



# FOUNDATIONS 2

## *Expand Your Reach*

TRANSFORMATIONAL BUSINESS LEARNING  
WITH MARK SILVER AND HEART OF BUSINESS, INC.

Writing Quick and Clean Landing Pages

**FOUNDATIONS2:  
EXPAND YOUR REACH**  
By Mark Silver

*May the peace and love and  
mercy and justice of the  
Real be upon all of the holy  
prophets, guides, knowers,  
teachers, and each one of  
us and all of our hearts, so  
that we may become of the  
family of the Real.*

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*In the Name of the One, the Infinitely Merciful,  
the Most Tenderly Compassionate, this book is dedicated  
to the Face of the Real.*

*Anything of the Truth that is written here has come from  
the One, and any mistakes or omissions are from my self.*

Foundations2: Expand Your Reach

*Heart-Centered Websites*

Quick and Clean Landing Pages

[WWW.HEARTOFBUSINESS.COM](http://WWW.HEARTOFBUSINESS.COM)

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# Quick and Clean Copywriting



**FOUNDATIONS 2**  
*Expand Your Reach*

## REMEMBER:

*People buy what they  
imagine you are  
selling.*

Here's the truth about most purchases: very few of them are spontaneous, first-time you saw it you bought it. And the rub is that many times the folks who buy spontaneously are not necessarily your best customers.

Why not? When someone buys spontaneously, they could be acting out of one of two major impulses. The first impulse is Divine heart-centered guidance, when something just feels 'right' and they say "Yes," to it. These are great customers to get. And, you don't have to worry about them— they'll buy from you, unless you close up shop completely.

The second impulse is when someone is in a state of need, or compulsiveness of one sort or another, and they see your offering. They don't take time to look at it closely, they don't think through the purchase, they just buy.

What are they buying? Are they really buying what you are selling?

In most cases no, they aren't. They are buying what they imagine you are selling. Their hasty journey through your product/service description will leave them with a lot of half-truths, misunderstandings, and false beliefs.

Therefore, when they finally receive what they bought, their chances of having their expectations dashed is very high. This will make for a very unsatisfied customer, someone who will take up a fair amount of your time trying to get what they thought they bought, which you weren't really offering in the first place.

These aren't bad people, they are just in a hurry for some reason or another. When you are really short on cash, you think these people are a God-send, and the sales, for sure, can be helpful. But, ultimately, you don't want to build your business like that. It doesn't feel good, and it's not sustainable.

## Window Shopping is Underrated

Have you ever strolled down a crowded street during a holiday season? Festive lights, people in and out of stores with smiles on their faces. You are looking in and out of windows, at all the pretty things there.

Browsing is an important part of the finding-help process. It helps your visitor actually see what you offer, get her hands on it, and see if it's right at all for her.

A first-time visitor may not buy anything, but they may browse, making a mental note for later. Of course, mental notes are not a very effective filing system. That's why collecting her email is such a fundamental online strategy.

The question the product/services web page answers is: "Okay, so what does it look like? Is it a pill I take, or a powdered drink, or a class, or an individual session, or a book, or what? What is it?"

### REMEMBER:

*Either a little bit, or everything.*

Window shopping. They get to see the show-room floor model.

The biggest mistake many people make is to write a product/services page that is in-between a window-shopping page, and what is known as a full-on landing page.

Your visitor, upon arriving at such an 'in-between' web-page, will be confronted with both too much information to easily understand what's being offered, and not enough of the right kind of information to make a decision to purchase or not. So, your hapless visitor, upon encountering such a page, will quickly retreat... back to some other website.

Your product/services page initially, at the first level, is like a catalog, or a display window. It's not intended to create purchases right then and there.

What this looks like is a series of short paragraphs, with a link to a different page if they want to take a closer look. And, remember what your visitor is looking for when they are

window shopping: something that looks good, and is fun to look at and consider.

Think about what mood you are in when you are window-shopping, even for something serious. My wife and I went to Sears to look at storage freezers. We weren't ready to buy, we just wanted to know what was available. The salesperson was friendly, and helpful, and gave us just a little bit of information, which was perfect.

