

Module Five



Build A Landing Page

There are three types of online traffic:

1. Traffic you earn on social media platforms and in person.
2. Traffic you buy using Facebook Ads or other ads.
3. Traffic you own through your email list.

Traffic you OWN is the most stable, most profitable and nobody can take that away from you.

So let's dive into HOW to start your first landing page to start building your email list.

My Favorite Starter Email Service is Flodesk.

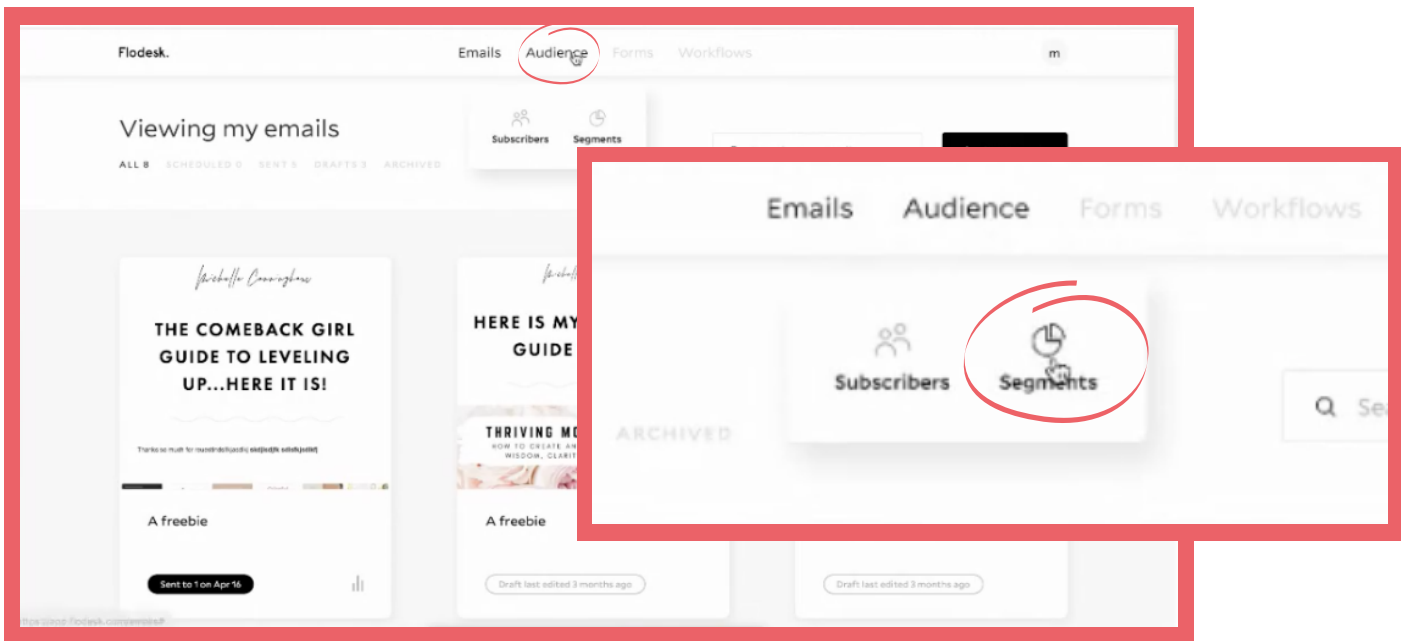
Use code ONLY19 to use the unlimited service for only \$19 per month.

With Flodesk, you can have unlimited contacts & send unlimited emails for one flat rate. There is no other email service that does that!

What you want to do first is create a landing page so you can capture someone's email to automatically get a freebie you've created.

