



**** Pre-Sell Page Secrets ****

Introduction...

Using a pre-sell page is a highly effective tactic that can be used in almost any market to motivate a visitor into purchasing a product.

A lot of people ask me what the difference is between a pre-sell page and a review page. Well, I ran through this in some detail over on the review page PDF; but just to recap, the difference is this:

A review page is where you make yourself out to be an authority on a certain subject by giving your opinion on a number of products on the market and making clear which one you favour and will be the most beneficial to the reader.... And then push them towards purchasing it.

However, a 'pre-sell' is slightly different. This is where you 'warm' the prospect up to a product using 'social proof' and make them more receptive to its sales page than if they were to find it directly.

You could almost describe it as 'emotional marketing'

So what's social proof?

Well, with review sites you are basing yourself as an expert because people tend to obey authority figures they deem as being in a position of responsibility.

The concept of social proof is different. This is where people see what others are doing, relate to their situation, see the solution that they're using and then act upon it. It is one of the most effective ways of marketing because it convinces people to do what you're doing... ie. buy the product your promoting!

So how do you do it? Again, story telling!

So let's look at this in more detail, dissect a proven pre-sell page and find out how you can replicate it successfully.

Here's an example...

Ok, as you can see, this is a pre-sell page promoting a Clickbank product called 'Acne Free in 3 Days'. It's quite difficult for you to see the content properly but you can take a look at it online through this link:

<http://www.dietliesexposed.com/acne.htm>

So let's run through it...

The layout...

The first thing you'll notice is that at the top of the page, I've made it clear that this is a 'blog'. The reason why is because this indirectly states that it has been written by a real person rather than an affiliate or internet marketer.

Although the majority of people looking for this kind of product probably won't even realize what an affiliate is or what an affiliate link looks like, it's always best to air on the side of caution by putting this across.

You may have noticed that this page has been uploaded on to a domain of mine. However, you could obviously create a real blog for free at either Blogger.com or Wordpress.com and upload the content which apart from anything will save you the hassle of getting a new domain name registered.

If you do this, one thing to bear in mind, and this is especially relevant if you're planning on getting traffic through Adwords, is to make the title of the blog relevant by using your main keyword (ie 'acne' within the title)

Why My Story Will Shock You... And How After What Seemed To Be An Endless 4 Month Battle, I Eventually Cleared My Acne Within Days.

If you're thinking about using lotions, drugs or any other product to get rid of acne, I'm extremely relieved that you've found my blog because not only will my story shock you, it'll almost certainly save your health, your money as well as a lot of time and heart ache.

I will tell you exactly why over a 4 month period I tried but was forced to give up with Acneticin, Oxycerin and a range of other cleansing bars and products... and how I finally managed to get rid of my acne completely with a unique product called 'Acne Free in 3 Days'.

Are you tired of dealing with blackheads, whiteheads, pimples, and zits? Get the clear skin you deserve today! From the #1 all-natural acne fighting website.

[Click Here Now!](#)

[Click Here To See It](#)

My name is Sandy Jameson and like so many teenagers and young adults, I spent months desperately trying to get rid of my acne.

I never used to have issue with my skin at all. However, in January 2008, after having perfect skin for so many years I began life at a new college. Even though this was fantastic and I was having a great time, the problem was my whole lifestyle was altered. My diet changed, I was sleeping less and because of the work load it actually became quite stressful.

The Inevitable Started To Happen.

My skin slowly started to worsen and probably due to lack of exercise and the poor quality of the food I was eating, within 8 weeks I was covered in zits and things didn't get any better from there.

After a few months the work eased off slightly and I actually did have the chance to start swimming and made a big effort to get myself healthy again - which I hoped would improve my skin. However, after hoping for the best for a number of weeks, it became obvious that it wasn't going to work.

And that was the point when I realized I had to do something about it.

I Tried Oxycerin & Failed.

At the time, Oxycerin was the 'in thing' to do and after speaking to three of my friends who had had moderate success with it, I decided to give it a go.

At first it worked out reasonably well and my skin did start to improve slightly - and although that wasn't exactly something to get too excited about, at least it was a start. And any 'start' was good!

However, after a few weeks, things began to go downhill. One of the major issues was that I was spending so much money on the product. \$129.99 for a small bottle was far more than I could afford and it seemed like I was going back to the drug store every two minutes to purchase more bottles. I found that I needed much more than the recommended dosage for it to have any real effect.

