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Underground Affiliates, LLC

** Opt-In Page Secrets **

Introduction…

You will have evidently heard this on numerous occasions before but building a list is absolutely crucial to create a <u>long term</u> online business for on-going and consistent profits.

However, many people seem to get put off by doing it and in some ways it's understandable; following up with leads can be a daunting task if you've never written emails in this kind of way before.

The truth is though, it's not *that* difficult.

See, the problem is, it's widely assumed that you have to be some sort of copywriting genius in order to market to a list successfully, but *actually* that couldn't be further from the truth.

You just have to be yourself, be very careful about how many promotions you send out and for the ones you *do* send out, to make sure the products are of the highest quality.

Even if you can only master it to a certain degree, and also become relatively good at creating opt-in pages, the advantage is you don't *even* need to make a profit on the front end when advertising with Adwords. In fact, all you need to do is to break even because the profits can be made further down the line. ie: on the 'backend'.

Having said that, the aim ultimately should always be to make at least a 100% profit on the front end and then ASLO market to your subscribers at a later stage to make even more money. That's what I do in a number of different niches at the moment and it's what you should try for as well when using this style of landing page.

Regarding the best techniques to successfully build a relationship with your list, there is a PDF in the monthly members area and I highly suggest you read that document thoroughly because if you get this part correct, the rewards can be substantial.

How substantial? Well, I'll give you a quick example:

Over the past few months, I've managed to build up a list of 7000 people interested in affiliate marketing using Adwords.

Now this size of list isn't exactly impressive. In fact, it's frankly average mainly because I've only been in this niche for a few months.

However, over a 30 day period in June and July, I was able to generate over $10,000 profit from the people on this list…and I only sent out 2 promotional emails.

I mean, imagine if it were 100,000 people. We'd be talking well over $100K per month just by sending out a few emails. Now THAT would be a nice position to be in!

Of course, these profits apply to other niches too. Myself and Steve market to a 14,000+ health and dieting 'buyers' list and I personally have lists in other niches as well and manage to generate the same results.

However, as I've said, there's an art to it but read the email marketing PDF to find out more.

Truth is, generating a list of 7000 or so is actually pretty easy. If you're building it with Adwords it's just the case of managing your initial ad expenditure correctly and making sure you are at least breaking even on the front end.

I'm going to leave the technicalities of building up a successful campaign to Steve in the videos, so let's take a look at how to build a high converting opt-in landing page to reap the most benefit out of this method.

When To Use An Opt-In Page…

The question is, when should you use an opt-in? Should you ALWAYS attempt to build a list using Adwords?

Well, as a general rule, only ever build up an email list in a buyer hungry market that has plenty of products to promote on the back end.

This doesn't *just* apply with Adwords; it applies no matter how you are getting traffic to the website or campaign that you're promoting.

So for niches such as health and dieting, internet marketing or golf where there is potential for vast amount of non-promotional material as well as an abundance of products you can promote, then it'll certainly work.

However, for some markets, building a list could be considered as pointless *even* if the niche is extremely profitable on the front end.

With markets such as 'Reverse Phone Look Up', 'run your car on water' or 'acne', I mean what other information could you send them? What else could you promote? Well, probably very little, so you may as well go for a direct sale by using a review or pre-sell page instead.

The Misconception…

One of the biggest misconceptions that people have with opt-in landing pages, especially in an Adwords scenario, is that they stand to make far less money than if they were using a direct link.

However, this isn't the case at all… and we're talking front-end profits here too. Disregard any money that potentially could be made by future mailings.

For instance, when I was promoting my previous course on Adwords, (the 'Profit Praxis'), I split tested both a direct link to the sales page and an opt-in, which, incidentally, I've included below.

After collecting conversion data for a couple of weeks, the opt-in campaign turned out to be consistently more profitable by around 50%.

To be honest, it wasn't too much of a surprise really because direct linking, no matter whether you own the product or not, *tends* to be ineffective and you can make far more money by implementing a separate landing page into your campaign, whether it be a review, pre-sell or opt-in page.

