



3 Things you need to
TURBO CHARGE YOUR LEADS
into your sales funnel

Monark Virtual Services

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3 Things You Need to Turbo Charge Your Leads into Your Funnel

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TURBO CHARGE YOUR LEADS WITH A SALES LANDING PAGE

If you have a business or are starting one in 2018, more than likely, you will need a website. These days, most businesses have websites or have a presence online and on social media. If a website presence is all you want, then you should be good to go.

However, if you would like to attract more business and start collecting names and email address, you should add more functionality to your website. Most websites have a newsletter sign-up and a couple of fields to enter your email address and name. Then you are subscribed to their email list, by giving them your email address which then you are going to receive updates from their blogs and special announcements.

However, there is also a landing page designed for specific goals. By having a landing page (some call it a sales page or squeeze page) you can start attracting more people to sign-up to your list, build relationships, trust and rapport and nurture them for future marketing of your products and services.

You only need these three things to create your basic marketing with a landing page started, to attract more leads, add them to your email lists, send them nurturing and valuable emails, then convert them into paying customers.

So here are the three things you'll need:

- A Landing Sales Page(s)
- A Lead Magnet (your free offer)
- An Autoresponder Service

I will explain each one in more detail, so you understand the terminology and how each one is used for marketing to your prospects and getting them to sign-up and give you their email address.

Landing Page

In the world of digital marketing, a landing page is a standalone page which is created to do just one thing: TAKE ACTION.

What is the difference between a landing page and a website page?

The difference is that a landing page will have one specific thing it should do. That is to have *someone do an action*. It should not have any distractions like a navigation menu, blog page, or any advertising on the sidebars. Your landing page should be specific with a goal in mind.

That goal should be that someone TAKES ACTION and Clicks the button. However, in order to get the reader to “take action”, you will need to give the reader something for free in return, for giving you their Email address.

Create A Landing Page

#1. Let’s start with a design. Usually there are ready-made templates to choose from your landing page service. This makes it so much easier, since you can just replace the content and colors and add the links. You won’t have to come up with the design or layout of the page!

#2. Write your copy. In my opinion, this is the most difficult and time-consuming part of the sales landing page. Your page needs to attract your reader’s attention. Your page needs to have a value proposition.

#3. Add your content with your branding colors, upload any image(s) and add your logo and lastly your Call to Action (CTA) button to your lead-generation page or sales page. Be sure to add your CTA in a few different places.

Once you get their email address you can start nurturing the people on your list and begin building a relationship to gain their trust and eventually sell them your product or service.

Since you’re collecting email addresses to start, you will need to have a free offer also known as a lead magnet.

Create Your Lead Magnet

Your free offer or lead magnet, should be of high value and something that your readers want to read. You want to get them to download your lead magnet, usually a quick guide. Your offer or “lead magnet” is then delivered to your reader after they enter their name and email address in the opt-in form.

If you’re providing a free E-book for example, make sure it’s formatted correctly, free of errors and distorted images. Plus, for your free E-book, you will need to also create an attractive digital book cover and have an attention-grabbing title. Your e-book doesn’t have to be long, it can even be less than 20 pages.

Try to use catchy headlines, and nice images to make it enticing and attractive.

I use Microsoft Word & PowerPoint and to create my content and then save them as PDFs for publishing. You can use Google docs too if needed. So, start writing content and after you proofread it, be sure to save it as a PDF file.

Ideas for Lead Magnets

- Cheat Sheets
- Resources of Products You Use
- Printable Guide or Template
- Workbooks
- Checklists
- Quick How-To Books/Guides
- Top Ten Lists
- Video How-Tos

When your lead magnet is ready, you'll also need a way to *deliver* it digitally. This is where you will need to have an Autoresponder.

What is an Autoresponder?

Today, you can find potential buyers through websites and other online venues, such as social media and search engines.

One of the main reasons website visitors may not buy from you is because they have to know, like, and trust you, before they consider pulling out their wallet and spending their hard-earned cash with you.

What you need is a way to stay in touch with your prospective buyers, so they can get to know you. And the best way to do this is through email. This is why you need to get them on your Email list and build a relationship with them there. This is also called email marketing. One of the best ways to increase traffic and get more leads is to continually focus on our email list.

Have you ever heard of, "The Money is in the List?" It's something you hear quite a lot when you talk to marketers, go through training courses. And there's a good reason for this. By sending strategic emails to a well-targeted list of leads is one of the most profitable tasks you can do in your business.

You won't be writing an email to each person that is added to your email list. That would be nuts! You would want to get this part, automated. The most essential tool is an Autoresponder service.

An Autoresponder, allows you to collect email addresses (also called building your list) and then send out email messages to that list of people. Even better, you'll be able to create a series of autoresponder messages that sells for you even while you're busy with other things in your life or your business.

With an autoresponder service, you can send emails in a few different ways, including email newsletters, broadcast emails, and even automated blog broadcasts.

Sending out regular emails – meaning you send an email to your list today and it goes out to everyone who is subscribed - is a great way to market time-sensitive offers. And it's a good way to profit from your list and generate some income right away.

A weekly newsletter is a great example of a broadcast email, as is a “solo email” with an offer to buy a product or service.

When you use Autoresponder messages, that's where the real fun starts. The big benefit of autoresponder messages is that you do the work once and benefit from it for months and even years to come.

