



Presents

**“The 2 Most Important Pages On
Your Website (And How To Tweak
Them To 3x-4x Your Leads)”**

What This Presentation Will Do For You

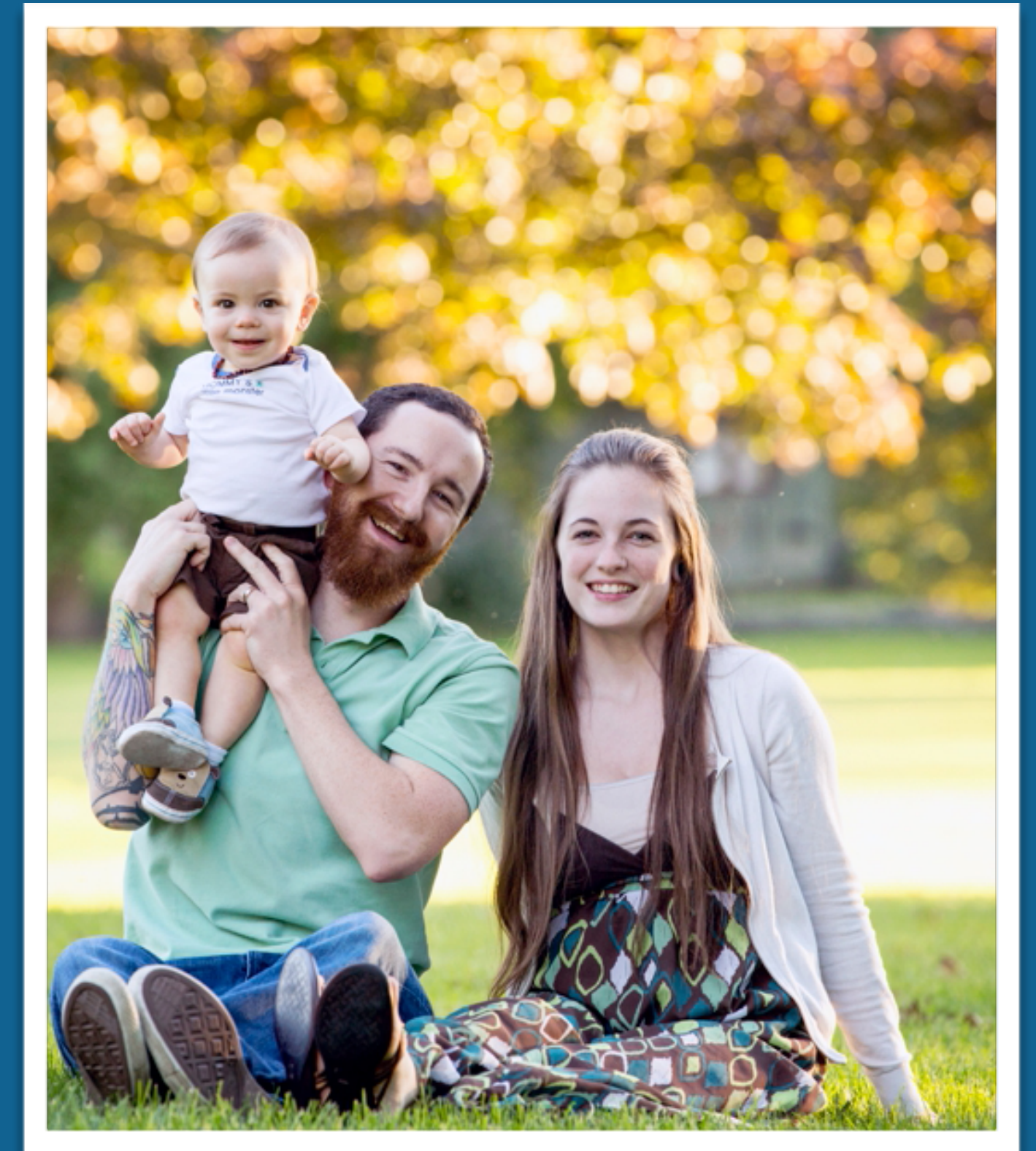
- During the next little bit of time that we have together ... I'm going to share with you the 2 pages to focus on that will give you an immediate boost in email opt-in rate.
- Not only will you learn the 2 pages you need to focus on, but you'll know how to put them together to turn your website into a powerful evergreen lead generation tool.

Also . . .

