

About Jake

CEO one19media, Digital Recon Strategist



I am a father of two little girls, serial entrepreneur, US Navy Veteran, and digital recon strategist.

I have been building web development, providing SEO services, keyword analysis, competition analysis, and consulting for over a decade and a half. I have worked with clients such as Ford Motor Company, CCL Ind., Mindful Guidance, AJ Rivera and Apryl Beverly.

I own one19media where we provide services such as Web Development, SEO, Social Media Marketing, Funnel Creation, and Training.

I also an a co-owner of VetBrandingLabs.com, that provides a number of online service to US Veterans and Veteran owned businesses.

WHEN YOU WANT TO
— SUCCEED AS BAD AS —
YOU WANT TO BREATHE,
— THEN YOU'LL BE —
SUCCESSFUL.

- Eric Thomas

Landing Page Secrets



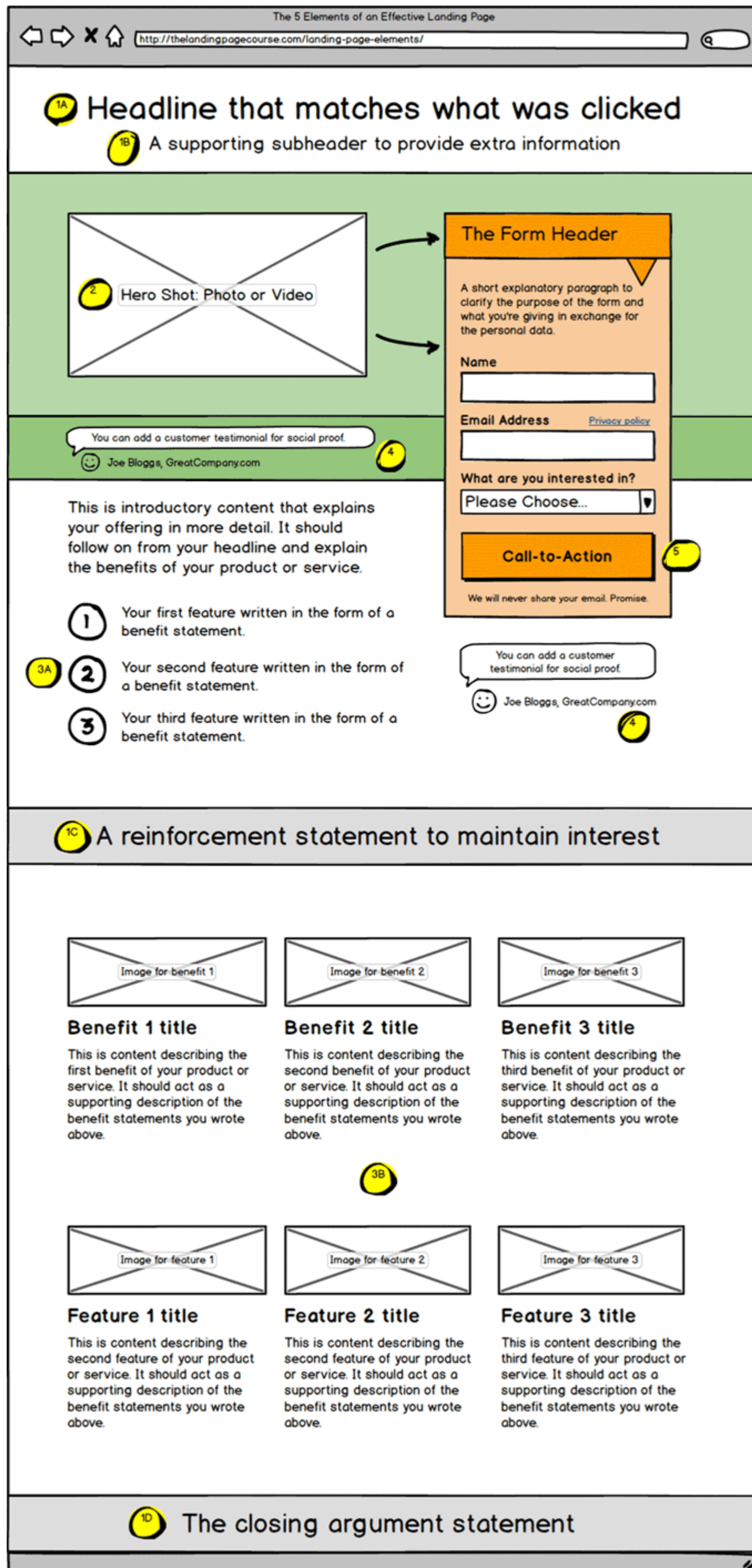
Anatomy of a successful landing page



Builder All Demo



LeadPage Demo



Anatomy of a Landing Page ⁴

5 MUST have core elements



Your Unique Selling Proposition – main headline, supporting headline, reinforcement, powerful closing



Hero Shot – A great image of you or your product professionally done or a video. Video is a better choice.