Yet, if he had gone whole hog with all kinds of performance details, and how it works, we would've been bored to tears, and annoyed at having our time taken up.

Your visitor wants to know, "Is this something I might want to take a closer look at?" So, the elements that you are going to include in a page like this are:

#### REMEMBER:

*When people aren't ready to buy, they just need a little.*

- **HEADLINE FOR THE PAGE.**
- **SHORT INTRO PARAGRAPH**
- **DESCRIPTIVE PARAGRAPH OF EACH OFFERING, WHICH WILL HAVE THE FOLLOWING ELEMENTS:**

1. Product title.
2. Product subtitle, which describe the problem it solves, plus a description of how it's delivered (DVD, workshop, teleclass, bottle of powder, what have you.)
3. 2-4 sentences of description focused on: A description of the problem, a short, non-specific description of the solution, and a link to the Landing Page for the product, which I'll be talking about shortly.
4. A big plus is if you can add in a graphic to illustrate the product in some way. Not necessary, but very helpful for the window-shopper.

Example:

#### GOING OUT FOR 18: PRODUCTS AND SERVICES

You may not be able to join us for a round at our favorite course, but you

can get the goods. Here's a variety of products and services that help you implement what it is we're teaching.

**Tweeners: Finally conquering that black hole between 30 and 90 yards. DVD and book set.**

How you play inside 100 yards is the difference between ecstasy, or cursing the day you were born. You know you can add 10 strokes simply by duffing the tweeners. Finally you can stop the tyranny of the twener. [Click here for more details.](#)

**Letting the Big Dog Eat: How to increase both distance and accuracy in the long shots. DVD and book set.**

It's embarrassing to tee off and have your shot dribble out 70 to 80 yards. The driver and fairway woods, as well as those handy hybrid clubs, require a special approach all their own. We'll show you how it works. [Click here for more details.](#)

**Links Hijinks: In 3 days cut your score, while having fun.**

Join us on a championship course for three days of golf clinics, learning, and fun. Very limited spaces allows for a lot of personal attention. [Click here for more details.](#)

Someone can glance through this page and very quickly get a clear idea of what you offer, and whether any of it is interesting to them. And they can do this with very little work on their part to figure it out.

**But wait, now there's three more pages to write!**

It's true, and I'm glad you were paying attention. This little overview page that you just threw together so joyfully has three links embedded in it, emblazoned with those

#### REMEMBER:

*See things as much  
as possible from your  
clients' perspective.*



too-familiar words: “Click here for more details.”

Each of those links leads your visitor to an entirely new room in your website. You see, if your products and services are to grow up well-adjusted and healthy, and able to pull their own weight in your business, they each need their own bedroom.

In Official Website Marketing Geek terminology, these individual webpages are called “Landing Pages,” I’m guessing because someone ‘lands’ there, and (supposedly) doesn’t leave until they’ve made a decision.

## The Beauty of a Landing Page

### REMEMBER:

*A landing page from the heart can create safety, connection and trust.*

The real beauty of a landing page, when it’s done with a lot of heart, is that it can create a lot of safety, connection, and trust with a prospective customer. When it’s well-constructed, well-written, and authentic, a landing page can be a very inspiring experience for the reader.

Of course, when a landing page is done poorly, using a lot of hype, manipulation, fear and iffy ‘persuasion’ tactics, it can taste and smell like those leftovers that were left in the back of the fridge two weeks too long. Moldy, cheesy, gross.

Because the full scope of a landing page that truly facilitates many of your best customers to buy, would take a book in itself, I’m going to show you a ‘quick and clean’ way to write a landing page.

Will this ‘quick and clean’ method be a dazzling super-star? No, probably not. But, a dazzling super-star is not always what is needed. If you are overhauling your whole site using this program, then what I’m teaching you here will get the job done, helping many of your best potential customers to purchase from you. Yes, it will do that quite well.

And when you’re ready to fine-tune your landing page I recommend you take a

copywriting course. There is a link for the one I teach at the end of this section.

Before we jump into the details of how to write a quick and clean landing page, let's take a look at why and how someone purchases from you.