Split Testing…

Of course, split testing is crucial with Adwords and when you are creating a new campaign, initially split testing both a pre-sell page and an opt-in can be a wise idea.

Why? Because if you discover that after collecting data for a week or two you're making similar profits from both, you may as well go down the opt-in route and build a business for longer term profits simultaneously. This, of course, depends entirely on what results you have.

Just another quick point before we move on. I've done many trials split testing both a pre-sell page and an opt-in page for the same campaign to gauge the percentage of people who make it through to the sales page.

Obviously on a pre-sell they simply press a link to get there and on an opt-in they must enter their name and email address. The conversion rates for this (as long as both pages are formulated in the correct way) are usually very similar

In other words, if a visitor is interested in what you've got to offer, then no matter whether the next step is to enter their information or simply click a link, they will invariably take action.

Let's Begin…

Firstly, I'll run through the most important elements of an opt-in and then I'll run through a number of different ways of formatting the webpage.

So here are the important elements that you should bear in mind…

1. The Headline…

As with any page, the headline is easily most important aspect because it is your one and only chance to grab the visitor's attention to make sure they read the rest of the page.

2. Creating a Sense of Urgency…

Create a sense of urgency by making it clear that unless they take action NOW they'll be missing out on something VALUABLE. For instance, they'd have to pay $97 if they returned to the page tomorrow; or that there are only 7or 8 bonuses (that you are using as an incentive) remaining… Or that the offer ends at 'midnight tonight' which you can back up by using a date script that changes automatically each day.

3. Trust & Credibility…

There are a number of different ways to emphasize this point by joining up with various online companies, such as www.honestEonline.com or www.Truste.org who will provide you with a selection of small graphics to place at the bottom of your page in view of the subscription box.

Another effective method is by placing a relevant 'TIME magazine' cover on the page from their archive that can be found here:
www.time.com/time/coversearch

If the product that you're promoting has appeared on major news sites such as Forbes or USA today etc (and many have through press releases) then add a logo to your page too.

It is also crucial to put some sort of privacy statement underneath the subscription box to inform your prospects that they can trust you with their email address.

For instance, you should always include a line like "*WE HATE SPAM: Our privacy policy keeps your email address 100% secure and we will NEVER give, sell or rent your email address* "… or words to that effect.

5. Believability…

This is more important with pre-sell and review pages but including a photograph of yourself (or more likely one from a royalty free website) is a good way of increasing believability and response.

In fact, I ran a simple test a few months back to determine whether having a photo present in an opt-in page actually improved conversions or not.

It was in the health and dieting niche and I split tested two separate pages. One with a photo. One without.

The result was that the landing pages that contained a photo won *every* time.

In fact, the difference was quite astounding with the subscription rates jumping an average of 14%. Why? Well, I presume it has something to do with the visitor having more confidence in what is being written if he or she can actually see who's writing it and in this particular niche (H&D) confidence is everything.

Having said this, these opt-in pages didn't contain a huge amount of text: Just a headline, a call to action and a 'time sensitive offer' as an incentive.

So as a rule of thumb, the less text you have on an opt-in page, the more need there is for a photo. (If you don't want to place a photo of yourself on your website, just get a one from www.istockphoto.com.)

6. Direct Instruction…

This is simply a direct instruction telling the prospect exactly ''how'' to sign up to receive the information.

Don't forget, most people aren't familiar with the concept of having to enter their name and email into a box to receive information, so you have to tell them.

Nothing elaborate or clever is needed. Just say 'Enter Your First Name And Email Address Into The Form Below To Receive The Information'…etc. It's an obvious point but you'd be surprised at how many people forget to do this.

Opt-In Page Example #1

Over the next 3 pages, I'm going to explain in detail a few of the major points that you should apply to all opt-in pages so I don't have to repeat them in later examples.

Ok, so this particular opt-in was to promote my previous online course and is purposely a very simple design.

There's hardly any writing at all, no pictures, just a direct pitch with a time sensitive incentive to sign up.

Overall it converted at around 40%- 50%. It would be very hard to get conversions much higher because I was bidding on large amount of keywords, some of which were more targeted than others. It's worth saying though that conversions were as high as 70% for some keywords.