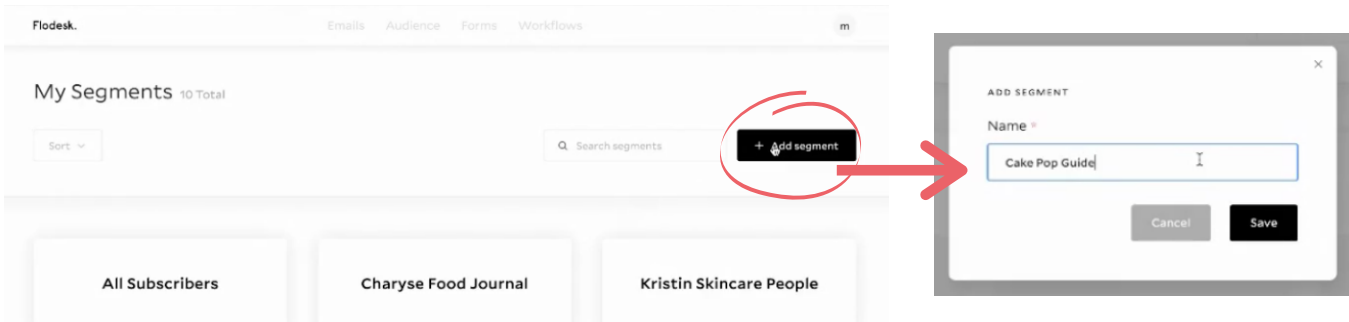
Step 1 : Go to Audience

Step 2 : Click Segments

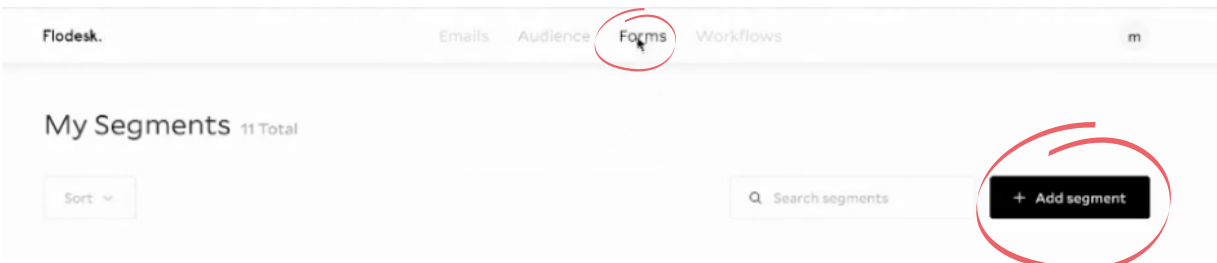


Build A Landing Page

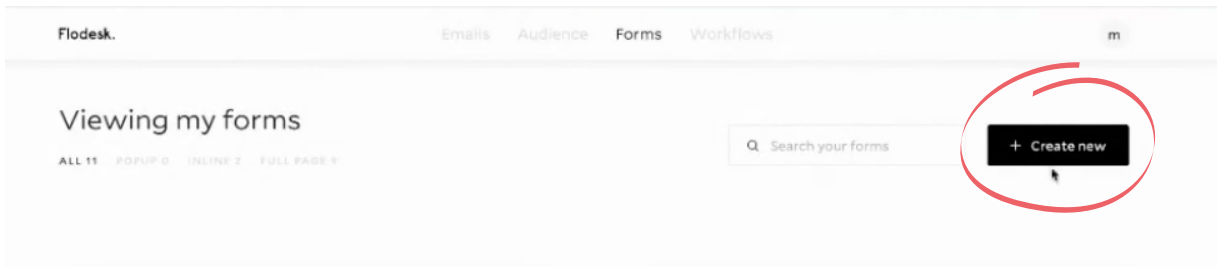
Step 3 : Create A New Segment & Name It



