

**W.E.R.K. YOUR LANDING PAGE**  
**WERKWEEK #2 – FREAKIN’ INCREDIBLE**  
**FREEBIE (OPT-IN) PAGE**

**W.E.R.K.**  
YOUR LANDING PAGE



**CRAFT LANDING PAGES THAT**  
**GROW YOUR EMAIL LIST AND**  
**GET YOU PAID**

**W E R K Y O U R W O R D S . C O**

Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

**Copyright © 2017. BAAB Writing and Marketing Services LLC. All Rights Reserved.** No part of this document may be reproduced or shared without express, written consent from the author.

# Contents

|  |           |
|--|-----------|
| <b>FREAKIN' INCREDIBLE FREEBIE (OPT-IN) PAGE</b> | <b>3</b>  |
| <b>MAPPING OUT THE OPT-IN PAGE</b>               | <b>7</b>  |
| <b>INCREDIBLE OPT-IN PAGE SAMPLES</b>            | <b>10</b> |
| <b>WERKWEEK #2 WRAP UP</b>                       | <b>15</b> |

## FREAKIN' INCREDIBLE FREEBIE (OPT-IN) PAGE

---

***“The ‘how’ is always valuable enough to charge for.” – Apryl Beverly***

Yesss, you're all amped up about building (or growing) your email list knowing it's one of the most important assets of your business.

There's just one teeny, tiny roadblock ...

What the heck do you write on the opt-in page to propel people to hand over their precious email addresses?

Oh, and that old “subscribe to get my weekly tips” ain't gonna cut it nowadays. You see, folks' inboxes are cramped, so it's your job to deliver an offer valuable enough to make people willingly make room for you.

Now, while I'm not gonna tell you what type of freebie to offer, I will tell you to choose a format – video, print, audio, live – that will engage the MOST people in the shortest amount of time.

Why? Engaged people are more likely to buy so your freebie must be compelling enough to hold your audience's attention so they're still tuned in by the time you reach the sales pitch.

No matter which format you choose, every freebie should carry these core characteristics:

### **1. DELIVER A SOLUTION TO ONE PROBLEM**

People have found themselves on your landing page because they have a desire to address some type of frustration, confusion or issue. And your freebie should put them on the path to alleviate those feelings.

Now, notice I said “put them on the path.” So often entrepreneurs attempt to address EVERY issue with one freebie and this is the wrong way to approach the whole freebie thing.

Remember, the “how” is always valuable enough to carry a price tag. What this means is, your freebie should provide a solution to ONE piece of a larger problem that your service or product resolves completely.

That's why it's so important to map out your end goal – what are you selling, what

do you want people to buy – BEFORE creating the freebie. You see, the freebie is a bite-sized taste of the main course (your paid offering).

For example, let's say you're a business coach launching an 8-module online course on how to go side hustler to full-time entrepreneur. Each course module takes the participant through the various steps to quit their job and still maintain an income they can live on.

The end goal is to get current side hustlers to enroll in the online course so they can learn a step-by-step process for quitting their jobs and starting a profit-building business without going broke.

Now that you know the end goal, it's time to work backwards and create the freebie. This coach could create a video/audio training with a template that helps subscribers map out their exit strategy so they have a clear plan on paper.

The video/audio would tell the coach's epic story on how they quit their jobs and have helped clients do the same and the template would be a quick one pager outlining the top 5 to 7 things the side hustler will need to map out before quitting their jobs.

Do you see what I did with this freebie?

I helped the subscriber address the first issue to quitting his/her job – PLANNING. Now, inside the course, the coach will build on the planning portion with actionable steps the participant must take to achieve the goal of becoming a full-time entrepreneur.

In addition to resolving ONE problem, I gave the subscriber stories so she starts to believe she can actually achieve the goal because she's just as smart, talented and driven as the coach and the people the coach has helped in the past.

The bottom line is this:

**The freebie is never the end of the relationship ... it's the beginning.**

Now what if you sell clothing, books or other tangible products?

Your freebie will give people an appetizer to working with you. Coupons, free samples, book excerpts are all great ways to hook customers by allowing them to take your product for a test drive.

