



THE SIGN-UP PAGE THAT CONVERTS LIKE CRAZY

A Sign-Up Page (also called a Landing Page or Opt-In Page) is a standalone web page or website created for a specific advertising campaign to capture leads and get them onto your email list. Basically, it's where the Email-Freebie exchange takes place.

For the exchange to take place, the page needs to be simple and have ONE focus: To get the visitor to enter their email address.

Also, your visitor NEEDS to feel that your Freebie/Lead Magnet is valuable enough.

Unlike a regular web page, a Sign-Up Page doesn't usually have any extra tabs or links at the top or bottom. Simple is good as far as Sign-Up pages go (although it's not unusual to find Sign-Up Pages that have a lot more content than others).

Just know, the Sign-Up Page has ONE purpose: to get your visitor to take the action you want him/her to take in exchange for your Freebie.

Here are a few examples of things you might want people to do on your Landing Page:

- Buy something
- Become a lead by submitting an email form
- Schedule a call with you
- Reach out to you via chat
- Subscribe to your newsletter
- Register for an event

The single focus or goal of a Sign-Up Page is a call to action (Tip: All of your CTAs are trying to accomplish the same thing: to move visitors towards becoming leads AKA, subscribers on your email list, to paying clients).

A Sign-Up Page should quickly communicate what you want the visitor to do. For me, I've found that the simpler this page is, the better it performs. The more you can get your visitor to focus on the ONE thing you want them to do, the easier it is for them to do it.

It's this single focus that increases your conversion rates of your advertising campaigns, lowering your cost for each acquired lead or sale.

Once your visitor has entered the information you requested, they have officially become a lead/subscriber and they are taken to a different page, either a *Thank You* page where it states that their Freebie is on its way to their Email, or it gives them direct access to the Freebie.

Note: some Thank You pages are a Sales Page where you can sell your Intro Product. So just keep that in mind if you would like to try that out!

HERE'S WHAT MAKES FOR A SIGN-UP PAGE THAT CONVERTS:

1) A Catchy Headline

A good headline tells your visitor, "You're in the right place, here's what to do next, and here's what to expect..."

If they clicked on your Ad, this is where they enter their email address in exchange for your Freebie, or the information you said you'd give them.

For example, "Enter your email to access XXX."

2) Supporting Headline

This is where you can add another benefit or remind them of the bonus they will get if they enter their information.

Your headline is the most important argument for taking whatever action you want your visitor to take, but sometimes a little extra detail can be the push your visitor needs to take action.

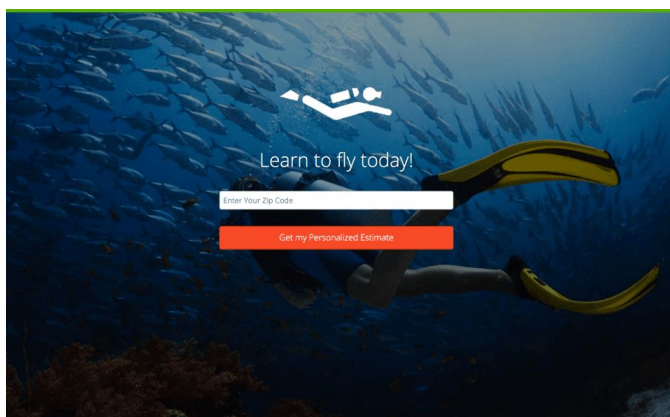
Not every Sign-Up Page needs a supporting headline, but when used effectively, a good supporting headline can make your Sign-Up Page convert much better,

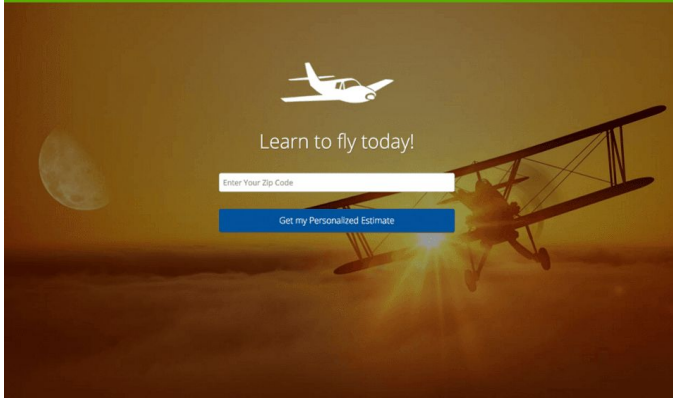
3) Visual

It can be challenging to get someone to have an *emotional* response in a sentence or two. This is where the Visual comes in.