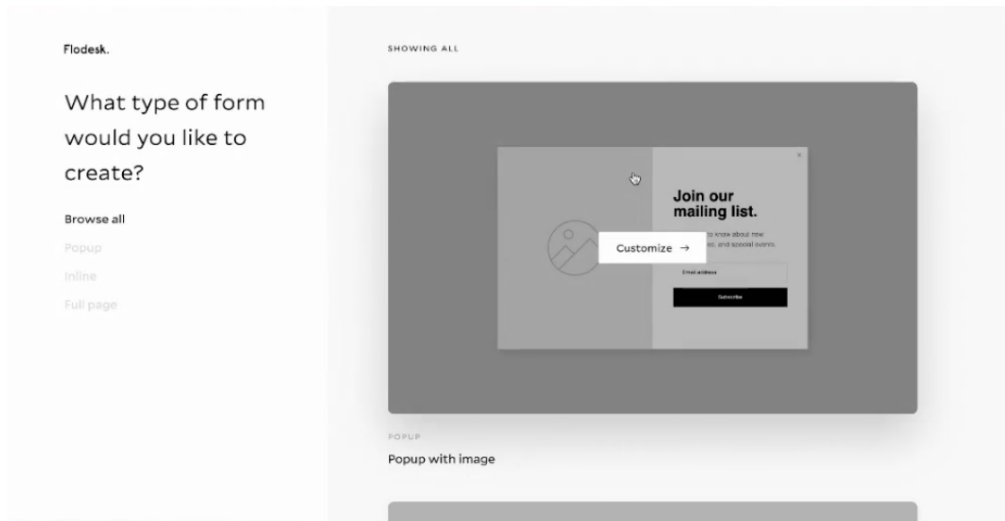
Step 4 : Go To Forms



Step 5 : Create A New Form

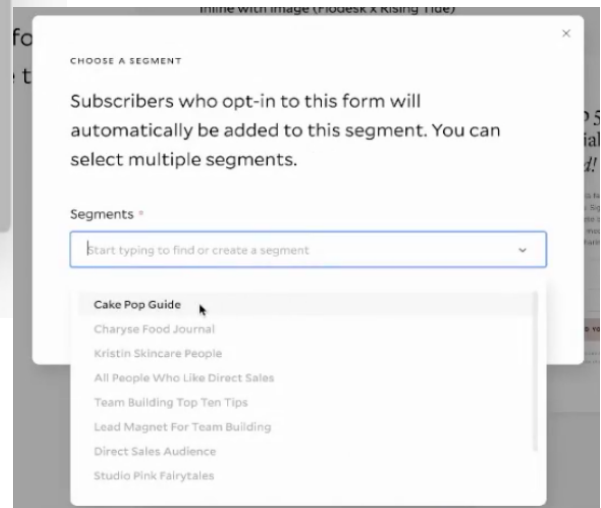
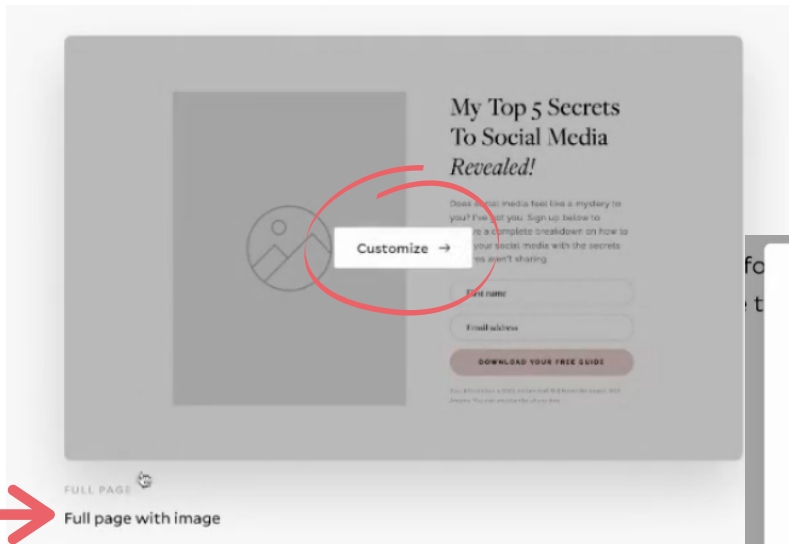


Step 6 : When you click "Create New" you will come to this page. Scroll all the way to the bottom.