Benefits of Your Offering – Bullet points are a great way to get this across. Focus on BENEFITS first and features second.



Social Proof – People need to know they are not the first ones to jump on board with you. Make sure you have EPIC testimonials for your landing page. DO NOT EVER USE FAKE ONES!!!



Single Conversion Goal – Your Call-To-Action

Unique Selling Proposition

Poor Example and Why

AVAYA

Need support service for your enterprise communications (ECG) solution? Get proactive maintenance coverage from Avaya.

Save 20% or more* when you sign up for Avaya maintenance coverage now.

Save 20% or more* when you sign up for Avaya maintenance coverage now.

Whether your business needs comprehensive system support, on-site repair service or proactive troubleshooting tools, Avaya maintenance has you covered. Act now and you can purchase Avaya maintenance coverage for your business communications hardware and software for less.

Sales and support information

If you need immediate sales or support information, please contact us:

- Large enterprise (ECG) sales: 1-888-708-5583, promo code 2005
- Small to mid-size enterprise (SME) sales: 1-888-708-5584, promo code 09008
- Avaya support hotline: 1-866-699-2471

Save 20% or more* when you sign up for Avaya maintenance coverage now. all fields required

First Name

Last Name

Email

Company

Work Phone

Postal Code

Country

How many employees are with your company?

Register Now

Avaya has been recognized by **J.D. Power and Associates** for providing "An Outstanding Customer Service Experience" for two years in a row.

In 2010, J.D. Power and Associates recognized Avaya for delivering "An Outstanding Customer Service Experience" for the second year in a row. In addition to meeting key performance benchmarks, this distinction means that our customer satisfaction scores continue to rank us among the top technology support providers nationwide.

*By providing us with your email address and/or work phone and clicking the button above, you grant Avaya and/or Avaya partners permission to contact you. Your privacy is important to us. Please see the link below to our privacy policy.

Vague Headline

Conveys little value proposition, but not a unique value

No Bullet Points

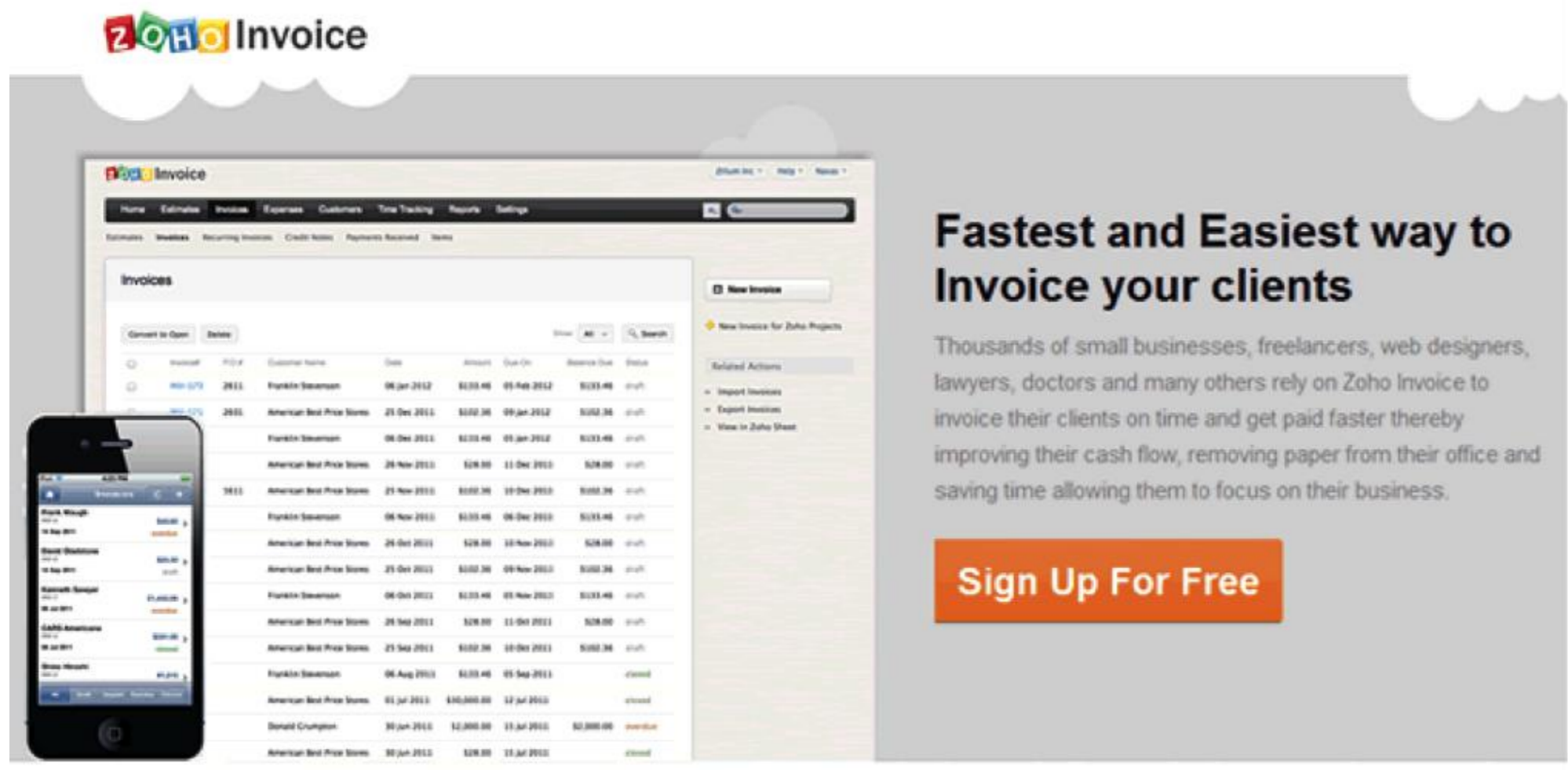
Very small text and hard to read blocks of text

