

# **The Ultimate Landing Page Template BluePrint**

You Can Use to Start your own Landing Page Building Business  
and Earn Thousands of Dollars a Month



by Kris Kemp



**The Ultimate Landing Page Template BluePrint**  
You Can Use to Start your own Landing Page Building Business  
and Earn Thousands of Dollars a Month

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## **About this Ebook**

Thanks for purchasing The Ultimate Landing Page Template Blueprint. This ebook is loaded with helpful content you can use to build your own landing pages and build landing pages for your clients. Once you learn how to build a Landing Page, you can build multiple landing pages for your own products or services. Also, you can start your own Landing Page Building Business and earn thousands-of-dollars a month.

## **Revealed in this ebook**

- landing page templates
- landing page template breakdown and analysis
- links to related websites
- links to amazing PDF ebooks
- links to helpful articles

## **Make Money with this Ebook**

You can even start your own Landing Page Website business, where you build landing pages for clients in your neighborhood, in a specific niche, or for anyone in the world who needs one. You could build the landing page on your own website, run everything, charge by the month, maybe a few hundred dollars a month per client, and then get more clients who work in non-competing fields. You'll soon be earning thousands of dollars a month. The sky is the limit. Use this ebook as a reference guide to become a Landing Page building expert.



## **About Me**

My name is Kris Kemp. I'm a writer, musician, photographer, traveler, and creative entrepreneur. My writings include a novel, 20 ebooks, 5 screenplays, 2 musicals, hundreds of blog posts, and hundreds of email sequences. Although I have a variety of interests, they share the common theme of freedom—time freedom, financial freedom, health freedom, travel/location freedom. Check out my novel at: [www.TheRailsNYC.com](http://www.TheRailsNYC.com)



## **What people have said about me**

“You were the internet before there was internet.”

Meghan (Realtor, Palm Beach, FL)

“Kris is a f\*\*\*ing genius”

Tony (Ad Exec, Chicago)

“The most creative person I’ve ever met.”

Ben (Restaurant Mgmt, Actor, New York City)

“You’re the exception to every rule.”

Ryan (Commercial Fisherman, West Palm Beach, FL)

“A kind of Jack Kerouac meets Willy Wonka”

Gary (Programmer, West Palm Beach, FL)

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**Please note:** Read this guide carefully and you'll learn the exact step-by-step method of how to create a landing page. You'll find a lot of links to helpful websites and free PDF ebooks. You're on your way to becoming a Landing Page Genius.

## What is a landing page?

A landing page is a page on a website that directs users to take a specific action. Typically, a landing page contains sales copy and is specifically created to solicit emails from page visitors.

Here's a landing page that I set up for [www.MakeBigProfits.net](http://www.MakeBigProfits.net)

# **Tired of having to wake up early to go to a job that's slowly sucking the life out of you?**

**Get my Special Reports and Learn  
how to make money online, using  
little or no money of your own.**

**Sign up right now, by filling in your  
name, e-mail, how you found us.  
You will receive free information  
about how to make money online.**



Name:

Email:

How you found us:

To learn how to earn money online, fill out the form above.

Let's dissect this Landing Page:

Negative Condition

**Tired of having to wake up early  
to go to a job that's slowly  
*sucking the life out of you?***

Get my Special Reports and Learn  
how to make money online, using  
little or no money of your own.

Sign up right now, by filling in your  
name, e-mail, how you found us.  
You will receive free information  
about how to make money online.

Positive Result

Arrows indicate  
exactly what the  
reader needs to do



Reminder  
Like adding  
a P.S. at end  
of email

Name:   
Email:   
How you found us:

To learn how to earn money online, fill out the form above.



## **The goal of your Landing Page: Get the Email**

The main goal of your squeeze page is one thing: Get the email.

## **Why is it called a landing page?**

Because when the page visitor lands on the page, your primary goal is to get the customer's email address. It is a page they land on that has one option: solicit their email address. Thus, a landing page.

## **The basic landing page formula**

1. What do you want (desire/goal)
2. My free ebook/report will show you how to get (desire)
3. Enter your name and email to get free copy of ebook.

## **Using the AIDA Formula**

The AIDA Formula has been used for years as a basic copywriting formula, to sell all sorts of products and services. You can see how this formula is used frequently in landing pages and squeeze pages.

The AIDA Formula is: Attention, Interest, Desire, Action

Get the reader's Attention.

Capture the reader's Interest.

Create and amplify the reader's Desire.

Encourage the reader to take Action.

## **Let's analyze this sequence**

1. Attention
2. Interest
3. Desire
4. Action

# Tired of having to wake up early to go to a job that's slowly *sucking the life* out of you?

Get my Special Reports and Learn  
how to make money online, using  
little or no money of your own.

Sign up right now, by filling in your  
name, e-mail, how you found us.  
You will receive free information  
about how to make money online.



Name:

Email:

How you  
found us:

To learn how to earn money online, fill out the form above.