## The Why and How of Shopping

### REMEMBER:

*Your job is to make  
it safer for the right  
people to buy than to  
not buy.*

Your visitor buys because he has a need, and he sees your product as an effective strategy to help fulfill that need.

That's the only Why anyone ever buys. Need fulfillment. It might be a need for hope and inspiration. It might be a need for effectiveness and efficiency. It might be need for entertainment and fun. But it is an unfulfilled need.

Because we humans are so courageously and effectively able to cope with the pain and struggle that come from unfulfilled needs, it takes a certain amount of time and readiness before most people will purchase. The pain that your visitor knows feels safer and more certain than the unknown of your product or service.

So your visitor waits.

He waits until you make a good connection to him, he feels safe, and he knows what he's getting into if he buys. That is until your product becomes a known quantity that looks better than the situation he's sitting in.

That's the How. How your visitor purchases is through Trust, Safety, and Connection. Remember those three as you begin to work on your landing pages, because every word you write should be helping to communicate one, or more, of those three.

## What kind of offers need a landing page?

Any offer that you don't want to have a unique, personal, start-from-scratch conversation with every person who is interested. It may seem obvious that a landing page would work really well for products like books, CDs, information products, oatmeal, clothing, and any kind of a product that stands alone, and is either shipped, or downloaded digitally.

It may also seem clear that any kind of class, course, seminar or training can use a landing page for enrollment.

What may not be so clear is that a landing page is actually extraordinarily useful for custom offerings like: individual coaching or consulting, custom made-to-order products like shoes or furniture, and even complex, high-commitment offers like three-year trainings, or team facilitation.

### REMEMBER:

*A landing page means you don't have to have a start-from-scratch conversation every time.*

You may be wondering, “How in the heck am I going to fit my custom offer onto a landing page, when every conversation I have with a potential customer or client is so unique and individual?”

The key is in understanding what the ‘call to action’ is, which is the last of the seven elements of the “Quick and Clean” landing page. So read on, and with just a little persistence and patience it will all begin to make perfect sense.

## 7 Elements to a “Quick and Clean” Landing Page

For any offer you have, I recommend thoroughly applying this seven-element structure to it in order to create a “Quick and Clean” Landing Page.

Some of the elements will not be included verbatim into the final draft of your landing

page, but each will be important in how you put the page together.

### THE FIRST ELEMENT: WHO AND WHAT

Remember Who your offering is for, and What it helps them with. Each of your products and services is meant to serve a specific type of person. Not everyone who is on my email list is appropriate for the Heart of Money class, or for the Marketing class, or even for this Creating Heart-Centered Websites product you are reading through now.

Each of your products or services serves a subset of your whole prospect population. Your job is to get really clear about who your offer is in service to and what problem it solves.

This doesn't have to be complicated or challenging, because it will be related to the Who and What that you've already defined for your business.

#### REMEMBER:

*Your offer is for a subset of your entire audience.*

Let's find the Who and What for the product from the example a few pages back 'Tweeners: Finally conquering the black hole between 30 and 90 yards.' The Who and What for the example AwesomeGolf.com is "For golfers who love the game, but aren't enjoying it because their playing is so inconsistent."

So, the Who and What for Tweeners, is For Golfers Who Love the Game, but they are struggling to have accurate golf shots between 30 and 90 yards out from the green.

Any of your offerings will have a subset that is defined by either a more narrow definition of the problem they are facing, or a more narrow definition of the type of person.

AwesomeGolf.com could just as easily have created a product for the new golfer, which is a more narrowly defined Who, who wants their score to break 100 before they finish their first year of playing, a more narrowly defined What.

## Second Element: Marketing Syntax

Remember that earlier in the Content section of this book I described the Customer-Focused Story, which is based on marketing syntax (p. 13)? Quick review of the five parts of marketing syntax:

### REMEMBER:

*The Customer-Focused Story is a powerful template for most sales processes.*

1. An empathetic description of the problem from their perspective.
2. What they've tried that doesn't work.
3. Why the usual solution(s) they've tried don't work.
4. What they really need to do (how it really works.)
5. Why you are so good at providing what they really need to do.