One thing to remember is when you're promoting anything to do with internet marketing; you don't *necessarily* need to put a whole lot of effort into the actual design of your page.

Even though that's a bit of a generalization, what's more important is the quality of your offer and bribe. I would never *even attempt* doing one without offering something new and of high value to increase sign up's and in this case I'm giving away a 337 marketing strategies ebook along with a couple of other things.

If you ever do something similar to this, you can download the editable file here, add affiliate links and other stuff and then convert it to a PDF using http://www.primopdf.com Here's the link to get it: http://www.profitpraxis.com/products/bible.zip

So as you can see, I've included both a main headline *and* a sub headline that immediately conveys the benefits of my offer and whips up curiosity.

In general, the primary headline should be written in such as way that guarantees the page will be read and the secondary headline should state the major point of interest or the major benefit.

In this case, the '*WARNING: Forget Everything You Thought You Knew About…..*" is a highly effective headline that can be used in almost any situation and niche.

For instance:

'WARNING: Forget Everything You Thought You Knew About Dieting"

or…

'WARNING: Forget Everything You Thought You Knew About Dog Training"

The secondary headline includes the overall benefits of the offer which in this case is the fact that the prospect will be able to profit from the 'secret clickbank strategies that have been kept hidden until now' Again, this creates sense of curiosity.

Then, on the left hand side of the page, I go into more detail about what they'll get if they sign up and exactly how they'll benefit along with more details on the bonuses.

In order to create a sense of urgency, I've said that they will only get the bonuses, if they take action TODAY and have included a date code that automatically changes to represent the current day. You can copy and paste this code on the next page…

```
<script language="JavaScript1.2">
<!-- Begin
var months=new Array(13);
months[1]="January";
months[2]="February";
months[3]="March";
months[4]="April";
months[5]="May";
months[6]="June";
months[7]="July";
months[8]="August";
months[9]="September";
months[10]="October";
months[11]="November";
months[12]="December";
var time=new Date();
var lmonth=months[time.getMonth() + 1];
var date=time.getDate();
var year=time.getYear();
if (year < 2000)    // Y2K Fix, Isaac Powell
year = year + 1900; // http://onyx.idbsu.edu/~ipowell
document.write("<b>" + lmonth + " ");
document.write(date + ", " + year + "</b>");
// End -->
</script>
```

Two other things you'll notice…

Firstly, I've positioned a large blue arrow underneath the text to draw the eye towards the opt-in box. This increases conversions ever so slightly but it does help so try to replicate this where you can.

Secondly, that I've used an over-sized opt-in 'button'. This didn't come out very well on the above screen shot so here's what it looks like on the page:
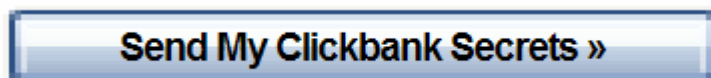
I find that this works extremely well because with the larger text you are able to emphasise once again, the benefits of your offer and I've found that this increases conversions.

I believe that you can create this button automatically with Aweber (although I'm not certain - I don't use their service) but for all other auto-responders you can nab the code on the following page. The part in red is the bit you'll need. Apply it to the code your auto-responder service gives you for your opt-in form.

```
</table>
<p align="center">
<input type="submit" value="Send My Clickbank Secrets »" style="font-size: 14pt; font-family:
Arial; letter-spacing: -1; font-weight: bold; width: 360; height: 40"></p>
</font> </fieldset>
<input type="hidden" name="category1" value="clickbankpraxis3" />
<input type="hidden" name="confirmation" value="http://www.profitpraxis.com"/>
<input type="hidden" name="error_page" value="http://www.profitpraxis.com"/>
<input type="hidden" name="ref" value="001" />
<input type="hidden" name="getpostdata" value="get" />
</form>
<style>
```

Ok, I've been though a number of elements that you should try to include in every opt-in page you do, so let's carry on and look at a number of other formats and ideas that you can incorporate into your promotions to boost your conversions, leads & sales.