I was working my way through hundreds of dollars which was becoming a problem, especially as a student.

Eventually I had to stop.

Then I Tried Acneticin Pills But Was Forced To Give Them Up.

After only 14 days using these pills I began to feel unhealthy and ill. I don't know why but even with no medical expertise at all, I recognized that my digestive system was running into problems. I was also getting terrible migraines.

The most worrying thing of all was that I got a warning from my doctor and after deciding that the pain and suffering I was experiencing wasn't worth it compared to the benefit the product was having on my skin, I threw the pills in the bin the very next day.

I then tried a range of scrubs and lotions such as the Asso Gold Cleansing Bar. However, after going through one of the bars within 12 days (it cost \$124!) I soon realized that if I was actually going to get rid of my acne for good, this just wasn't going to work... unless I wanted to go broke of course!

Eventually, I found something that worked.

Having spent so much time, money and energy desperately trying to succeed with products, lotions and pills that ultimately had very little effect on my skin was a big regret. However, the next thing I tried that was called [Acne Free in 3 Days](#).

I had never heard of it before and because of my recent experiences, I was initially a little dubious. But after reading some extremely complimentary reviews and learning that the cost was minimal compared to everything else I tried, I decided to give it a shot.

Are you tired of dealing with blackheads, whiteheads, pimples, and zits? Get the clear skin you deserve today! From the #1 all-natural acne fighting website.

[Click Here Now!](#)

[Click Here To Try It](#)

What seemed to be so different with this program was that a major consideration was health although more importantly (obviously!) I discovered an almost unbelievable trick to remove acne permanently using an entirely natural method.

Here's why I recommend it.

The reason why I recommend Acne Free in 3 Days is because I followed their plan for a matter of days and the results were almost unbelievable.

Although it did take me a few days longer to clear my acne that it says on the website, I did manage to clear most of it up in 6 days, which I'm sure you'll agree is pretty astonishing. I'm almost at the stage of being able to look at myself in the mirror again!

In my opinion, this is way more superior and far more effective than any of the other products I tried. Obviously everyone is different but it has worked extremely well for me. The general part is you simply eat normal food that you can buy from your local store. They tell you what to eat. You eat it - and your acne disappears. What could be simpler? You don't even have to order special pills or drugs from a website or anything like that.

Anyway, I hope you've found this information useful whatever your situation because if I had known about [Acne Free in 3 Days](#) a few months back, I would have lost my zits long ago without wasting my time and money with all these other things. I wish you every success!

Sincerely,

Sandy Jameson

[Click Here To Try It](#)

Are you tired of dealing with blackheads, whiteheads, pimples, and zits? Get the clear skin you deserve today! From the #1 all-natural acne fighting website.

[Click Here Now!](#)

Here are a couple of examples of relevant blog URL's:

<http://MyAcneStory.blogspot.com>

<http://HowICuredMyAcne.blogspot.com>

...and so on.

The Story...

As I was saying a moment ago the key to creating a high converting pre-sell is to tell a great story because it'll motivate people to take action. You should always revolve it around the 'solution' that you've found for the 'problem', which in this case is 'Acne Free In 3 Days'.

In some ways, writing an effective story is actually quite tricky because you have to adjust your writing style depending on who you're trying to be and what you're promoting.

In this case it's a 'youngish' girl and because of this, and even though I've written the English well, I purposely haven't made it too perfect because in real life a person of the age of 19 or 20 probably wouldn't write pristine English. I mean they might... but the chances are they wouldn't.

Having said that, if your 'pen person' was middle aged and you were recommending insurance or a weight loss product, then you'd obviously have to make sure the English was extremely well written.

It's certainly something to think about when you're composing a landing page like this.

So what should the story be about?

Well, what I've used in this instance is a familiar concept of the "I tried this....but it didn't work... I tried that but it didn't work....*but then I tried this...and it did!*"

In order to do this I've done some research into the most popular acne solutions currently on the market. It's an easy thing to do by searching Google Adwords ads and finding one of these 'top 5 acne product sites'. The one I found was this:

<http://www.acnecuresrevealed.net/>

The likely hood is that someone searching for this type of acne product has already done some research on the possible solutions and may have even tried and failed with a few of

them. So if you can make out that *you* have tried them too and state that they didn't have any effect *either* then it'll boost your chances of making a sale.