Wasted Space

J.D. Power and discount wastes all the space.

Unique Selling Proposition

Perfect Example and Why



Clear, Concise Headline

Convey the USP

Graphically Pleasing Bullet Points

Conveys benefits and what makes them different

Above The Fold

A prominent and influential USP at the top

Read how Zoho Invoice can help you to focus on your business...

More than plain vanilla invoicing!

You can manage and send invoices online and what's more you can brand them with your logos and cutesy themes to match your business identity.

Saves Time and Effort

Never ever do the irksome job of manually inputting periodic expenses and invoices. Let Zoho Invoice take care of that. Reduce stress, effort and time spent.

Improves your cash flow

Receive immediate payments for your invoices online and get paid faster. Send payment reminders automatically to your customers and drastically increase your chances of getting paid on time.

Invoicing on the Go!

Our invoice software is available as an iPhone App as well on Android smartphones. You can invoice your clients and record expenses with your iPhone or Android smartphone.

Time Sheets in your pocket!

With our invoice software you can manage projects, track time spent and invoice your clients online or using your iPhone or Android smartphone.

The Zoho Advantage

Sign Up For Zoho Invoice and get instant access to over 25 applications including a world class office and e-mail collaboration suite, an extremely popular CRM software and much more.

Headshot Hero Image

Understanding what makes a good Hero Image

Use Only Relevant Images

Design For Contrast

Make The Image Your Centerpiece

Consider Different Screen Size

Use Persuasive Images

Consider Using Illustrations

Emphasis Call to Action Buttons

Builder All

The Most Complete & Easy to Use Digital Marketing Platform on The Planet

Create SMART Websites, Automate Email Campaigns, Build Sales Funnels and Much MORE

- Get More Traffic
- Capture & Manage More Leads
- Automate Relationship and Processes
- Sell Much More!

1. Drag & Drop Site builder
2. Professional Email Marketing Platform
3. Easily Build Landing Pages
4. Tools to Drive Traffic and Grow Your Business
5. Hundreds of Training Videos

Get Builder All

<http://office.builderall.com/us/franchise/share/136312>

LeadPages

- Get an easy birds-eye view of all your landing pages.
- Hosts landing pages via Leadpages servers which can reduce load on your hosting environment.
- Template marketplace giving you access to a huge selection of extra templates (payment required).
- Split testing functionality (only on Pro & Advanced plans).
- Simple landing page editor.
- New drag & drop page builder with some new templates that weren't available with their standard page builder.
- Leadlinks feature allows people to join your list by clicking a single link (only on Pro & Advanced plans).
- Leaddigits feature allows people to join your list via text messages (only on Pro & Advanced plans).
- Sub-accounts available on Advanced plans.

[**Get LeadPages**](#)

BONUS

I have had the pleasure of working with Apyrl for a few years now and I know how much she values every student she has. As a bonus I would like to extend an offer to you to have a private one on one 30-minute coaching call with you to help you get your Landing Page up and running.

Use this link: <https://calendly.com/jake-one19media/apryl-bonus/09-14-2017>

Hope to speak to you soon.

Jake McCluskey