Opt-in Page Example #2

Now, this is where some marketers have different opinions: Whether or not to include *more* detail and text.

Most of the time, a decent headline, a little info and a subscription box is sufficient.

However, sometimes, it can be highly effective to outline the benefits of your offer in a little more detail to give the prospect a better understanding of what they'll stand to gain if they sign up… although in some ways this really depends on what market you're targeting *and* the type of people the promotion is aimed at.

The landing page on the right is a prime example of one that includes a huge amount of information designed to really educate and convince the prospect into taking action.

It still integrates all of the points that I talked about in the previous example but *also* includes audio, testimonials and a range of other information.

The question is, is this actually more effective? Well, at the end of the day the sole aim it to get people to sign up; so again, split testing is the only way of knowing for sure.

If you're advertising on Adwords, some keywordswill convert better for this sort of thing and others will do better with a more conventional page method, again like in Example #1.

When to create a landing page like this…

I'm not going to go over choosing products because Steve has already covered that in the videos but if you do something like this, what you'll need to find is a product, whether it's Clickbank or not, that consists of a large amount of affiliate tools that'll allow you to create this page without doing a large amount of research.

I'll give you an example although I'm not directly recommending you promote this product, even though it converts quite well.

http://www.topsecretfatlosssecret.com/affiliates.php

As you can see, they have an incredible amount of tools to do the job including cut and paste audios, graphics and even html for a landing page that you can alter to your needs.

Basically it's perfect for the job. In fact, you could take this html and apply it to another program in another niche.

In terms of testimonials, you could just nab them from the sales page.

One thing you must do if you create an opt-in of this nature is to include more than one opt-in box. Place one on the top right hand side and one nearer the bottom of the page.

OK, I want to move on to the next example quickly because it follows on from this one…

Opt-In Page Example # 3

Ok, in terms of layout, this page is quite similar to the first one I showed you. It has two headlines, a list of benefits and an opt-in box.

However, there is one crucial difference which is the inclusion of a Video!

Video's are an element that I regularly use in landing pages, not just opt-ins but review pages as well because not only can they be used as an effective selling tool, they can also be a powerful pre-selling tool as well.

Let me explain the process and this is where it carries on from the previous example…

What I do, after I've decided on a product to promote is to look to see if there are any videos I can implement into my promotion on YouTube… and more importantly whether they can be embedded into my webpage.

Now before you panic and think this is going to be complicated, it really isn't.

I'll give you an example of a Clickbank product called 'Vince Del Monte Fitness'. You can check it out here: http://www.vincedelmontefitness.com/home2.html

If you search You Tube, you'll find numerous video's relating to this program. Some are promotional and others instructional. Here's an example:

http://www.youtube.com/watch?v=sz_bfoJYBG4

So this one is an instructional video and if you went ahead and played it, you'll have noticed that this is 'Video 5' which evidently means that there are at least 4 others on there which make up a video series. More on this in a moment.

And how about this for a promotional video:
http://www.youtube.com/watch?v=GaeMxEmMDTo

Right… So now we've got 6 videos in total. 1 promo and 5 instructional and we can integrate *all* of them into our campaign.

(BTW, these videos can be embedded in your web page by 'copy and pasting' the 'embed' code that you find on the right hand side of the page on YouTube into the source of your website.)

What we would do is use the exact same template as the 'Product Padlock' page that you can see above, include the promotional video on the landing page itself, formulate the headline, text and benefits using the material provided at his affiliate program page ….and *then* offer the 5 part video series as an incentive to sign up!

So what you'd do is to set up an Adwords campaign (or what ever method of traffic generation you wish), target the 'muscle building' keywords, send visitors to the page with promotional video, along with the text and benefits, let them sign up to get the video series (which they'll go for as a video course in this market will be perceived as being of HIGH value) and then send them on to the main sales page.

Easy… and all the major work has been done for you.

After the visitor has signed up, you'd send them directly to the sales page as I just said, but then you can follow up with the prospect and send them the remaining videos by email thus building a relationship with your list.

You could use the auto-responder message that you can find at his affiliates page to formulate your emails.

