

Landing Pages And Websites

In this lesson you'll learn the word-for-word copy on a website.

A landing page, in modern business, is the most important copy that a business owner has.

Any customer that clicks on the ad link will go through the landing page to find out about your product or service.

You'll be granted templates to other types of landing pages, all of which have been proven to be successful.

You'll learn ways of producing websites in an organized manner

Types of company solutions that need landing pages:

1. Services
2. Products
3. Courses
4. Events
5. E-commerce websites.

Ask yourself what works and what's consistently working.

Know the rules before you can break them.

Understand the business perspective, anything clickable on your landing page needs to have a purpose.

As a copywriter, you have to be a bit of a consultant.

You have to understand the theory behind the words.

top rules of writing website copy:

- You never give them an opportunity to click off the website.
- You want them to make a plan to join your service and spend money. Anything else is a distraction.
- Every single button on the page is going to send them to the same page.
- The Fewer clicks as possible to get them to buy your product the better
- Everything is a funnel to get them to do one thing (show up/ make a reservation/ subscribe to service/ buy product)

Section 1: The hero section

Headline

subheadline

To a side: VSL, graphic

CTA button, in the middle underneath.

Should be organized the same way in mobile web pages.

As a copywriter, you should also be doing the wireframe for the website, so try to implement that in the copy. As shown above.

Organize the website for the designer

If you don't have a button every 2 swipes/scrolls, you might lose a person who is ready to buy or reserve because they can't see a button to push right away.

Russel Brunson = founder of click funnels

Classic Russel Brunson headline:

Get (x) benefit without having to (pain) even if you (insecurity)

Headlines can help the customer expect a feeling they'll have as they enter the website

(welcome to...)

Lists in subheadlines are good for giving a lot of information easily.

80% of landing page sales come from the hero section

If you write it correctly, they'll know what they're getting into.

The perfect thumbnail for a commercial: a photo of people using or enjoying the place or the product.

This type of thumbnail adds likeability and social proof.

Here's what you should be concerned about when writing website copy:

You're creating something out of nothing, imagine the website before it exists, even the visuals

Hero section, above the fold section, god space = same thing

The hero section answers four of the six objections which are not worth the money, the downside isn't that bad, don't trust you, company, product, themselves

Even if 80% of your sales will come from the hero section, it'll look fake without the other sections.

People are used to a certain type of website, they're used to scrolling through the page. If you don't have the average length expected from a website, there's going to be a break in trust, even if you hit all of the influencers, since they're not used to a website that doesn't allow them to scroll down.

Whenever the pain is obvious, you don't have to hit it on the head.

Writing on the nose. ✘

Having them realize the pain themselves ✓

Offer theoretical solutions to their pain, sometimes the pain is in the words, no need to mention it.

Don't let your ego stop you from improving on your work.

End the section with a CTA

Section two, "imagine this":

Offer the theoretical solution in this section, start with a benefit stack.

Benefit = smooth skin

Feature = organic olive oil

You use organic olive oil as an ingredient in a cream that gives you smooth skin.

You don't care about the oil as much as you care about getting smooth skin

The benefit stack is to get them to empathize right away.

Elongate time to make the benefit larger in value.

Describe the benefits exactly in a list.

The goal is to articulate the benefits

Why will they come? What will they get from coming here?

Stack a lot of benefits into one sentence, imbue emotion.

Use what you learned related to: the influencers, why things go viral, objections, why we buy anything.

You can write up to 6 benefit stacks.

You can give a graphical example. Suggest something to the graphics designer.

Your job is to make sure the company wins, sometimes that goes beyond writing the words, it can be related to giving suggestions to web developers and graphic designers.

If you don't think that's your job then you have a small mindset.

Describe a picture you want to be taken/found. It can stack benefits that encourage people to convert.

End the section with a CTA Button

Section three, "how it works":

Most commonly used for physical products.

Hold their hands, guide them through the customer's journey.

Example:

(left) Step one: Make a reservation

(middle) Step two: Choose an event

(right) Step three: Enjoy the music

It makes the customer feel that they have nothing to lose, that the process itself is beneficial to them.

End the section with a CTA

Section four, “ watch! Customers are raving...”

This section is all about the testimonials

You can interview people using the product/service

Can be as powerful as you want it to be, can be as bad as you make it.

ROI = return on investment

“We” “our” are better than “my” and “I”

“You” and “your” are better than “we” “our”

Testimonial videos are always emotional.

Emotion + storytelling + social proof = testimonials

Answers a lot of the trust objections

The best way to share testimonials is through a video.

End the section with a CTA button.

Section five, “prove it”, more testimonials

They say “I don’t really trust you yet”

The best way to answer trust objections is through testimonial reels, case studies, and reviews.

Share testimonials in a video.

No one cares about your features. However, people will inherently talk about the features of the product they like in testimonials.

It’s like taking the consumer through the seven stages of the sale.

The copywriter explains as the representative of the company the product features < The copywriter articulating it over video < someone else articulating it over video < a series of people articulating it over the video.

Testimonials offer: Social proof + Authority + all-in-one feature.

There's a high chance that people haven't watched the previous video.

Stack this section with quotes from that section.

Have a photo of each person that spoke.

End the section with a CTA button.

Section six, "why does it work"

Talk about features of the product, exactly like benefit stacks, but this time do it with features.

This is usually the part that entrepreneurs like to lead with.

Whenever you can, **be specific**.

End the section with a CTA

Section 7, "meet your team"

As much as possible, add human faces

Section 8, let's talk, "sales letter"

Sales letter = The only area where you can speak about yourself, but only to relate with the customers.

Name your unique mechanism

Sales letters are old school, but no matter what, you should write a sales letter.

Be as honest and emotional as possible, it'll help them trust everything that was said previously.

Dig at emotional questions with the entrepreneur, till you reach their emotional core, their reason for doing the company.

"I" is only OK insofar as it allows us to be a "we". It can be used to help bring us closer to the customer.

Explicitly telling their hero's journey through yours.

Questions:

Why should you keep your sales letter at the very end?

If the hero section guarantees a majority of your sales, why do you write the rest of the sections on the landing page?