.59 USD	\$9.36 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$25.00 USD	-\$1.28 USD	\$23.72 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.04 USD	\$57.95 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details	Print shipping label	\$59.99 USD	-\$2.64 USD	\$57.35 USD
May 28, 2008	Payment	From	[REDACTED]	Completed	Details		\$9.95 USD	-\$0.59 USD	\$9.36 USD

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This is a random 3 days from the last week. There is about \$1000 in sales in those three days. That is over \$100,000 per year. I have many \$600+ days and could have very easily found them to inflate this number.

In the next section, we will talk about how to have your own product.

Having your own product

So how do we actually have our own product?

We could write our own or we could hire someone to write it for us. If you have the ability to write your own product on a topic, I say to go for it. It is a very rewarding experience to produce your own guide.

I give some details in my full guide at www.DailyProfiting.com on how to create your own product without any prior knowledge of that product.

If this isn't the option you want to choose, you can pay someone to write it for you. This can become very expensive and you still have to create a sales page, e-book graphics, web page graphics and more.

One way to get around both of these is to use PLR. Good PLR products will come with sales page, graphics and some will allow you to alter them however you wish. That means you can put your name on the product. You can even input affiliate links so you can get sales from them down the road.

Here is a very good package of PLR products. www.izude.com At least 2 of these would be brilliant for our strategy, the hypnosis guide and the Learn Spanish guide. Both of these topics are highly searched and there are some quality merchant products out there that you can make a comparison page with.

Another great PLR resource is PLRwholesaler which offers a free membership.

There are other ways to get e-books out there to use as your own. Some of these you may even get for free. However, they typically do not come with their own sales page and they typically do not

allow you to alter the content. They do this because they have their links embedded throughout the guide and make plenty of back end sales.

Conclusion

Having your own product is not a new idea. Combining it with your review/comparison site is something that most have never thought of or tried.

You can really make some additional income if you get this going on several sites.

If you need further training on how to pick products, build a landing page, using PPC and much more, visit www.DailyProfiting.com now.

Good Luck,
Greg Schmidt