- There's no informational tease... it's not like I've got a book of secrets to sell you and I'm going to tell you some of them (but not all of them) so that you buy my book.
- I'm going to give you and tell you everything I can during this time.

About Me (Tim Paige)

- Husband of Sarah, father of Owen (1 year old, best kid ever!)
- Conversion Educator at LeadPages
- Host of ConversionCast



More importantly...

About LeadPages

- Software that takes what's been tested and proven in marketing and just does it for you.
- Generates over 4 Million leads per month.
- Over 25,000 customers.
- Multiple split tests happening at all times.
- The information on this webinar is based on over a BILLION points of data.

The screenshot displays the LeadPages website interface. At the top, there is a navigation bar with the LeadPages logo and links for Templates, LeadPages™, LeadBoxes™, LeadLinks™, Support, and My Account. Below the navigation bar, a yellow banner reads: "Marketplace Announcement: This Sandwich Upsell Page Got 90% of Buyers to Upgrade. (Click here to check it out.)".

The main content area is divided into two sections. On the left is a "Templates" sidebar with a list of categories and their counts:

All Templates	72
Premium	2
Sales Pages	15
Opt-In Pages	35
Webinar Pages	16
Thank You Pages	6
Upsell Pages	4
Launch Pages	6
Pre-Cart Pages	3
Other	19
Custom	

The main area shows a preview of a "Product Upsell Page" template. The preview includes the "WP ContestCreator" logo, a progress bar for "Step 1. Confirm" and "Step 2. Complete", and the text "Order confirmation: Step 1 of 2". A yellow callout box with a hand icon and the word "WAIT!" is overlaid on the preview. To the right of the callout, text reads: "Multi-Site License Available!" followed by a list of benefits: "Multi-Site License allows you to use WP Contest Creator for multiple domains that you own (as well as client domains)", "Admission to our affiliate program (and private Facebook group)", "1 Free contest page critique", and "Access to Our 'Contest Marketing Course' (A \$200 Value)". Below the preview, the text "Product Upsell Page" is displayed, along with a "Mobile Responsive" icon and a "Use This Template" button.

At the bottom of the page, there is an "Important Notice" section stating: "LeadPages™ is the THE ONLY Landing Page platform in the world that lets you sort landing pages by average conversion rate. Try it out!". To the right of this notice is a button that says "OK, sort by conversion rate!". Below the notice, a small text reads: "*The Best Converting Pages Will Be At The Top".

The bottom of the page features a row of three smaller template preview cards. The first card shows the "WAIT!" callout, the second card shows a "Join Us" button, and the third card has the text "BOOST PRODUCT SALES WITH LEAN CHANGES".

Introducing: The LeadPages™ System 3.0

- You may have heard of the Pareto Principle — 80/20 rule. 80% of the effects come from 20% of the causes.
- We believe that's not quite right. It's more like 95/5.
- We're going to focus on the 5%, so you can get back your time.

Page 1:

The Resource Guide Landing Page



"Free Report Reveals . . . The 5 (Dirt Cheap) Tools I Use To Create All My Videos (Including My \$80 HD Video Camera)"

Enter your email address to get this free report

[Download The Report](#)

Privacy Policy: We hate SPAM and promise to keep your email address safe.

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"Free Report Reveals . . . The 5 (Dirt Cheap) Tools I Use To Create All My Videos (Including My \$80 a)"

50% Complete

Almost there: please complete this form and click the button below to gain instant access.



Enter your email address below to reserve your report...it's 100% FREE!

E-mail



DOWNLOAD THE REPORT »



We hate SPAM and promise to keep your email address safe.



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THE ULTIMATE DIY VIDEO STUDIO SETUP

ITEM #1



Logitech HD Pro Webcam C920, 1080p Widescreen Video Calling and Recording (960-000764)

I get better video quality with this than with my \$2.5K digital SLR. It costs less than \$100, and it's a webcam that you can mount to a tripod. [Click here for more info.](#)

ITEM #2



Audio Technica AT2020 Side Address Cardioid Condenser Studio Mic

This is, hands down, the highest quality microphone for the price. I use it in almost every single video on MarketingShow.com and LeadPlayer.com. [Click here for more info.](#)

ITEM #3



ScreenFlow

I do ALL my video editing and screen recording with ScreenFlow. It is the ONLY tool I use to record and edit video. In addition, it records video straight from my video camera (see #1, above). Unfortunately, it only works on the MAC. If you use a PC, I'd suggest using [Camtasia Studio](#). [Click here for more info.](#)

ITEM #4



The LeadPlayer Audience-Building Video Player

I'm incredibly biased (my team developed this video player), but I believe that LeadPlayer™ is, hands down, the easiest way to attract an audience, build a list, and generate revenue with video.