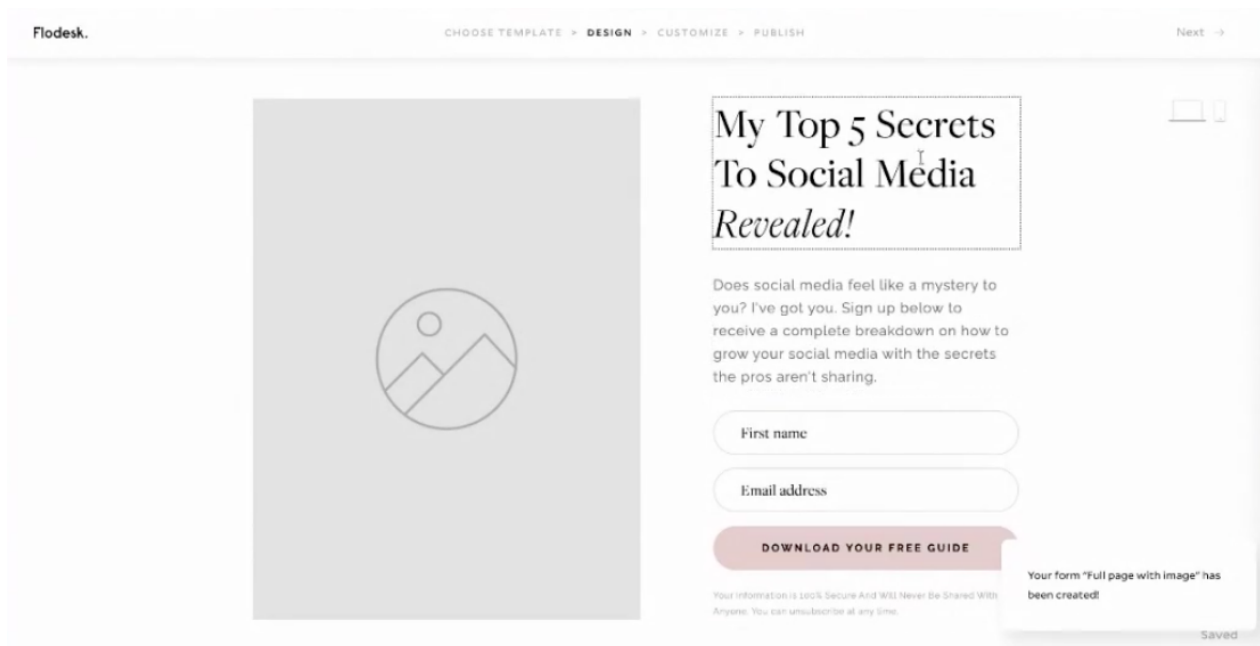
Building A Landing Page

Step 7 : Select "Full Page With Image"



Step 8 : Click Customize & You Will Be Prompted To Select Which Segment You Want It Sent To

Step 9 : Decorate Your Landing Page



Click On Each Element/ Area To Upload Images & Customize

Your Headline Matters

Having a good title is important because you want it to draw people in. If you aren't good at headlines or titles, Google "how to craft headlines" and read some of the articles on what wording to use and give you catchy phrases.