Each product or service you offer will require its own version of marketing syntax, written specifically for the offer's who and what. And, the end part explains why this product or service is so good for your prospect's problem, instead of why you are so good at what you do.

You will be using Marketing Syntax as the basic outline for the entire landing page, with some additions.

Example:

### TWEENERS: FINALLY CONQUERING THE BLACK HOLE BETWEEN 30 AND 90 YARDS.

1. You've hit a great second shot after your tee-off. But, the ball rolls down the fairway until it finally comes to rest... about 60 yards from the green. And then you spend a frustrating three strokes hitting the ball across the green into a trap, out of the trap into the rough, and then finally... onto the green. A great hole ruined, by the Tweener.

2. You've spent a lot of time trying to judge the distance correctly, but it still frustrates you. It's a mystery: how do the pros handle these shots so well?

3. Well, the truth is that even the pros have difficulty with these shots, and they usually will lay up to avoid a tweener. Knowing how much backswing gives you how much yardage is just a difficult thing to judge.

4. What you really need to handle Tweeners is first: learn the strategy to avoid Tweeners in the first place, and second, understand how the pros judge distance for these difficult shots, and some unusual ways of approaching the green without landing in traps or water.

5. This DVD/workbook set will show you both the strategy to avoid Tweeners in the first place, and walk you through the steps of how the pros judge distance and swing for short shots.

Don't try to make your marketing syntax perfect. The important thing is that you have a clear concept of each of the five parts of syntax, and could explain them clearly to a friend in conversation.

#### REMEMBER:

*Bullet points are for results and benefits that the customer will experience.*

## Third Element: Bullet Points

Many people confuse logistical information with bullet points. Bullet points, as I'm talking about them, are not meant to cover logistical information, or to talk about how your offer is delivered.

Bullet points are for results and benefits only. Meaning what happens when someone takes you up on your offering, what happens for them?

For instance, a benefit is: "being able to accurately judge your backswing for Tweener distance." Or "To stop overshooting the green with too much power on your pitching wedge."

Great, those are benefits. However, benefits aren't usually something you can physically put your hands on. Even if it's "Adding 200% more to your bottom line," or "having a conflict-free relationship." Although these might be tangible benefits, they don't exist yet, and so your visitor may want them, but can't quite get her teeth into them yet.

You need to add an element of physicality to your bullets. This is why so many successful bullets use words like: "the myth," "the secret," "the four ways," "How it works," etc. The main point is to make sure that a noun is included in your bullet, that gives the result you are offering some sort of physical vehicle that your visitor can understand.

The second component is the result itself, either positive or negative, of using or not using the subject of the bullet.

**REMEMBER:**

*Too many bullets can be organized into small groups by topic.*

Examples:

Our golf program covers these topics:

- The myth of the waist and how it's ruining your swing.
- The secret to not looking up, and why it's not really the problem anyway.
- The link between laziness and accuracy, and how to improve both.
- The five elements of the golf swing, and how to integrate them into a smooth, accurate action.

Notice how each bullet point has those two elements, a noun of some sort "myth", "secret", "link", "five elements" and a result that the noun produces.

How many bullets? Make up as many as you can. If you end up having more than eight, you will probably want to group them into topics, each topic listing four to eight bullet points.

Where do you place these bullets? Place them early in the page, so that your reader understands the outcomes your offer is intended to produce before you lead them into more

of the details. People want to trust that what you are offering is relevant for them, and the bullets will tell them quickly if the outcomes you are wanting to help people achieve are what they are needing.

## Fourth Element: Frequently Asked Questions

### REMEMBER:

*Answering questions  
creates safety.*

Once you have the Who and What, and the marketing syntax, the next element is to brainstorm any and all questions about your offering. It will be important to get some help with this, because friends or colleagues who don't know your offering as well will come up with questions you never would think of.

For instance, I had a participant in my Opening the Moneyflow marketing class, and he was wanting to hold a retreat in the desert for his target market.

On his own, he came up with about five questions. But, when the entire class started to participate in brainstorming questions, we came up with a couple of dozen questions. My favorite question was one about safety: "Will I be physically safe in the desert?"