Why This Is The Best-Performing Landing Page We've Ever Used

- It doesn't require someone to process too much information (like a 3 minute video or a page of copy) in order to make a decision
- Everyone wants to know the tools that you're using

TRANSWORLD SNOWBOARDING GEAR GUIDE

2010



190 Bindings

*Goggles
Helmets
Gloves
Outerwear
and more ...*

230 Boots

600 Boards

*Reverse Camber
Explained, page 54
(All new section with
140 models inside)*

\$5.99 DISPLAY UNTIL JANUARY 4, 2010



130 KILLER DEALS!
(FOR UNDER \$100)

Outside SUMMER 2011
BUYER'S GUIDE

SUMMER'S BEST GEAR
325
TORTURE
TESTED
PRODUCTS



**HOW TO BUY
SMARTER**

- Waterproof
Cameras
- GPS
Watches
- Barefoot
**Running
Shoes**
- All-Terrain
**Mountain
Bikes**
- Ultralight
Jackets
- High-Def
Sunglasses
- Go-Anywhere
Daypacks
- Family-Friendly
Kayaks

+
**The Only
Survival Kit
You Need**
(page 62)

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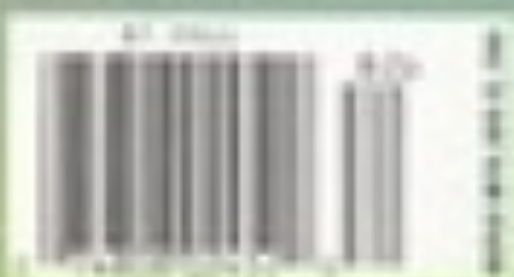
2008 **Top 250+ New Clubs & More!** **GOLF**
MAGAZINE

GOLF EQUIPMENT BUYER'S GUIDE

Change
Your Game!

**Hot
New
Gear**

Expert
Reviews,
Prices,
Specs
And Pro
Buying Tips



Drivers

With Quick
Change Shafts



Irons

Mixed Sets Are King



Wedges

Short Stopping Spin



Shafts

Upgrade For
Added Distance
And Accuracy

**Woods &
Hybrids
& More!**

WIN! Your Choice from 6 Giant Bikes \$3,999rrp details p24

*Offer Only Available to Australian Readers



BICYCLING Buyers' Guide™



2013

Compare Spec & Pricing

Over 1,800 Bikes

All Major Brands!



\$10.95 (incl GST) (NO \$2.95 (incl GST))
Per Year for \$108.00 (incl GST)
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\$1.01
2013 ISSUE
www.buyersguide.com.au

- Road • Time Trial • Fixie/Track • Cyclocross
- Mountain Bike - Hardtail & Dual Suspension 26, 27.5, 29 inch

per magazine
magazines for iPad and Android

Fall-Winter

'12

**Minimalist Shoe
Buying Guide**

wear tested



2013 Sprinter RV Buyer's Guide



"all the 2013 models - in one source."

Greg Keith

2013 Sprinter RV Buyer's Guide



Greg Keith

"all the 2013 models - in one source."



Why This Is The Best-Performing Landing Page We've Ever Used

- It outperforms a free ebook because a lot of folks are experiencing info overload and don't want something else to read
- It outperforms video lead magnets because the perceived value of video lead magnets has gone down a lot recently due to the proliferation of launches and lack of time
- It outperforms opt-ins for free coaching sessions (greater value does not equal higher conversion rate... what's more valuable than your time?)
- The time to benefit ratio is high

You Can Create One Of These In Minutes

- If you're a real estate agent: *"Resource Guide: The Top 5 Safest Credit-Boosting Home Loans Of This Year"*
- If you're a dentist: *"Buyers Guide: The Top 5 Electric Toothbrushes Of This Year (Including The One That I Use)"*
- If you're a life coach: *"App Guide: The Top 4 iPhone Apps For Increasing Your Productivity (Including The One That I Use Every Day)"*
- If you're a marketing agency: *"The Top 5 Digital Marketing Tools For Local Businesses (Hint: The 3 Best Ones Are Free)"*
- Fitness experts: *"The Only 3 Pieces Of Exercise Equipment You Need In Your Home (Hint: They All Weigh Less Than 5 Pounds)"*



**"Free Report Reveals . . . The 5
(Dirt Cheap) Tools I Use To Create
All My Videos (Including My \$80
HD Video Camera)"**

Enter your email address to get this free report

Download The Report

Privacy Policy: We hate SPAM and promise to keep
your email address safe.

