

Lead Page Instructions

Table of Contents

Introduction..... 2

 Pre-Installation Steps: 4

Step One: Host Videos On YouTube 4

Step Two: Setting Up Google Forms 6

Step Three: Customize Our Landing Pages 7

 Steps To Customize The Pitch Page: 8

 Steps To Customize the Buy Scenario Page..... 9

 Steps To Customize The Call To Action Drop Down Timer 9

 Steps To Create Your PayPal Email Buy Link..... 10

 Edit The Page Footer..... 11

Step Four: Put the Video Pages on Your Website..... 12

 Troubleshooting..... 13

Moving Forward..... 14

Outsourcing..... 14

Add-Ons..... 15

Introduction

This guide will walk you through the setup and use of landing pages included with this kit. They will make it easier for you to get inbound calls and sales from prospects. I'm going to walk you through setting up our landing page and video sales letters (VSL) for the purpose of creating inbound leads and sales.

PRO TIP: There are several video sales letters included with this system that will sell a variety of services to business owners for you, so you don't have to do any hard selling yourself.

Each video is plug & play; meaning you just need to upload the sales video of your choice to YouTube (or another video host) and put the embed code in the appropriate landing page template.

Each video has an **"action drop"** – meaning the video has an arrow that points down below the video at a specific time in the video, and asks the viewer to take some action like "buy now" or "call you."

When you download this kit, you'll notice one or two types of video sales letters, that can include:

VSL - Selling Marketing Services

This VSL kit is designed to compel an action, either BUY NOW, CALL ME, or CLICK for any marketing service.

This video is an "all-purpose pitch" insomuch as it doesn't sell one particular service. What it does is sell the viewer on working with you because they have some marketing-related problem that is costing them money.

When we sell in this way, we can basically use this one video to sell ANY marketing service, give away ANY lead-bait or promotions material, and compel almost ANY action we want the business owner to take.

Now, there are three classes of videos as you've probably notice, and I'll get into more details in a second, but the actions of BUY and CALL should be self-explanatory: get the owner to buy now or to call you directly.

The CLICK class of video is designed to allow the owner to download one of the included sales and strategy presentations. This is a form of "soft-selling" – meaning you're not asking the owner directly to buy. You're presenting the information and letting the presentation do the selling for you.

VSL - Specific Services

A sales video for each of the most common services are also included in this kit. These VSLs are specific for various services you can offer, and also asks the viewer to take an action. Some of these videos include CLICK, CALL, SUBMIT, or BUY actions. Others are straight up sales pitches that just ask for a payment.

This strategy can be used with any sales video, providing the video matches the action the buyer will take at the moment of an “action drop.” However, we’ve included these proven videos that are done-for-you. Just upload to YouTube and add the embed snippet to the landing page as shown in the “Steps to Customize the Pitch Page” section.

Do you remember the three all-purpose sales pitch VSLs for any service?

We need to have three unique pages if you want to use all three videos. That means you'll be uploading three videos to YouTube and hosting three lead pages on your website. Of course, if you choose to do just one video and page, you can do that too.

PRO TIP: You can also upload all the other videos and use them; just remember that each unique video needs its own landing page, and that the action drop must match what the video asks them to do.

Each video has a different call to action. These are BUY, CALL, and CLICK. These are the “Prospect Scenarios” we can use to get a lead or make a sale.

BUY:	Drops a buy-button you link to PayPal
CALL:	Drops your name & telephone number
CLICK:	Drops a Download Link

Before we get started, you'll need:

- A domain name hosted on web host such as: www.bluehost.com or www.hostgator.com
- A text editor like <https://notepad-plus-plus.org/>
- A Google/YouTube Account

Here is our mission and steps to perform:

- Step 1: Put these videos on YouTube and grab our video sharing link
- Step 2: Setup a Google Form and grab our form sharing link (or use another form)
- Step 3: Customize our pages for each offer (as desired)
- Step 4: Put the landing pages on our website

Once we have everything in place, you'll be ready to send these pages to business owners via email, and get them buying or pre-sold on marketing services. Plus, you'll only be dealing with business owners who are interested in the service we're offering, so you won't waste any time talking to people who are not interested.

Pre-Installation Steps:

1. **Create** a Google/YouTube Account
2. **Purchase** a domain name, and purchase web hosting
3. **Create** a folder on your desktop called "Sales_Main"
4. **Open** your text editor up and create a new blank document. Save it to the "Sales_Main" folder, and call it "Sales_Program_Notes.txt." We'll use this blank document as a notepad to record our links that we'll use later.