Now, he was so comfortable in the desert, he didn't think about safety from a newcomers perspective. But, as he thought about the question, he realized that there were all sorts of safety concerns that he knew how to deal with almost without thinking.

Once you have brainstormed questions, group them into two types. One type are the logistical questions: When does it happen or when will I get it, what is it made of, how much is it and how do I pay?

The other type of questions are content questions: Will I be safe? How will I know if I like it? What kind of topics do you cover? What kind of results will I get? What happens when I use it? Does this really work? Have other people used this offer successfully?

Remember, people buy because they feel safe. Any question they have is something they



don't feel safe about. If all of their questions are answered in the landing page, then they will buy, if it's right for them.

Once you have your list of questions, go ahead and answer them. As you answer them, just write them as if you were talking to a friend. Don't worry about whether or not what you write at this point will be included in the final landing page- much of it probably won't. You just want to have the answers to all of these questions clear in yourself.

As you move into writing your landing page (but not yet!), you'll be taking the questions, and your answers, and weaving them into the narrative of the page itself. You see, the Q & A format can feel a little stilted and distant, almost as if your visitor is listening to you be interviewed by someone else.

#### EXAMPLE OF Q&A

Q: What if I've swung this way for 20 years, and I can't see how I would ever change?

A: This is a normal question for most people. Our approach isn't about modifying your swing, which is notoriously difficult to do, because new is always uncomfortable. Rather, it's about showing the natural, relaxed, supported, comfortable positioning and movement of the body in a way that easily creates consistency.

See how it reads almost like a magazine interview? Interesting, but how long can you stay focused just listening to two people have a conversation that you aren't a part of?

Instead, with a little bit of tweaking, you can weave the question and answer directly into the narrative of the page, like this:

#### EXAMPLE OF ANSWERING THE QUESTION IN A NARRATIVE

You've probably had the golf swing you do for a long time, maybe even 20 years. The way most of us try changing our swing, or other habits, is to make little incremental changes in ways that hopefully improve our results.

#### REMEMBER:

*Your customers will  
come up with  
questions you would  
never dream of.*

**REMEMBER:**

*Weave your Q&A into  
your narrative.*

The problem with this approach is similar to bicycling near trolley tracks: it's all too easy to just slip back into the old habits, because the grooves are there, and it's more comfortable, even if it doesn't work worth a darn.

Our method actually shows you just enough about body mechanics and structure so you can slip into the deeper, more comfortable grooves of natural movement. This natural movement of the body, because it's the way our muscles and skeleton are actually designed to work together, creates more consistency, accuracy, and power, without the hard work of incremental change.

You see how weaving the question and answer into the narrative using marketing syntax puts your visitor firmly in the spotlight? You are talking to your visitor, not having them listen from the side.

## Fifth Element: Logistics

Some of the Frequently Asked Questions were what I called 'logistical' questions. They dealt with facts, just the facts, ma'am.

You want to separate out all of the logistical questions, and their answers, because they are very important, and need to be given in a single place and laid out clearly.

For example, the Tweeners landing page might have it displayed like this:

Tweeners comes as a workbook and DVD set. You get:

The workbook, with illustrations and descriptions of everything we're talking about.

The DVD, that shows us clearly demonstrating every single step of what we're teaching.

The cost is \$69 plus shipping. To order, [click here.](#)

You will want the logistical information near the very bottom of your Quick and Clean landing page. Why at the bottom, why not present the logistics first thing?

The logistics are what your visitor needs right before they make the final decision, Yes or No. Whenever someone sees a price, and all the other logistical details, it tells them, “Okay, here it is. Do you want it or not?”

If they see the logistical information first, they don’t yet know what it is they are looking at. They can make some assumptions, “Oh, a DVD and workbook. That’s kinda like that horrible DVD and workbook I bought from that exercise company. No way do I want that.”

#### REMEMBER:

*Group the logistical elements together in an easy-to-read format.*

It’s a disservice to give the information too soon, because the brain is not good at taking in new information. It tends to want to naturally compare it to what it already knows.