In many ways, your Visual can be just as important as your headline. Your Visual is the aesthetic component of your Sign-Up Page that tells your visitor, “Yes, you’re in the right place and you can trust me and my business.” To test this, let’s use a flight school example.

Which of the 2 Sign-Up Pages do you think would be more compelling to an aspiring pilot?





The second page will probably get you a lot more leads. But why?

The answer, of course, is the *Visual*.

Even though the headline is the same on both pages, anyone who clicks on a pilot certification Ad and ends up on a page with a scuba diver will think something is wrong.

Now, of course, this example is rather extreme, but it shows how your Visual can make or break your headline.

4) Benefit Statement

Your benefit statement says, "Here's what you'll get if you do what I'm encouraging you to do. See how amazing it is? You should sign up!"

Just keep in mind that your benefit statement is like an elevator pitch. If you use one, you'll want to keep it short, simple and to the point. You can get into more detail below if you decide to add more content.

5) Call to Action (CTA)

Your CTA should be visible right when your visitor arrives on your Sign-Up Page.

Just FYI: Before you can create your CTA, you have to decide what you want people to do on your landing page. This is important, because otherwise you can end up with no CTA or multiple different (and even conflicting) CTAs.

Your CTA should be obvious and straightforward. Most people are looking for quick information, so the easier you make it for them to find and act on your CTA, the more likely they are to convert.

If you make your CTA a color that stands out from the rest of the page and place it prominently, it will make it easy to find and act on.

6) Show Them the Benefits

Most visitors to your site are asking:

Will this make my life easier/better? Is this what I need? Want?

Make sure you understand your Ideal Customers' needs so you can offer it to them. The important thing to communicate is how your offer will *make their life* better. Will it relieve stress? Help them find the one? Don't focus on how amazing you, your business, product or offer is. Focus on your customer's needs.

7) Testimonials

Most people distrust marketing material, and for good reason. There are a lot of bogus products out there and no matter how you talk your product up, many people probably won't believe it.

This is where testimonials come in. Customers and clients tell it like it really is, which is why testimonials are the simplest way to add social proof to your Sign-Up Page.

Even so, because they are so easy to put together (or even fabricate), testimonials might not carry a lot of weight. So, if you want your testimonial to be believable, you need reputable, verifiable sources.

Testing Your Landing Pages

Here's the rub. Even if you have a great Sign-Up Page and stick to every best practice, there's no guarantee your Sign-Up Pages will actually work the way you want.

People are sometimes difficult to predict. Even if you believe you have a great feel for your Ideal Customers, it can be hard to predict which Sign-Up Page design will give you the results you want.

To get the most out of your Sign-Up Pages, you'll want to spend some time testing different options.

Fortunately, it's not very difficult to create an amazing Sign-Up Page testing strategy—one that teaches you something with every test. You'll want to plan and document, see what works best. Having a solid testing strategy will save you lots of time and dramatically increase your sign-ups and profitability long term.

Once you've created what you believe is a good Sign-Up Page, it's time to shift into research mode and create a hypothesis (a guess) about how your Ideal Customers might interact with your Sign-Up Page. You'll want to create a spreadsheet to track what you learn with each test.

Ask these questions:

1. Is your visual attention-grabbing Visual (relevant)?
2. Is your headline captivating and generates interest (Tell them what to do and what they'll get)?
3. Does the text flow and is free from errors?
4. Do you give them an irresistible offer?
5. Is the content Benefit/needs driven (relevant)?
6. Is there a clear call to action (CTA)?
7. Does the link to the freebie work?

Once you have a few hypotheses, build a detailed testing strategy around those ideas.

Try:

1. Writing your CTA a few different ways.
2. A few different Visual

3. A different subheading
4. Different text (if you have any)
5. Using a different freebie/lead magnet

As you test, you'll learn something new each round.

Use that to guide your next testing round. Plus, you've been thoroughly documenting everything, so you'll know what is making the difference.

If you do it right, each test will give you more information about your Ideal Customer and will help you build your Email list and make sales!