If you take a look at the page you'll find that I've actually based the whole story around 'real life' experiences that people searching for this type of thing could easily relate to.

For instance I've mentioned "always had perfect skin"...which every one does at some point! And about starting at "college or high school" where, in fact, the majority of people who are have an acne problem probably reside!

You can do the same thing for other niches too. For example with weight loss, (and remember that the majority of buyers are women), you could say stuff like "I never had a problem with my weight until I had kids... and therefore I couldn't exercise any more and I got fat" etc etc

Hopefully you can see what I'm getting at. Have a read though the text to see how I've positioned it.

The Recommendation...

Evidently this is where you explain about your experiences of the product and specifically the RESULTS you've had with it.

Explain about the benefits of the product and how it's helped. Don't go into too much detail on the product features. Benefits sell, features don't and if you want to describe exactly what the product contains then mention how each part increases the effectiveness of the solution.

You have to be very careful with the recommendation part because you don't want to make out like you're trying to 'sell' anything.

It's not that easy, but one of the most effective ways of doing it (and this only takes a single sentence) is to give a moderately negative remark to make it seem more realistic.

For instance on the acne page I've said:

"Although it did take me a few days longer to clear my acne that it says on the website, I did manage to clear most of it up in 6 days"

As we know, the product is called 'Acne free in 3 days' which in some ways sounds a bit unbelievable and the likelihood is that the reader would have probably thought so to when they first started reading the page. So by saying this, it 'confirms' the reader's original

thoughts (which they'll like)...but then saying that in the end did work... (although it took 6 days) it'll make the whole thing seem a lot more believable and this will increase your conversions.

The Photo...

Like I was saying in the review page PDF, having a photo is essential for this sort of page, although you do have to be quite careful about what you use.

Whatever you do, don't use something that looks 'fake' or it'll stunt the believability of your page and decrease conversions.

In this case I've used a 'before and after' photo so it's a little bit different but you could use something like this maybe: (it's not perfect, but along the right lines)...



Banners and links...

Ok, this is quite a tricky one because on one hand you want the visitor to click through to the sales page of the product you're recommending (after all that's the primary aim) but on the other hand you don't want the page to appear in any way 'promotional'.

If you take a look at the example page, you'll notice that I've included this banner three times during the course of the text.



I have also put a link underneath each one to try and maximise click thru's.

However, what you need to know (and the only way of knowing this is by collecting conversion data) is whether having a banner on the page will increase both click thus AND sales. That's the crucial point.

Having an abundance of banners will certainly make things seem more 'salesy', but how will it increase your profits?

Truth is, it'll depend entirely on the niche and product you're marketing and the only way to find out is to split test.

If I was going to market this page, I would test these three different variations to see which produced the most overall sales.

Test One: I would keep the page as it is at the moment with all the banner and hyper links remaining in place.

Test Two: I would remove the banners and keep the links in place.

Test Three: I would remove all the links and banners apart from the ones right at the foot of the page.

I would then send some traffic to each of these pages using Adwords, only bidding on primary key phrases such as 'acne cure' or 'acne solutions'. I'd then rack up some clicks, determine what the results were and then stick with whichever page converted the best.

Brand Name Bidding...

I mentioned this briefly in the opt-in page PDF but an extremely effective method of marketing a page like this on Adwords is by bidding under the brand names of other popular products in the same niche.

Here's an example:

For this particular landing page and niche (the acne one) what I would do is carry out some further product research and find out the names of ten or even twenty of the most popular acne products. I've already found 3, but I'd expand and look for others.

Then, I'd create specific landing page for each one using the exact same template but slightly adjusting the headline and text to match. So for the acne product 'Oxycerin' I would create a landing page with the headline such as this:

AcneLiesExposed.com - A Blog By Sandy Jameson

Updated: August 13, 2008

Why My Oxycerin Story Will Shock You... And How After What Seemed To Be An Endless 4 Month Battle, I Eventually Cleared My Acne Within Days.

If you're thinking about using lotions, drugs or any other product to get rid of acne, I'm extremely relieved that you've found my blog because not only will my story shock you, it'll almost certainly

For the product 'Acneticin', I would create a landing page with the headline like this:

AcneLiesExposed.com - A Blog By Sandy Jameson

Updated: August 13, 2008

Why My Acneticin Story Will Shock You... And How After What Seemed To Be An Endless 4 Month Battle, I Eventually Cleared My Acne Within Days.