If your visitor doesn’t have a real idea of what you are offering, in other words, the answers to the content questions, then she will make a decision based on some other experience, some other product that she has seen.

This means that your visitor, at some unconscious level, is not making a decision about your offer— she is making a decision about someone else’s offer. Not only is that not fair to you, it’s not fair to her.

Put the logistical information at the bottom of the page. This way your visitor is truly making a decision about your offer, one that her heart will be happy with when she receives it.

## The Sixth Element: What others say—Testimonials

Testimonials can be powerful additions to the landing page, because they add third-party witnessing to what you are saying about the value of your offer. Sadly, most testimonials

don't do that. And, even worse, there are some testimonials that actually push people away.

Again, let's think about it from your visitor's point of view. He is reading your landing page, because he's interested in your offer and how it can help him. He has some natural, healthy skepticism, "Is this for real, can this really work?" as he reads along.

Then, along comes the testimonial. "This Tweeners thing is the best thing since sliced bread! I love it!" What is your visitor going to think when he reads this? "Yeah, right buddy. How much did they pay you to say that?"

**REMEMBER:**

*Interviewing will help  
you get powerful  
testimonials.*

The secret to a powerful, authentic testimonial, is to interview people who have used your product or service around some of the Frequently Asked Questions you came up with. At the same time, ask them if they had any doubts or questions before they decided to take you up on your product or service.

In this way, a testimonial can then mirror the experience of your visitor, and it becomes much more believable that way. If one of your customers had some authentic doubts, put it in the testimonial. Then, let them answer your Frequently Asked Questions.

Example:

"Man, I'd tried every golf improvement course in the book, because I've been golfing for thirty years. So, you can imagine how skeptical I was when these two guys told me I could get more consistent with my swing. The only reason I tried them at all, honestly, was because a buddy had worked with them and said they were just hilarious- lots of fun to be around. So, I figured it couldn't hurt, and at worst I'd have a good time."

"Boy am I glad I went. Yes, these guys are a kick- we had a great time. But, I was -amazed- at everything I learned about my own body. And the difference? I've taken 5 strokes off my score, which means I scored under 85 for the first time in my life last weekend!"

The question this testimonial was answering was "Will it be fun?" And, in the process, it

was also answering “Will it be effective?” Also, notice how the healthy skepticism expressed in the beginning really increases the power of the testimonial. Pretty reassuring to read it, isn’t it?

So, instead of having ‘catch-all’ testimonials, use different testimonials to answer different questions. Have one person talk about how easy it was. Have another person vouch for the results they got. Get a third person to describe how great you were. Let each testimonial capture a different issue.

Where do you place testimonials? Weave them throughout the page, using them to support whatever is being said. If you’re mentioning the results that your program can help create, right there put a testimonial about someone who got those results. If, later, you’re talking about how you create a safe space to be vulnerable, right there place a testimonial talking about what a safe and compassionate facilitator you are.

**REMEMBER:**

*A testimonial will answer a specific question.*

How do you get these testimonials? You ask. But hold it, you don’t have to always ask for a testimonial. You can simply interview them about their experiences. The basic questions cover the following topics: What was it like before you tried our product? Were you doubtful or skeptical before you bought? How was it using our product/service? How have things changed now that you’ve used it?

You may have to dig for some answers. Don’t be afraid to ask for more details. ‘Things are much better.’ ‘Oh, yeah? That’s great! How are they better? What’s changed?’

If you are merely asking for feedback, and not asking for a testimonial, you’ll get really honest, and probably surprising, answers from your customers. And, you’ll get great testimonials.

When someone has given you an interview that you think would be a great testimonial, ask them for permission: “Wow, I really appreciate what you’ve said. May we use this, with your name and photo, as a testimonial on our website?”

Most people will say yes. Get full names, and, if possible, photographs. It makes the testimonials more powerful and believable.

## The Seventh Element: Call to Action

Finally, now this is where it all comes together.

Here's a funny thing about us humans: we have a horror of looking foolish, most of us. And in situations where we aren't fully confident, and don't have really clear directions, or someone leading the way, most of us won't take a step, in any direction!