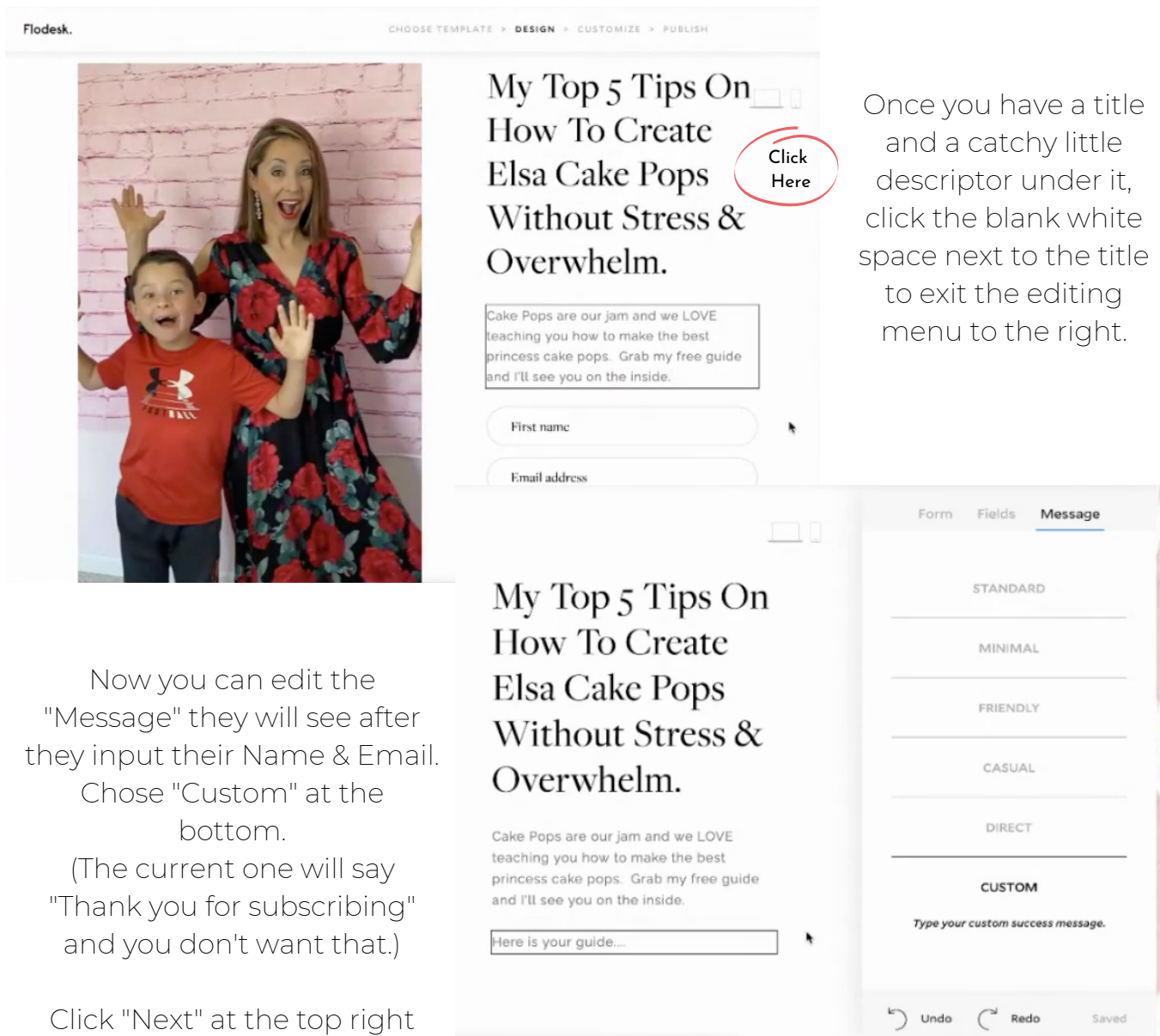
My headline tip:

How To "Quantifiable Want" Without "Hate or Pain"

This means, you are showing them how to do something they want, but also without having to do something they don't want to do.

Example :

My 5 Tips On How To Create Elsa Cake Pops Without Stress & Overwhelm
(or) My 5 Tips On How To Create Elsa Cake Pops In Just 10 Minutes



The screenshot shows a Flodesk landing page editor. On the left is a video thumbnail of a woman and a child. The main content area displays the headline: "My Top 5 Tips On How To Create Elsa Cake Pops Without Stress & Overwhelm." Below the headline is a text box with the message: "Cake Pops are our jam and we LOVE teaching you how to make the best princess cake pops. Grab my free guide and I'll see you on the inside." Below the message are two input fields: "First name" and "Email address". A red circle highlights a "Click Here" button next to the headline. To the right of the headline, there is a blank white space. Below the headline and message, there is a "Message" dropdown menu with options: STANDARD, MINIMAL, FRIENDLY, CASUAL, DIRECT, and CUSTOM. The CUSTOM option is selected, and a text box below it says "Type your custom success message." Below the message box is a "Next" button.