The key here is to encourage the subscriber to convert from a subscriber to a buyer FAST. Do this by attaching a deadline to the coupon – buy within 2 days and get \_\_\_\_\_% off.

Write a review on this book excerpt within 3 days and get entered into a drawing to win a free, autographed book.

Get this free sample and only pay shipping until [insert date].

The longer you allow people to sit on your list without making even a small purchase, the less likely you are to get them to buy later down the road.

## **2. PROVIDE QUICK AND EASY GUIDANCE OR INSTANT GRATIFICATION**

One of the key reasons for a freebie is to convince subscribers they can actually achieve the goal your paid offering resolves. So, you must set them up to bask in the glory of a tiny win with your freebie.

To do this, your freebie must provide quick and easy-to-follow steps to achieving that win. What this means is a 7-hour video may be overkill or a 30-day challenge may be too long.

Now, only you can decide how long it will take you to deliver the necessary information to resolve your audience's issue, but remember this:

**A freebie should provide the LEAST amount of information necessary for the participant to instantly apply the lesson (and get results).**

No one wants to feel overwhelmed by MORE WORK. So, if your freebie is too comprehensive and complex, participants will likely not take action. And when they don't take action, you're less likely to get them to invest in the paid offering.

On the product side, you want to make sure your offer provides instant gratification – money off, a free excerpt and so on.

## **3. MAKE IT CONSISTENT WITH YOUR ULTIMATE GOAL**

Ideally, your freebie offer will be a “chunk” of your paid offering so your audience can easily see the gap between what they resolved with the freebie and what they'll be able to do once they invest in the paid offering.

This means your freebie must deliver on the promises you outlined on the landing page and leave a “gap” leaving participants hungry for more.

On the product side, make sure your coupon or free offer is consistent with what you sell. For example, you can give away a free iPad to the first 10 customers or you can give them a free autographed book.

Now, you’ll likely get more subscribers interested in the iPad, but that’s Apple’s products and their interest in Apple doesn’t necessarily equate to interest in YOUR products.

### **W.E.R.K. IT NOW (WIN) TASK #4**

Map out your freebie opt-in page so it relates to your paid product/service offering by answering these questions:

1. What do I want people to ultimately buy AFTER investing their time in the freebie?
2. What ONE problem will this freebie resolve?
3. What format will I use for this freebie?
4. How will I market this freebie?
5. How long will my promo window be for this freebie?
6. What “gap” will I leave that will propel people to move from the freebie into the paid offering?

## MAPPING OUT THE OPT-IN PAGE

---

Now that you know what you'll offer as a freebie, it's time to get to the FUN stuff ... crafting the opt-in page.

### 1. HEADLINE

Your opt-in page headline MUST speak to what you're offering AND benefit to signing up to get it.

*FREE Cheat Sheet: Discover How to Craft Social Media Posts that Stop the Scroll and Make You Money*

*FREE Challenge: Discover 5 Little-Known Secrets to Winning Clients on Facebook*

*Shop 'Till You Drop on Us with this 15% Off Coupon*

*Extra 25% Off Fabulous Fall Looks*

*Get a Free Copy of My Book and Eliminate All Confusion on Creating Websites that Hook Buyers*

Every headline you write for your landing page should follow this construction:

**WHAT THE READER GETS + WHY THE READER WANTS IT**

**BONUS COOL TOOL TIP:**

**Marketing Institute Headline Analyzer**

<http://www.aminstitute.com/headline/>

**This is a cool tool to help evaluate the emotional aspect of your headline. Remember, buying is an emotional decision so determining the level of emotional appeal in your headline can be extremely helpful. Now, this tool is also addictive, so don't get too caught up on your score.**



## **2. INTRO STORY**

Craft a story that outlines your readers' CORE problem (the one you'll resolve with the freebie).

*Ever wish you could get the Cliff Notes for writing engaging, action-inducing social media posts? You know, move straight to what works and skip over everything else?*

Questions are a highly effective way to start off your landing page and identify your audience's struggles. Make sure you keep the intro short and sweet.

The amount of content will vary by freebie offer, but a general guideline is to keep it to about three to six short paragraphs (copywriting paragraphs, not essay paragraphs) of text.