Step One: Host Videos On YouTube

1. Download the sales videos from the product membership page to your desktop
2. Go to <https://www.youtube.com/upload>
3. Under the "Select Files To Upload" text, choose the pull down box that says Public, and **change it** to Unlisted
4. Click the large arrow on this screen, and browse to the video you want to upload. For the purpose of this tutorial, upload the **01-VSL-CALL.mp4** video.
5. Now that it is uploading, edit the title to say "Warning" - the description is not important at the moment. You can put your finished landing page video link here later. **Remember:** the videos are CALL, BUY, and CLICK. You'll name your three videos based on the call to action which appears in the video around 2:36 minute mark.
6. Give it a few minutes to upload and process. YouTube will give you a link to view your uploaded video
7. Click through to your video's YouTube page
8. Find and click the "Share" button under the title below the video
9. Next, click the "Embed" button
10. Next, click the "Show More" button to show the options boxes
11. Make sure all the boxes are unchecked
12. Above the video is your share link, copy that link, and save it to your notepad. This is the link we'll use to display the video on our pitch pages in the next chapter.

We want our video to auto play when the owners lands on our page, so we need to make a small edit to our link in order for this to happen. Here is the share link we grabbed from YouTube in Step 12 above:

Code: For Example Only – DO NOT USE

```
<iframe width="853" height="480" src="https://www.youtube.com/embed/https://youtu.be/0Yd6ZEmvZxk?rel=0&amp;controls=0&amp;showinfo=0" frameborder="0" allowfullscreen></iframe>
```

To make this video autoplays, we need to add a small switch that triggers video playback when the page loads. This code is "&autoplay=1"

So we add this switch to our share link:

Code: For Example Only – DO NOT USE

```
<iframe width="853" height="480" src="https://www.youtube.com/embed/https://youtu.be/0Yd6ZEmvZxk?rel=0&controls=0&showinfo=0;&autoplay=1" frameborder="0" allowfullscreen></iframe>
```

Make sure you add that last quote mark otherwise the share link will break!

Once this is done, you're ready for the next step!

Step Two: Setting Up Google Forms

In this step we'll be creating a form to accept submissions from prospects, and saving our form link to our notepad. Once this step is done, we'll be able to customize our EMAIL landing page.

I lean on Google Forms here because the videos are not selling a subscription to an email list. We want to get a lead, and have an orderly lead list to go to. If you want to put visitors on auto-responder email list, you can replace the Google Form code with the form code from an Autoresponder list on services like GetResponse or Aweber.

Steps:

1. Create a Google account if you don't already have one.
2. Go to <https://drive.google.com>
3. Click on the "New" button, and then "More" and select "Google Forms"
4. Click "Get Started"
5. Make the title "Marketing Program" (this title is based on what video you're using)
6. Leave the description blank
7. Name the first question "Business Name"
8. Set the Question Type to "Text"
9. Check the box marked "Required" - this makes sure the prospect fill this out
10. Click "Add Item" and repeat steps 6 through 9 so you have the following fields in your form*
- Business Name
 - Contact Name
 - Telephone Number
 - Email Address
11. Change the Confirmation page text to "*Thank You! If You Need Help Now, Please Call 555.555.5555*" (replace with your telephone number.)
12. After your form fields are done, uncheck the "Show Link to Submit Another Response" box
13. Click on the "Send Form" button, and then click on the "Embed" button
14. Copy the embed code and record it to your notes. It should look like the example below

Code: For Example Only – DO NOT USE

```
<iframe src="https://docs.google.com/forms/d/10lc24O2WriTjZ5xkg1xfnlibC34ZK-JHhIJYt6R3D8E/viewform?embedded=true#start=invite" width="760" height="500" frameborder="0" marginheight="0" marginwidth="0">Loading...</iframe>
```

*You can have more questions on your form, but for the sales funnel to work best, you want to limit the amount of work the prospect needs to do to get through your funnel.

Once this step is done, we should now have two sets of links: our video share links, and B) our google form link. We can now customize our pages in the next step.

Step Three: Customize Our Landing Pages

In this section we'll customize our pages, adding our video and our submission form, and a buy link (for the Buy Scenario) using Notepad-plus-plus to make very simple text edits to these pages.