Once you have a title and a catchy little descriptor under it, click the blank white space next to the title to exit the editing menu to the right.

Now you can edit the "Message" they will see after they input their Name & Email. Chose "Custom" at the bottom. (The current one will say "Thank you for subscribing" and you don't want that.)

Click "Next" at the top right

Finalizing Your Landing Page

• • •

Should we enable
double opt-in for this
form?

 No, do not require confirmation

 Yes, require confirmation

Your next prompt will be if you want to enable double opt-in. I don't recommend this. Click "No"

• • •

Should we notify you
when a new
subscriber opts-in?

 Yes, notify me.

 No, do not notify me

I like to be notified when I get new subscribers, until the list gets crazy and you are receiving thousands of new subscribers. At that point, I would say no so that your email inbox isn't flooded.

• • •

What should happen
after this form is
submitted?

 Display success message

 Redirect subscribers to a URL

Here is where you will redirect them to the free guide you've created in Canva.

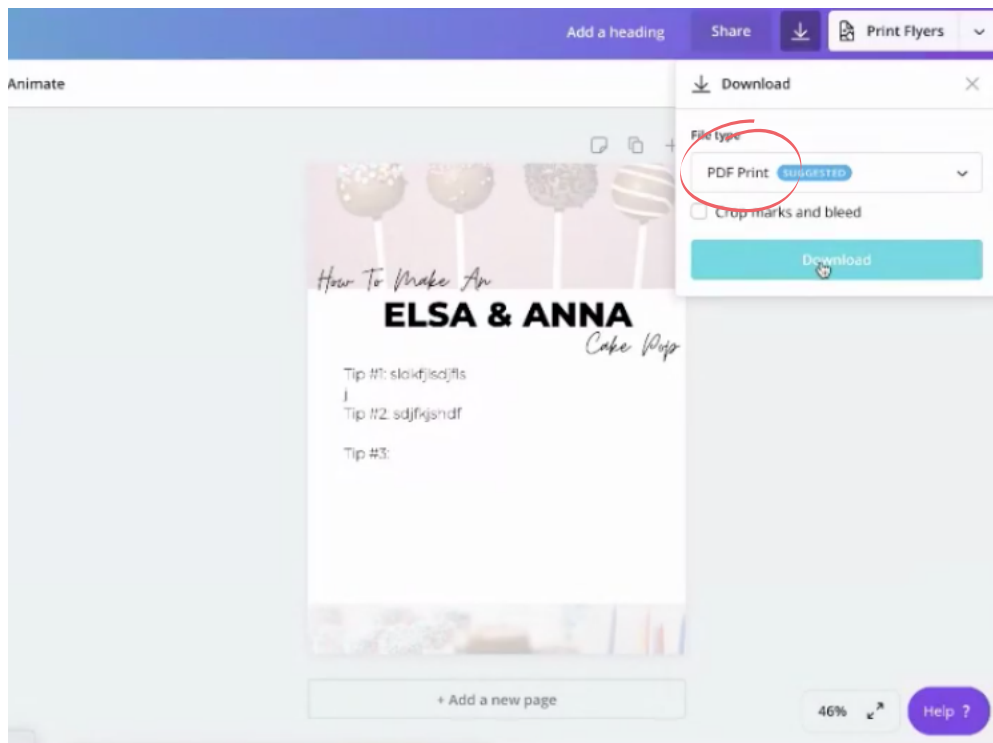
I will show you how to create the link to input here that will go to your free guide in the next step.

Finalizing Your Landing Page

In a new tab on your browser, go to Canva & open your free guide you've created.

Or create your free guide if you haven't done so yet.

