



The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: Intro & Outline

We're not building rockets or
splitting atoms.

Writing copy is a learned skill!

You CAN do this.

**Drag And Drop Copywriting
Will Make This Much Easier!**

The Landing Page Is **The 2nd Key Component** For Selling Online...

It's Where The Prospect Lands
After Clicking Our Ad

Landing Page

1. Lead Capture
2. Sell It!

Benefits Of Going For The Sale!

1. It's easier. (Ad -> LP -> CP -> \$\$\$!)
2. Profit can be made on the front end.
3. Don't need to post on social media for leads.
4. Don't need to write and send lots of emails
5. Don't need to create lead magnets or offer free stuff.
6. Discourage freebie seekers and “tire kickers”,
Buyers Only!

This Is How My Process Works

1. Create a product
2. Create an ad
3. Drive Traffic from Ad to LP
4. Drive prospects from LP to the CP
5. Use automation to get them access to the product.
6. Sell back end products to those who've already shown a willingness to buy from me.

For me, this all happens without
any input or work on my part!

24 hours a day!

This Landing Page Has Generated
\$1.3 Million Dollars In Front End
Sales (\$600K+ In Profit!) Marketing
To Cold Traffic!

My Landing Page Outline

Headline (kicker/subhead)

VSL

Button

Testimonials/U.M. Copy

Bullets

Emotional Questions

Offer

Button

Risk Empathy

Risk Reversal/Personal Pledge

Button

A Few Things To Consider

1. Each market differs and testing will dial this in for you.
2. Think like your prospect.
3. Fast is usually better than pretty.
4. Test and trust the data...not your preference.

Next Up...

Landing Page *Headline*



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