## **3. BULLET FRENZY**

I love bullets because they can serve as tiny salespeople on your landing page.

Adding bullets (about 3 to 7) is a great way to set the learning expectation and make a promise to deliver specific information that will solve your audience's problem.

*How to use form-first design to improve your lead-gen forms.*

*How to design websites that wow and propel browsers to smack the "Contact Us" button.*

## **4. MAKE THE OFFER**

After identifying the problem, you'll want to pose your offer as the solution.

*Well, here's your chance. Get "Social Media Soiree," absolutely free along with weekly(ish) tips on leveraging social media to make you money.*

## **5. TELL THE READER WHAT TO DO**

End this portion of the landing page by telling the reader what to do. This is no time to be timid or passive. Stand up, own your genius and tell people how to crawl inside your brain or get their hands on your wonderful products.

*Drop your email address below.*

*Claim your spot here.*

*Accept the challenge.*

## **6. COLD SELL INTRO**

If you're marketing to cold traffic (which is exactly what you're doing to grow your email list) it's a good idea to include a brief overview of you or your company so people know you're legit.

You don't have to include your full bio with all the bells and whistles. Just some text that tells people they're signing up for something valuable from someone who knows his/her stuff.

## **7. TESTIMONIALS**

As an option, you may also want to include testimonials to validate the promises you make on your landing page.

## **W.E.R.K. IT NOW (WIN) TASK #5**

Use the samples and guidance I share this week to craft your freebie (opt-in) page. Focus on keeping it to about 400 words max. Remember, more words ain't always better so be concise, direct and straight-up.

Send your draft via a Word doc or link if you have it to [abeveryly@baab.biz](mailto:abeveryly@baab.biz) with the subject line: WERK WEEK 2: OPT-IN PAGE

We'll be in the group to answer your questions and provide support.

## INCREDIBLE OPT-IN PAGE SAMPLES

---

Below you'll find links to review some of my most successful landing page templates (converts at 40-75%):

1. P.I.M.P. Your Page Challenge: <http://thecopycloset.com/pagepimp/>
2. F.A.S.T. Money Challenge: <http://thecopycloset.com/challengeme/>
3. Jumpin' June Challenge: <http://thecopycloset.com/junejump/>
4. FREE Guide: <http://baab.biz/freeguide/>

I've also compiled and included a few landing page samples from a variety of brands you can check out for inspiration.

# The Landing Page Conversion Course

Learn how to get higher conversions from your marketing campaigns using landing pages.

## Take the Free Course

Enter your details below

What is your first name? \*



## What's in the Course?

The course was written by Unbounce co-founder, and landing page expert Oli Gardner.

It also includes insights collected from 10 other conversion pros whose expertise ranges from PPC to email marketing, social, copywriting, lead gen, design, and a dash of psychology.

## You'll learn:

- How to use form-first design to improve your lead gen forms.
- How to leverage the principles of conversion-centered design to create and optimize high-converting marketing campaigns.
- Why landing pages are instrumental to improving the ROI of your marketing campaigns.

## Who's the course for?

Whether you're using landing pages alongside your marketing campaigns but aren't seeing the results you'd hoped – or you're looking for a guide to show you where to start – you can use The Landing Page Conversion Course to create new or optimized campaigns that get the high-conversion results you or your clients have been seeking.

## About the Author

– Oli Gardner –

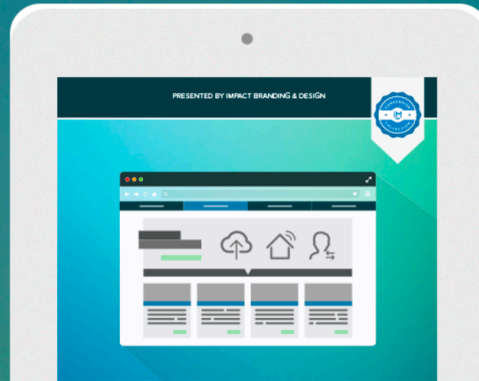


Unbounce Co-Founder Oli Gardner has a passion for landing pages, and a bone to pick with marketers who don't use them. A prolific webinar guest and writer, he speaks internationally about the four corners of conversion: the intersection of copy, design, interaction and psychology. Oli is on a mission to help marketers combine data and design to create high-converting and delightful marketing experiences.