At the top, click the Download arrow & download your guide as a PDF

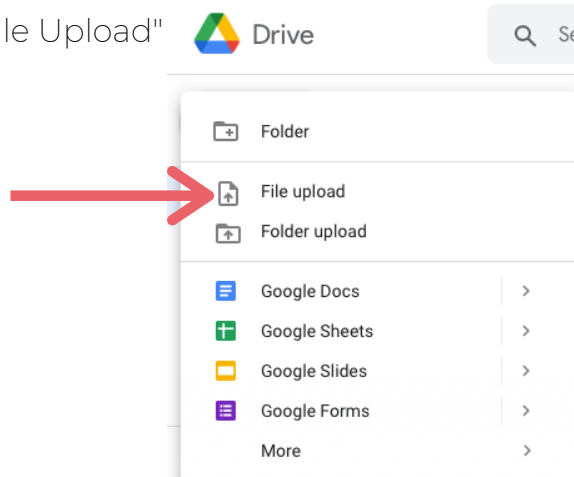


After it has downloaded, save it to your computer so you can easily find it.

Then, go to your Goggle Drive, as shown in the previous modules.

In your drive, click the "+ New" button as you would if you were creating a new document or form.

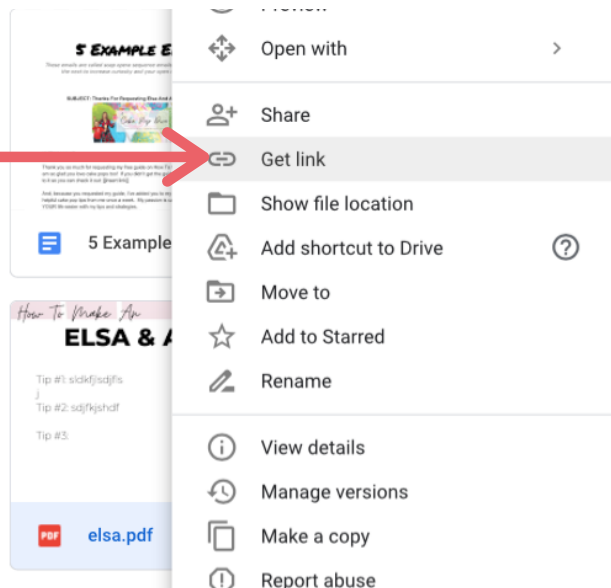
Select "File Upload"



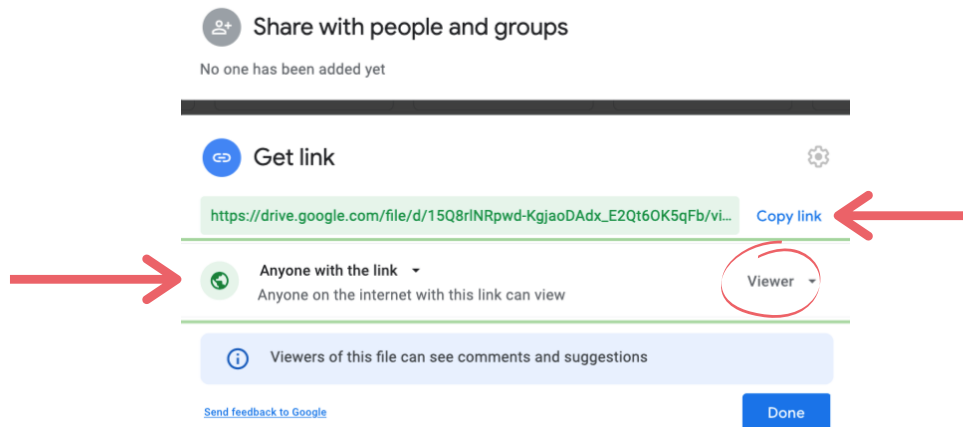
Upload the guide you just saved to your computer from Canva.

Finalizing Your Landing Page

Once it has finished uploading and you can see it in your files, right click & select "get link"



Make sure you change the share setting to "anyone with the link can view" and also that it is set to "viewer" so that the only thing they can do it view it.



Click "Copy Link" and this is the link you will use in Flodesk to direct subscribers to your guide. Paste the link into the box and click continue.