If you're thinking about using lotions, drugs or any other product to get rid of acne, I'm extremely relieved that you've found my blog because not only will my story shock you, it'll almost certainly

...and so on.

Obviously I'd have to adjust the landing page text slightly to accommodate the products that weren't originally included in the original landing page, but that wouldn't take too long.

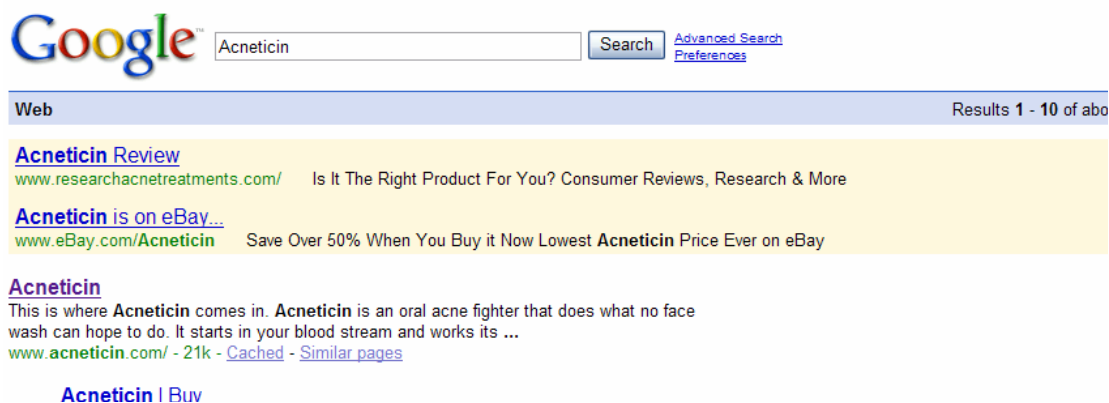
So for the 'Acneticin' variation, I would advertise the page on Adwords, bidding only under variations of the word 'Acneticin'... for instance: 'Acneticin reviews', 'buy Acneticin' and would also compose a powerful ad like this...

[Shocking Acneticin Story](#)
Why Acneticin Failed Me And How I Cleared My Acne In 6 Days!
[AcneLiesExposed.com](#)

So what would happen is that every time someone searched for Acneticin - either looking for reviews or to buy the product, my ad would be staring at them right in the face.

Obviously the landing page would then tell them to avoid this product and go for what I was recommending.

As you can see below there are only two other advertisers bidding on the same keyword so the CTR's would be astronomical and the CPC's would be minimal. This *should* be very profitable.



...and obviously the conversions would be very high as well because people looking for a specific product are essentially 'BUYERS'.

Of course, you would then replicate this strategy for all the other products as well to generate as much profit as possible.

Affiliate links...

Another important aspect is hiding your affiliate links and there are a couple of ways of doing this.

The first is by cloaking the URL that is displayed in the bottom left hand side of the page when the mouse is hovering over a link.

Here's the code for doing this:

```
<a href="www.youraffiliatelink.com" onmouseout="window.status="";return true"
onmouseover="window.status="";return true">Click here to see it</a>
```

What you will need to do is to replace the 'www.youraffiliatelink.com' with your affiliate link that leads directly to the product sales page (obviously!)

The next part of the link you'll need to change is the 'click here to see it' part and replace it with whatever text you needed highlighting.

Then you would copy and paste the entire code into the source of your website.

The second option is to do a php re-direct.

Here's how you do it...

1. Firstly, copy and past this entire piece of code into a blank text file. On the windows operating system it's called a 'notepad' file. Change the www.youraffiliatelink.com to whatever your affiliate link is.

```
<?php header("Location: http://www.youraffiliatelink.com");?>
<p>If You're Not Redirected To The Proper Page In 5 Seconds,
<a href=http://www.youraffiliatelink.com"
target="_top"><strong>Click
Here</strong></a>.
</p>
```

2. Rename the file 'index.php'

3. Create a new folder on your desktop called 'acne'... or whatever you want it to be called. Drag and drop the notepad file into this folder and then upload it on to your server with your FTP program.

4. The full affiliate link would now be 'www.yourdomain.com/acne'

That's the end of this PDF!