Recall that the videos pre-sell the biz owner on our services, and compels viewers to call you, or click a buy button, or fill out a form to submit their info.

Inside the sales-landing-pages.zip, you'll find folders for each of the three prospect scenarios:

1. Buy
2. Call
3. Click

Each folder contains:

A) index.html - this is your **pitch** page. It auto-plays the video, and drops a call to action down at the moment the video asks them to take action

B) /image/ folder - Each pitch page also includes an /images/ folder which has the images for the buttons. This folder must be uploaded to your web host

C) thankyou.html - this is an optional page included if you want to use an Autoresponder instead of google forms and need a redirect page. You can also use this as a redirect after the customer buys the service. (You set this up in PayPal)

D) style.css - This file controls the formatting for the pages. You do not need to edit it but it must be uploaded to your web host.

Note: Not all scenarios will require the thankyou.html pages.

Now that you know what everything is, and what it does, let's setup our pages.

Remember: you'll need to do this for each video and scenario you want to use.

Before you start, make sure you grab all the landing page folders from the download zip (BUY, CALL, and CLICK) and put them in the "Sales_Main" folder you created earlier.

Steps To Customize The Pitch Page:

1. Download the landing-pages.zip from the product membership download page, and save it to the folder called "Sales_Main" on your desktop.
2. Extract all the files so you have the three folders in your "Sales_Main" folder
3. Install and open Notepad-plus-plus
4. In Notepad-plus-plus, select "File" and then "Open" and browse to the pitch page you wish to edit. For the purpose of this example, open up the folder named CALL, and choose the "**index.html**" page and click "Open"
5. Scroll down to Line 27. This is the link to your video. **Replace** this line with the YouTube Embed Link you recorded in your notepad in **Step One: Host Videos On YouTube**
6. Next, scroll down to line 33. This is the place we put our button, link to your form, or our contact information.
7. Each landing page has its own call to action, so make sure you are customizing this call to action based on what the video is asking the user to do. You can see which video you are using if you named them properly on YouTube, or by viewing the video around the 5 minute mark.
8. Customize the call to action:
 - A. For the **BUY** page, add your PayPal Buy Link to line 33
 - B. For the **CALL** page, customize the NAME and TELEPHONE number on lines 33 to 35. If using a video that offers that you call them, you will also include your submission form here, so add the embed code for the form on line 37.
 - C. For the **CLICK** page, add your download link to line 35. This is the download link for the sales presentation specific for the service you want to sell.
 - D. Don't forget to edit your name, phone, and email address on lines 40 through 43
9. Up at the top of Notepad, click FILE and then SAVE when you are finished editing a page

Now this page will display the video. You can test this by double clicking the index.html file in the landing page folder which will load in a browser. If everything is setup correctly, the video will autoplay, and a few minutes into the pitch, a call-to-action will drop down below the video.

Here are the individual steps for customizing each page and scenario elements:

Steps To Customize the Buy Scenario Page

1. In NotePad-Plus-Plus, select FILE, and then select OPEN, and browse to Sales_Main folder, and then the BUY folder, and select "index.html". Click Open.
2. Scroll down to line 33.
3. Next to href= you'll see the PayPal URL.
4. Replace the web address between the quotes with your PayPal email buy link. Getting this link is covered on page 8 of this manual.
5. The **"Yes, Get Me Customers"** button image is already preset, but if you want to change the button, just change the "button_image_notification.png" to the name of your custom buy button image, and put that image in the /images/ folder.

NOTE: File and Folder names are CASE SENSITIVE. If your pages or buttons are not working, make sure you **did not** accidentally name your folders, pages, or image file using UPPER CASE.

Steps To Customize The Call To Action Drop Down Timer

Each pitch page (index.html) is equipped with our patent-pending video drop down timer script. It has been pre-set to the exact time in the video when the call action appears and the video asks them to take action. In case you need to change this timer, here are the steps:

1. In NotePad-Plus-Plus, select FILE, and then select OPEN, and browse to Sales_Main folder, and then the BUY folder, and select "index.html". Click Open.
2. Scroll to the button of the page, and locate (around line 50) where it says "*var time = "2:36"*"
3. Add your custom time as Minutes:Seconds
4. At that time, the call to action will drop below the video