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Why You Should Create A “Resource Guide Landing Page”

- If you don't yet have a opt-in page up ...
 - » It takes minutes to setup
 - » Doesn't take that much time to create the copy
 - » Converts higher than long form opt-in pages that require someone to read a lot of text and watch a video
 - » Converts higher than anything we've seen
 - » You can create the bribe in less than an hour... with Microsoft word. Save to a PDF

Why You Should Create A “Resource Guide Landing Page”

- If you already have a opt-in page ...
 - » I guarantee this will outperform whatever you're doing right now
 - » Again, you can set this up in minutes

Results

“We run most of our weekly landing pages on LeadPages now. I freaking love it. I'm using it all the time. The amount of time it saves blows me away and it gets me like 70-80% conversion every week :)”

Marc Quinn

More Nice Words

“Since adopting LeadPages, I have seen a dramatic increase in my opt-ins. One page in particular went from an 8% opt-in conversion to over 30% in days! This has been the most awesome tools in my online business.”

– John Chow



“These are giving me 3X to 4X conversions against the one I was using before. A couple of tweaks and my biz will make at least 2X the money I was making.”

Can't tell you how grateful I am for the service you've created.”

Juan Martitegui



More Results

“I've mostly worked with your LeadBoxes in the past month or so, and I just posted one this week on my blog. It has a 99% optin rate !!!!!!!”

-Lynne Knowlton

Page 2:

Your “Thank You” Page



The Path To Your Thank You Page

1. Among billions of web pages, someone finds you via SEO, PPC, word of mouth, social media, or a link (lucky you)
2. They're one of the few people who find your site interesting, and like it enough to want more
3. They enter their email address and decide to be one of the 10% or so who opts-in
4. And then you send them to a stupid thank you page that ends the conversation immediately

The Generic Thank You Page:

You're Almost Done - Activate Your Subscription!

You've just been sent an email that contains a **confirm link**.

In order to activate your subscription, check your email and click on the link in that email. You will not receive your subscription until you **click that link to activate it**.

If you don't see that email in your inbox shortly, fill out the form again to have another copy of it sent to you.

WHY?!

The Thank You Page has the
HOTTEST leads on your entire website!

INSTEAD:

Create value for them
and continue the relationship
with a page like this...

Thanks For Signing Up!



Everything we promised you will be sent to your inbox shortly. While you wait for your materials to arrive via email, we recommend that you sign up for this Thursday's webinar. It's happening at 3PM eastern and will help you rapidly grow a new email list from scratch in 2014



LIVE WEBINAR

With Tim Paige

**The 4 Most Important Pages On Your Website,
And How To Tweak Them To Triple Your
Conversions**

SIGN UP NOW

[Click here to sign up now](#)

During this FREE webinar, you will learn:



Why only four pages on your website should receive the bulk of your attention, energy, and focus. (If you focus on these four pages, you can ignore almost all the others and still increase

Webinar Details

We're Using Our Thank You Page to Grow
Our Webinars Because It's One of Our
Biggest Revenue Generators.

Use It For Your Goals.

Bonus: Why Webinars?

- Webinars have made us more money than anything we've ever done (in terms of event based marketing)
- The majority of Fortune 500 B2B software companies are using webinars to sell their software

Webinars Are An All-In One “Magic Bullet” For Your Business

- Webinars provide ...
 - » Quality traffic
 - » High conversion
 - » Partnerships
 - » Quick product creation (both free and paid products)

The Process

- For your first webinar, you can just do Q&A
- Do one webinar every two weeks
- Do them live, they'll convert better, and you can directly answer people's questions
- This is one of your few opportunities to talk directly with customers in a live setting



*“A few weeks ago I held a webinar and the registration page converted at **72%**. This was by far the **HIGHEST** converting landing page I’ve ever tested. Confession: I didn’t design it, and neither did my webmaster! But, I was able to make it in about 3 minutes using LeadPages.”*

Ryan Deiss on  **LeadPages**TM

LeadPages Love

“Implemented this strategy right away after I watched the video - since that time every single person that has opted in for their 3 mistakes content creation template has signed up for next week's webinar. Sweet.”

-Jeff Herring

Questions?

@TimThePaige