Opt-In Page Example #4

Just a really quick note…

Although in some ways this is similar to the other pages I've shown you, what it *does* demonstrate is what can be achieved with a little graphics work.

I'm not saying you should necessarily go this far because graphics like this don't come cheap. However, they can really work if used to promote some markets such as the 'make money' niche. Some of these programs offer HUGE affiliate commissions.

In this example, the page promotes some sort of a get quick rich scheme.

I get quite a few emails about where to outsource graphics like this (which is why I mention it) and the guy that I use is Dave at
www.Extremewebgraphix.com .

You could also find similar people at
www.elance.com or
www.rentacoder.com

Opt-In Page Example # 5

OK, the reason why I'm showing you this one is not because it demonstrates a different format. It's because this is quite a neat trick to increase your conversions and quality score when advertising on Adwords.

One of the ways to optimize your campaigns for maximum performance is by matching the keywords you're bidding with your landing page; and more specifically the headline on your landing page.

There are two advantages to doing this:

Firstly… It will increase your quality score which will increase CTR's and decrease your CPC.

Secondly… You are almost guaranteed that your landing page will be read, which obviously increases your chances of making a conversion.

Remember, a visitor from a Google ad will spend less than 10 seconds on a website before determining whether it's going to be of any use, so you MUST capture their attention immediately!

Take the above landing page. What these guys are doing to promote their Adwords course is bidding on the name 'Perry Marshall' (an Adwords 'Guru' - and he is!) They've created a relevant ad that you can see below…(It's the MindValleyLabs one - you'll see the Rich Jerk fighting this one out too!)

…and then use the landing page headline "Find Out Why Perry Marshall Doesn't Want You To Read This Guide".

This pretty much ensures that their page will be read (once someone has clicked) and they are *also* doing the same for the names of some of the other 'gurus' too. It's a highly effective strategy which can be used within any niche as well as each type of landing page whether it be a review page, pre-sell or opt-in. In fact, I've provided another example of this in the pre-sell PDF.

If a campaign starts to do well, I sometimes create as many as 100 separate landing pages using this technique to extract the maximum amount of profit out of the promotion. Even though you may *think* it sounds like a lot of work, you can do it in just a few minutes using the 'Dynamic Template' feature that can be accessed within Speed PPC.

It's a great strategy that's worth replicating.

The Thank You Page…

The next step in the opt-in page equation is the 'thank you' page; in other words the page your lead is directed to immediately after submitting their name and email address.

You have a number of different options with this:

1… To send the subscriber directly to the sales page of your lead product.

2… To create a 'thank you' page.

Which one you choose depends entirely on how your opt-in page is both written and constructed as well as what type of incentive you are offering. Take for instance the affiliate marketing opt-in page that I showed you a moment ago…

With this, even though there is an incentive for signing up (ie. the bonus), I've made it clear that as soon as they enter their details, they will be taken to the 'Clickbank Secrets' that I'm saying will be revealed… in other words the sales page.

So that's fine. They'll be no confusion about what's gonna' happen once they sign up.

However, if you've worded your page slightly differently and are offering something more substantial as a bonus (for instance a video series), if you send them directly to the sales page, it's going to get a little confusing because they are going to expect to see some sort of confirmation that they've secured the bonus.

If this is the case, then you need to look at two other methods…

The first is to create a *separate sales page* specifically for the campaign and just above where the sales page actually starts, put a text box saying something along the lines of " *I've sent the links to your inbox…. in the meantime, read on to discover….* "etc

You can see an example of this below.

The best way of doing this is to emphasize that the bonus *won't* be arriving for around <u>five or ten minutes</u>, indirectly indicating they have time to look at the offer below.

This works quite well. If your subscribers know in the back of their minds that they have a little time until they receive information from you, the chances of them reading the sales page and then buying the lead product will increase.

If you are unable to do this, there is another method which is placing a simple 'ad style box' containing a simple but effective headline, a graphic and a link to the product you are promoting on the thank you page.

There's an example of an Ad Box below…

Notice how it stands out, creates curiosity *and* puts across some powerful benefits in just a few short sentences...

Ok… that's it for this PDF!