Steps To Create Your PayPal Email Buy Link

1. Create a PayPal Account and log in at www.paypal.com
2. You may need a PayPal business account to create a buy link***
3. Up at the top of the page, select to **Tools**
4. Then select **PayPal Buttons**
5. On the right, select “**Create New Button**”
6. On the next page, choose “**Button Type: Buy Now**”
7. Name the item: “City or Town Website Program”
 - a. Example: “Chicago Promo”
8. Choose an optional item id, I usually use the offer initials, and a number to help me track which products are selling. Example: “PromoLL01”
9. Fill in your price amount
10. You won’t need to customize anything else, so click **Create Button**
11. On the next page, choose the **EMAIL** tab
12. Copy the email pay link and record it to your notes. You’ll put this on your Buy Scenario landing page

The pay link looks like:

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=#####/

NOTE: Make sure you are **not** using the **Website** button link. The website button code is not compatible with these landing page. Use the email link!

Also, make sure you include the trailing slash at the end of the link if the PayPal buy link contains one.

Now you can use this link in the BUY scenario landing page for the Buy Button, so the visitor gets taken to the checkout page.

Edit The Page Footer

At the bottom of every page is your footer that contains links to your support, contact, and terms of service links. In the html page, this will live on line 40.

Support

Change the href="url" to the address of your support desk, or if you want to have this link send you an email, replace the following code:

```
<a href="http://www.example.com/support/">Support</a>
```

with:

```
<a href=mailto:your.email@example.com?Subject=Support%20Request  
target="_top">Support</a>
```

Don't forget to change your.email@example.com to your email address.

Terms of Service (ToS)

A ToS is a compliance page that you should have on your website's page, so we'll need to create one.

To tell you the truth, nobody ever reads it, but it's a good thing to have so you stay compliant.

Remember to check your local laws as some areas may have special rules. Nothing in this manual is going to substitute good professional advice and counsel in this regard, so if you have any doubts; consult a professional.

For the purpose of getting these pages running, let's create a basic terms of service:

1. Go to <http://www.privacypolicyonline.com/terms-of-service-generator/>
2. Fill in the forms with your details
3. Click Generate HTML
4. Right click, select all, and then **copy** the terms of service HTML they give you
5. Right click in the Sales_Main folder on your desktop and create a new file called tos.txt
6. Open tos.txt with Notepad++ by going to FILE, OPEN in Sales_Main Folder
7. Paste (right click and select paste or ctrl-v) the HTML into tos.txt
8. Save tos.txt, and then rename the file, tos.html.
9. Upload the tos.html file to the root of your web server (public_html)
 - You'll learn how to upload files in the next chapter

Privacy Policy

This page has our privacy policy. It is done almost exactly as the tos.html, except you are creating a privacy.html. In truth, these two policies are very similar.

You can create a privacy policy online: <http://www.bennadel.com/coldfusion/privacy-policy-generator.htm> and then use the html they provide to create and upload a privacy.html document.

Step Four: Put the Video Pages on Your Website

Now that we have our pages ready to go, we can now upload our files to our web host. This way we have a link we can send in an email that will allow the business owner to hear our pitch, buy immediately or fill out our lead form.

If you don't already have one, pick a host I listed on page 2, and purchase a basic hosting account. You'll need the username and password to the Control Panel, which is included in the Welcome Email that your web host will send when you sign up.

1. Login to your host's cpanel. This is usually <http://www.yourdomain.com/cpanel>
2. Scroll down and locate "Files" and then find the "File Manager" and **click on the File Manager** icon
3. A new window will open up, look for "public_html" - this is the top or "root" directory of your entire website at <http://www.example.com/>
4. Double click on "**public_html**" to enter that folder
5. At the top of the file manager, click on "**New Folder**"
6. Rename this folder so the name is short and describes the offer we're pitching (in this example, it is websites, so name the folder "promo")
7. Now this folder can be linked to on the web at the following address:
 - o <http://www.example.com/promo/>
 - o We'll put all of our pitch page, and supporting files for **the scenario we want to promote** in it.
 - o For other videos, you'll name this folder something else, like "mobile"****
8. Double click on the "**promo**" folder to open it
9. Create a new folder called "b" for **buy** (or "c" for **contact**, or "ca" for **call**)
 - o **This is called our "Scenario Folder"**
10. Double click on the **scenario** folder to open it (in this example, the 'b' folder)
11. Create a new folder (by clicking 'new folder' at the top) and name it "images" -->
****Make sure you use all lower case letters****
12. Next, while still in the "b" folder, select the "**Upload**" button at the top of the page
13. Select "**Choose File**" and browse to your Sales_Main folder on your desktop, and open the BUY directory
14. **Select and upload** each of the files from the "BUY NOW" folder on your desktop to the "b" folder on your webhost.
 - o index.html
 - o style.css
 - o thankyou.html (optional)
15. Next, double click the /images/ folder you created to open it.
16. Choose **Upload** again from the top menu, and upload all of the images from the "BUY NOW/images/" folder on your desktop.