Select your Autoresponder Service

Below is a list of five of the most popular services today. Each of these autoresponders will allow you to build your list and automatically email them both broadcast and autoresponder emails. All four platforms at the time of this writing also offer free trials. As of this writing, Mailchimp is free for up to 2,000 subscribers, plus they now have an automated service included in the free version.

- Aweber
- Mailchimp
- GetResponse
- ActiveCampaign
- ConstantContact

So now you know what an autoresponder does and how it works. Remember that your reader has to know, like, and trust you before he or she turns into a customer. Your first goal will be to build a relationship with your readers and autoresponder messages are a perfect way to do this.

Finally, once you have your Autoresponder set up, you'll want to create a series of 3-6 strategic email messaging strategies.

For example, the first of your Email Autoresponder series, should be a Thank you for downloading our product. This will build trust and delivering the digital download as you promised. It should include the PDF they signed up for.

The next email series should be delivered in a timely basis, that nurture them. It should provide more information about you and include any relevant story of who you are and what you can do to help them.

Then subsequently, you will want them to see the value you provide and eventually introduce them to your service, product and website. Offer any tips, or a free call with you, etc.

To reiterate on the Email series, you want to send these emails like this:

1. The Delivery Email: Thank you email and welcome them to your list. You should include the download link here.
2. Build Trust: Introduce yourself and let people what content they will be getting from you from time to time.
3. Share Your Story: Provide added value and tell them briefly who you are and how you can help them.
4. Offer free bonus: Send them more resources, (include your affiliate link) or workbook.
5. Address Objections or Launch your service or product. Let them know you are available if they need help.
6. Remind your reader that your offer or service is available and ask if they have questions for you.

On the following pages, I've included sample email scripts, a check list and resources. Thanks again for requesting this free quick guide. My hope is that you will start building your list, and start converting your readers to paying clients!

To learn more about landing pages and/or about my landing page services and if you like to schedule a brief discovery session visit [this site here](#).

If you have any questions, please feel free to contact me at:
Lourdes@monarkvs.com

Thank you!

Email Autoresponder Scripts

Email 1 – Your download link

Hi [name]

Thank you so much for downloading my new [book, check list] and [title]. I hope that you will find it beneficial and helpful. You will receive a more emails from me in the next few days.

Here is the download: [include the link to your free item]

If you have any questions, just let me know.

Thank you!

Your name

Company name

Email 2 - Checking up on you

Hi Name,

So, how's it going? Have you had a chance to download and read the free [name the item]?

I found that practicing what you have learned, your efforts can really help grow your understanding of the entire process.

I understand the time and learning curve you may be going through since I have been there from the beginning and doing all of it myself. But don't worry, if you get stuck, I can help you figure this out. Just reply to this email and I'll respond right away.

Remember, I'm here if you have any questions.

Email 3 – Storytelling

Hi [Name]

Quickly, let me tell you a funny story. I remember when I first started researching what I would do to start a business. I already started telecommuting years ago for a market research company and I loved the studies I worked on back then.

I've learned about studying the customer's likes and needs and why a certain brand would attract them to buy.

Here's one of the most important tip: Always provide the best customer service to whoever you are talking to, whether it's by face, phone or email.

As I mentioned in my previous email, I can help you walk thru this process and provide as much support as you need. My goal is to have you become successful and seeing your goals accomplished with [name of product.]

Until next time and if you have any questions, let me know. You can also visit my website (enter yours here) to learn more about my [product/service].

Your name

Company name

Your website

Checklist and Resources are on the next pages.

Checklist

1. Create your lead magnet – This can be an E-book, a guide, a cheat list, resources you use. Make sure to save it as a PDF.
2. Create a Landing page that includes:
 - a. Design/Template
 - b. Good Title
 - c. Image of digital product
 - d. Email address /First Name field
 - e. Button that leads to your email service
 - f. Brief overview of what they are getting
3. Create a Thank You page
 - a) Design/Template
 - b) Brief Thank You Message, confirms their email address
 - c) Include the URL link
 - d) Image of item they're getting (optional)
4. Sign-up with an Autoresponder service
 - a. Research a few autoresponder services, if you have a small list, you can start with a free service such as Mailchimp
 - b. Write 3 - 6 email series
 - c. Begin automating the email autoresponders

Resources

There are special sales and promotions that run occasionally! Visit our website for the latest sales promos at: www.monarkvs.com/resources

Landing Page Service

- Lead Pages – monthly subscription or annual payment
- [Optimize Press](#) – one-time fee**
- InstaPage – monthly subscription or annual payment

Autoresponders

- Mailchimp
- Aweber
- ActiveCampaign
- ConvertKit
- SendLane

- MailerLite

Content Management System

- Wordpress
- Plugins for Wordpress
- SquareSpace
- Wix
- Blogger

Ebook Creator

- [Designrr](#)

** Disclaimer: Some products mentioned may have affiliate links. This means I get a very small commission from the company if you click and use my link to make a purchase. The price is the same whether you purchase from my site or from the other companies. I try to keep our website updated with the special promotions. We are not responsible if promotions end from third party providers. Sometimes they are offered on a limited time basis. Visit our website for any new offers. If you have questions, please email us at: hello@monarkvs.com