The first six elements are helping someone to make the right decision. Now this seventh element helps them to act on that decision.

What action do you want them to take at the end of the page? This question may seem obvious, but you would be surprised how many people just don't get clarity about the next step.

### REMEMBER:

*Make your call-to-action clear and easy to find.*

There are basically two options for which action you could have them take.

### OPTION ONE: [CLICK HERE TO ORDER NOW.](#)

This is simply the option when they get to the bottom of the page, and you say, "If you're ready to buy, click here to order." For any products, and for some classes, this is the option you want to use.

To use this option, you will need some kind of what is called a 'shopping cart.' A shopping cart is simply a service, similar to the autoresponder service, that allows visitors to purchase through your website.

Anytime you've been on a website, with a 'buy now' button, and a way to enter credit card information to take your payment, you've interacted with a shopping cart.

These days shopping cart services seem to be fairly easy and straightforward to deal with. The one I use currently is called 1shoppingcart:

**<http://www.1shoppingcart.com/app/default.asp?pr=1&id=61926>**

As with the Aweber service, this is an affiliate link, meaning if you click through and purchase their service, I get a commission. I've been satisfied with their service, it works. If affiliate links bother you, feel free to just type in [www.1shoppingcart.com](http://www.1shoppingcart.com) into your browser, and you'll end up in the same place.

Other options besides 1shoppingcart include:

**<http://www.paypal.com>**

**<http://www.2co.com>**

**<http://www.e-junkie.com>**

These services are relatively straight-forward to use and easy to set up.

## OPTION TWO: FILL OUT THE APPLICATION BELOW.

Here's where I finally answer the question I posed before I began explaining the seven elements, regarding how to use a landing page with a custom offer.

If it's a higher-priced service or product, in many cases it's better to have the person fill out an "application" or "inquiry" form. Once they fill that out, they are inviting you to engage with them. Now you can complete the sale in a conversation.

If you take care in creating the application questions, your visitor can get a real sense of what your offer will help him with, just by the questions you ask him to engage with.

Here's a tip— for the last question in the application, always ask: "Are you ready to sign up now? Or do you have any questions that you need to ask?"

If you include this question, your visitor has the option of letting you know they are ready to go. This way you understand where they are in their readiness, and you can have

### REMEMBER:

*Make sure you yourself  
are clear on the kind  
of call-to-action you  
really need.*

an appropriate conversation with them. Sometimes, if someone writes to me that they are ready to go, I don't even have to have a big conversation— an email with a link to the shopping cart payment seems to work fine.

You can use this 'application' approach even with the 'buy now' option. Include a form at the end after the 'buy now' link, asking for their name, their email and "If you have any questions, just ask!" I've found that over 90% of the visitors who ask a question, end up buying!"

## Is there more?

### REMEMBER:

*Learning from others  
can short-cut your  
own implementation  
process.*

You bet there's more. But start here. You can get results from implementing the action steps here, and experimenting with them.

As examples, you may want to check out a few of our product and service pages. These pages, together, have done the bulk of the work in generating well over six figures in a year. They are more involved and in-depth than the quick and clean approach I've outlined above, and yet you should be able to spot the quick and clean elements without too much trouble, and see that they are doing most of the heavy lifting on these pages.

## Examples of successful landing pages:

<https://www.heartofbusiness.com/training-programs/money-course/>

<https://www.heartofbusiness.com/training-programs/community-2/>

<https://www.heartofbusiness.com/training-programs/small-group-coaching/>

<https://www.heartofbusiness.com/training-programs/consulting/>



Here's a useful exercise: print out one of these pages, and go through and see if you can identify:

- The questions I'm answering.
- The action I'm asking for.
- Elements of marketing syntax.
- The different questions the testimonials are answering.

Then, do the same thing for your own product or service. Experiment, have fun, and never forget that you are in service to your customers.

It's easy to get caught up in the details, but keep remembering that you are offering your product or service because it's genuinely helpful, perhaps even revolutionary, for your customers and clients. If you write your pages from an intention of generosity, service and support, and answer their questions, then people will respond.