Once you finish this step on the landing page, you're done! - You can now visit <http://www.example.com/promo/b/> and it will load your pitch page that asks the visitor to buy. When the button drops, and the biz owner clicks, they will be taken to the checkout page on PayPal.

Remember: we only edited and uploaded the Buy Scenario page. There are two other scenarios you can use depending on your desired outcome.

Here is an example structure, and the purpose of each landing page folder:

Folder Name	Link You Send to Prospects	Purpose
"b" for Buy	http://www.example.com/promo/b/	Online Sale
"ca" for Call	http://www.example.com/promo/ca/	Solicit an Call
"c" for Click	http://www.example.com/promo/c/	Prompt a Download

If you want to use the other videos, you'll need to repeat the steps for each video and sales page scenario you want to setup.

You don't have to use this structure. You can use your own if you'd like. If you're going to use just one video scenario, then you don't need three different folders. You could just the root folder and upload everything for that one landing page there: www.example.com/promo/

PRO-TIP:

BE CAREFUL AND CHECK YOUR WORK

Troubleshooting

1. Make sure all your URLs and links are in lower case. If you have an upper case letter somewhere it could prevent the landing pages from working.
2. Check your spelling! Most support requests on this page setup are the result of simply missing a single letter, number, or character.
3. Check for extra spaces! Extra spaces can cause problems.
4. Sometimes, and this is because we're only human, we accidentally destroy a template, and make such a mess of the page, it will take more time fixing it than it does just starting over from scratch.

You can easily start fresh by re-downloading the landing page templates from the member's area and repeating the steps in this guide.

Moving Forward

Now that you're all setup, you are ready to email business owners and hit them with this pitch.

Go to Google Maps, or Manta.com and find prospects who would benefit by notifying their audience. This is detailed heavily in the main guide. Be sure to read it! Find their websites, grab their email address and send them the emails that compel them to click through to watch the video.

On a final note, it is best if you setup a domain that is short and easy to remember. This can be a company name that the business owner will immediately associate with you being able to deliver the added benefit of more customers.

Having this domain name also allows you to use yourname@yourcompany.com instead of a Gmail, Yahoo, or Hotmail account, which most business owners are wary of.

While you don't need a website to do this business, it could help you in the manner I described above, but it is also important to point out that saying too much on a site or saying the wrong thing can un-sell your prospect. Keep it simple and you'll be better off.

Outsourcing

Where you can see the most benefit from outsourcing is by having a Virtual Assistant create a large list of businesses who could benefit from the services you offer, and having them email the sales video pages to the lead.

It will be difficult to find the right offshore outsourcer who can do 100% of the sale and close for you, but they can eliminate a large amount of the 'busy work' associated with this type of offering by building prospect lists and emailing them via an account you setup on your company domain name.

Outsourcers from Fiverr and Odesk would also help you setup this sales pages. Just give them this manual to help them along. They may even offer to create custom pages for you.

Add-Ons

Also provided with this package are sales presentations for various niches, and you can send these to people who call or email you. Having this step is a good way to build rapport.

Presenting the pptx slideshow to them via screen share is also very effective at building trust, as they get to hear your voice. This “live step” is optional, but you may find it helpful.

PRO TIP:

Some people can't open PowerPoint files if they don't have Microsoft Office. Consider converting the PPTX to a PDF to make your presentations more portable and easy to use for all people. Nearly everyone has a PDF reader on their computer.

*The presentations are not converted into PDF already because you need to customize them with your information.

You could also get creative and develop your own landing pages, lead bait, videos, and sales funnels to get biz owners onboard with this program.

One method is to offer the sales presentation as a “Free Strategy” for each service, and deliver the PowerPoint Presentation after the visitor opts into an Autoresponder list. This way you are preselling the biz owner with your pitch, making them easy to close.

Remember, if you are hopelessly lost and need help, please contact www.landroinnercircle.com/support/ for the fastest support and also the only place for support for your account and billing issues.

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