Landing Page and Conversion Optimization Advice Featured by:



# Generate Even More Leads from Your Blog



## Turn more of your blog readers into customers.

While traffic growth on your blog is important, it's also meaningless without conversions.

Most people think optimizing your blog for conversions means including below post CTAs and a sidebar to inspire action.

(They couldn't be more wrong.)

Effective conversion rate optimization means making small changes based on behaviors that yield big results.

In this free guide, we're detailing everything we've learned – through our own experimentation and changes we've made – about improving your blog's conversion rate. **We're giving away the secrets that have helped grow The IMPACT Blog by over 500% in 2 years.**

**Included:**

- How to **strategically position** CTAs to align with behaviors
- Actionable tips for **optimizing the conversion path**
- Effective ways to **leverage social proof** on your blog
- Growth hacks for **improving your search ranking**

GET IT NOW!

First Name\*

Last Name\*

Email ([Privacy Policy](#))\*

Company Name\*

Website\*

Subscribe me to the IMPACT Blog (weekly)

GENERATE MORE CONVERSIONS!

## How To Enhance Customer Experiences and Increase Company Revenue With Proactive Chat

### » Did you know that proactive chatters are six times more likely to buy than an average website visitor?

This guide shows you how to:

- **Implement proactive chat based on established best practices**  
Knowing when and how to instigate a proactive chat can mean the difference between gaining and losing your customers.
- **Increase your site's conversions and ROI**  
Learn how proactive chat can increase your conversion rate, order value and online revenue.

For more practical advice on how to drive sales with proactive chat, including best practices and integration tips, *download our free guide now.*



Live Chat

Fill out the form below to get the free guide!

FIRST NAME \*

LAST NAME \*

EMAIL \*

COMPANY \*

Live Chat

SUBSCRIBE TO OUR NEWSLETTER?

DOWNLOAD NOW

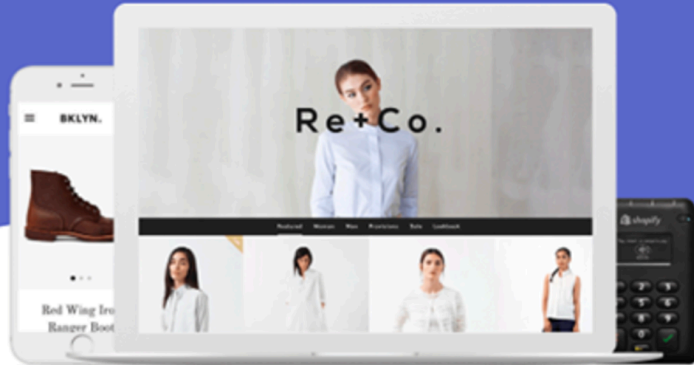


## Sell online with Shopify

Trusted by over 400,000 businesses worldwide

Get started

Try Shopify free for 14 days. No risk, and no credit card required.



### Beautiful themes that are responsive and customizable

No design skills needed. You have complete control over the look and feel of your website, from its layout, to content and colors.



### Pricing as low as \$9/month

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered. Start selling anywhere for just \$9/month.



### Trusted by over 400,000 businesses worldwide

Shopify handles everything from marketing and payments, to secure checkout and shipping

## WERKWEEK #2 WRAP UP

---

And WERKWEEK #2 is in the history books! Be sure to join the [WERKPlace Spot here](#) so you can ask questions and get your weekly feedback.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up piece of paper in a bottle ... none of that. You must post your questions inside the group.

### **W.E.R.K. IT NOW (WIN) TASKS**

Each week, you'll receive one or more WIN tasks to complete before the following week. We will close comments TUESDAYS at NOON EDT for the prior week's assignment feedback.

For example, feedback for this week will be accepted until noon EDT NEXT TUESDAY. After that, we will disable the commenting capability for the post and will not provide feedback on your assignment so please be sure to stay on pace with the class if you want to cash in on the feedback portion.

### **NEXT WEEK, WE DIG INTO SALES PAGES!**