

Landing Page Instructions

Table of Contents

Introduction	2
Pre-Installation Steps:	3
Step One: Host Video On YouTube	3
Step Two: Setting Up Google Forms	5
Step Three: Customize Our Landing Pages	6
Steps To Customize The Pitch Page:.....	7
Steps To Customize Your Opt-In Page	8
Steps To Customize The Thank You Page	8
Customize The Call To Action Drop Down Timer.....	9
Steps To Create Your PayPal Email Buy Link	10
Adding The Buy Button	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

Thanks for purchasing this landing page package! This document 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 letter (VSL) for the purpose of creating inbound leads and sales.

PRO TIP: There is one video sales letter included with this system, so you don't have to do any hard selling yourself. The videos take the approach of getting the viewer pre-sold on the Google Posts service, and asks them to sign up for a free strategy.

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

The video has an “**action drop**” – meaning the video has an arrow that points below the video at a specific time, and asks the viewer to take some action; in this case, the action is to submit their email address for the sales presentation that closes the deal.

You could also include an autoresponder form in the drop-down, so that you may collect leads.

When you download this kit, you'll notice the video sales letter included:

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, I have included this proven video 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.

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 the video on YouTube and grab our video sharing link
- Step 2: Setup a Google Form and grab our form sharing link (or add PayPal Link)
- 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 Google Posts services. Plus, you'll only be dealing with 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 "Google_Posts_Main"
4. **Open** your text editor up and create a new blank document. Save it to the "Google_Posts_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 Video On YouTube

1. Download the sales video 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 **VSL-Google-Posts.mp4** video.
5. Now that it is uploading, edit the title to say "Website Security" - the description is not important at the moment.
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 visitor 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&controls=0&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!

If you are having trouble getting this to work, check your embed link above and ensure there are no spaces, missing characters, or spelling errors. These issues are 90% of all problems ever experienced with setting up this page, so check your work carefully!

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 "Blank Form"
5. Make the title "Google Posts Strategy" (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 "Short Answer"
9. Enable the "Required" switch - this makes sure the prospect fill this out
10. Click "Duplicate Item" and repeat the steps so you have the following fields in your form*
 - o Business Name
 - o Contact Name
 - o Telephone Number
 - o Email Address
11. Change the Confirmation page text to "Thank You! Your Strategy Is On The Way"
12. Click on the "Send Form" button, and then click on the "Embed" button
13. 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/e/1FAIpQLSdZakTRAV_HcHEeaN1QBzNkS6jgrFe4EFuhrfXbUBoxFy179A/viewform?embedded=true" 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 button (for the optin page or checkout if we're using one) 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 Video-Landing-Pages.zip you'll find the folder for the landing pages:

The 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) /images/ 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) opt.html - this is the opt-in page that appears after the visitor clicks the button. There is where you will install your opt-in form from Google or an Autoresponder

D) thankyou.html - this is an optional thank you 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)

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

F) tos.html – this is the terms of service page. See the section on configuring your terms of service page in a later section

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 folder from the download zip and put it in the "Google_Posts_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 "Google_Posts_Main" on your desktop.
2. Extract all the files so you have the folder in your "Google_Posts_Main" folder
3. Install and open Notepad-plus-plus
4. In Notepad-plus-plus, select "File" and then "Open" and browse to 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
7. Add your button code on line 33 (this is preset for you)
8. Don't forget to edit your name, phone, and email address on lines 39 through 42
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.

Steps To Customize Your Opt-In Page

1. In Notepad-plus-plus, select "File" and then "Open" and browse to the **opt.html** page you wish to edit.
2. Scroll down to Line 22. This is where you paste your Google opt-in form or the form from your auto-responder
3. Don't forget to edit your company, name, phone, and email address on lines 29 through 32
4. Up at the top of Notepad, click FILE and then SAVE when you are finished editing a page

Steps To Customize The Thank You Page

1. In Notepad-plus-plus, select "File" and then "Open" and browse to the **thankyou.html** page you wish to edit.
2. Scroll down to Line 25. This is where you paste the link to download a sales presentation. This will be preset for you.
3. You will need to upload the presentation to the same place where you uploaded the thankyou.html file on your web host
4. If you change the file name of the presentation, the same filename must be entered on line 25 of this page
5. Don't forget to edit your company, name, phone, and email address on lines 36 through 39
6. Up at the top of Notepad, click FILE and then SAVE when you are finished editing a page

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 CLICK folder, and select "index.html". Click Open.
2. Scroll to the bottom of the page, and locate (around line 50) where it says "*var time = "2:36"*"
3. Add your custom time as Minutes:Seconds
 - a. This time is the moment in the video where the narrator says "look below this video"
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 GOOGLE POSTS Program"
 - a. Example: "Chicago Google Posts 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.

Adding The Buy Button

If you're asking them to make a payment, simply place the PayPal link in **Line 33** of the index.html with your PayPal buy link instead of linking to the optin.html page. Keep in mind, that the call to action must match what the video asks the viewer to do.

Do Not Use The Default PayPal Button

You Must Use The Buy Link From The Email Tab

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 42.

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 "c" for **click**
 - o **This is called our "Scenario Folder"**
10. Double click on the **scenario** folder to open it (in this example, the 'c' 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 "c" folder, select the "**Upload**" button at the top of the page
13. Select "**Choose File**" and browse to your GOOGLE POSTS_Main folder on your desktop, and open the Sales-Video-Landing-Page directory
14. **Select and upload** each of the files and folders to the "b" folder on your webhost.
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 "
/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/c/> 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 a sign up, opt-in form, or checkout page on PayPal.

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 unsure, then please follow the instructions in this guide.

If you're lost and you need help setting this up, it would be best to employ a web developer to do this for you. This is basic web development and won't take much time for them to customize and install for you. You can find outsourcers who can set this up for you on Fiverr for \$5 to \$10.

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 locate prospects, reply and hit them with sales pitches.

On a final note, it is best if you setup a domain for hosting files and landing pages. This domain name should be short and easy to remember. This can be a company name that the business owner will immediately associate with you.

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.

The only exception to this rule is if you use companyname@gmail.com then it tends to be a bit more professional as most people are familiar with the Google email domain.

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.

When in doubt, look at examples of successful consultants and mimic their style and selling points that they use on their website.

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.

If you would like to just be as hands-off as possible, hire this company to do almost everything (and I mean everything) from end-to-end. Get all the details at the link below:

<http://links.successwithluther.com/agency-outsourcing>

Add-Ons

Also provided with this package is a sales presentation for general niches, and you will send it to people who call or email you.

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 in getting sales faster.

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.

I'll leave the creativity to you for now, but if you want to bounce ideas off of me, please do so in our forums (yes, you get forum access – check your email inbox,) via www.whitewavesupport.com or reach me via email (luther@successwithluther.com)

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

I get a lot of email so sometimes it takes me a while to respond. If you have a support or billing question, your best option is to submit a support ticket.

I hope you enjoyed this training. I sure enjoyed our time together.

Cheers for now...

- Luther Landro