**ATTENTION** “Tired of having to wake up early”

**INTEREST** “to got to a job that’s slowly sucking the life out of you?”

**DESIRE** “Get my Special Reports and Learn how to make money online,  
using little or no money of your own.”

**ACTION** “Sign up right now”

## **How to Build Landing Pages: Tutorial Videos**

Create a Complete List Building Funnel with Thrive Architect

<https://www.youtube.com/watch?v=5FPLYpyWs30&t=26s>

Smart Landing Pages: Build Custom WordPress Landing Pages

<https://www.youtube.com/watch?v=G9Nro2ODWS8>

The Anatomy of a High Converting Landing Page

<https://www.youtube.com/watch?v=hcPxMuxh5Tc>

Thrive Themes: Conversion Focused Landing Pages and more

<https://www.youtube.com/user/thrivethemes/videos>

How to Create a High Converting Landing Page

<https://www.youtube.com/watch?v=fyVCxjLWFuc>

Smart Landing Pages: Build Custom WordPress Landing Pages

<https://www.youtube.com/watch?v=G9Nro2ODWS8>

7 Landing Page Hacks that'll Double your Sales

<https://www.youtube.com/watch?v=FpM578W3ORw>

200 Landing Page Examples Analyzed

<http://learnlandingpages.com/landing-page-examples/squeeze-pages/>

How to Make a Beautiful Landing Page that Converts - Neil Patel

<https://www.youtube.com/watch?v=HJUUm-MwLJMg>

The Anatomy of a High Converting Landing Page

<https://vimeo.com/114137574>

## **How to Build Squeeze Pages**

A Beginner's Guide to Squeeze Pages

<https://www.getresponse.com/blog/squeeze-pages-beginners-guide>

All the Right Stuff: 30 Squeeze Page Examples to Leverage for More Conversions

<https://instapage.com/blog/squeeze-page-examples-critiqued>

How to Build A Squeeze Page without Squeeze Page Software

<http://www.richard-legg.com/blog/how-to-create-a-great-lead-capture-page-without-squeeze-page-software/>

How to Create a Squeeze Page in 2019

<https://backlinko.com/squeeze-page>

13 of the Best Squeeze Page Examples on the Internet

<https://www.codrutturcanu.com/13-best-squeeze-page-examples/>

200 Landing Page Examples Analyzed

<http://learnlandingpages.com/landing-page-examples/squeeze-pages/>



## **Squeeze Page or Landing Page? What is the difference?**

In short, a squeeze page is a landing page, but a more specific landing page. While landing pages might be used to educate viewers on a specific product or service, squeeze pages are generally shorter and smaller, containing little to no images and very minimal text. More often than not, squeeze pages contain one sentence or one paragraph of text and do not require scrolling.

What sets a squeeze page apart from a landing page is its goal. Typically, the job of a squeeze page is to get the name and email, or just the email, of the page visitor. The squeeze page will offer a freebie, called a Lead Magnet, in exchange for the reader's name or email. Generally speaking, the goal of a landing page is to make a sale. Often, a landing page will offer a Lead Magnet offer in the form a "Boot Camp" or "Free Report" in order to capture the reader's email. This way, even if a sale is not made, the email can be put into an autoresponder sequence and a sale might happen further down the line.

### **Landing Pages**

A few examples

[www.MakeBigProfitsFlippingFloridaLand.com](http://www.MakeBigProfitsFlippingFloridaLand.com)

[www.FlipFloridaLand.com](http://www.FlipFloridaLand.com)

[www.TheShiftDiet.com](http://www.TheShiftDiet.com)

[www.HowtoTravelEuropeCheap.com](http://www.HowtoTravelEuropeCheap.com)

### **Squeeze Pages**

A few examples

[www.MakeBigProfits.net](http://www.MakeBigProfits.net)

[www.KrisKemp.com/Fix-Your-Life](http://www.KrisKemp.com/Fix-Your-Life)

[www.KrisKemp.com/The-One-Thing](http://www.KrisKemp.com/The-One-Thing)

[www.ComfortMagnets.com](http://www.ComfortMagnets.com)

[www.30DaysToSuperPowers.com](http://www.30DaysToSuperPowers.com)



### **Above is a basic squeeze page**

How could it be better? With a video. According to research, a video on a squeeze page or a landing page will increase the CTA (Call To Action) by 75%. That means out of 100 visitors to your squeeze page, 75 will opt-in with their email. Using videos is likely to massively increase your subscriber list.

### **How I'm using videos for my websites**

For my new website [www.KrisKemp.com](http://www.KrisKemp.com) - "Self-Development Made Simple", I created a new YouTube page. Using free-to-use videos from [pexels.com](http://pexels.com) and free-to-use music from various websites, including YouTube, then editing those videos in Wondershare Filmora video editor (\$59 dollars for the full suite), I was able to make a small mountain of videos to promote my ebooks. You can see these videos at: <https://www.youtube.com/channel/UCgFTh1lgbQUyEcAjHjJQpJw/videos>

### **Before you write the copy for the squeeze page**


Before you write the copy for the squeeze page, ask yourself: What challenge or problem does my free report / free ebook solve for the reader? How will it make their life better? How can I use this content to help the reader while, at the same time, encouraging him to buy the full product or service package?

### **The goal of your squeeze page**

The goal with the squeeze page is to get the reader's email, or name and email, to give him your freebie (Lead Magnet), to start him on the email sequence and, in doing so, to build trust and rapport with him so that, over time, he purchases your product or service.



Here's an example of a great squeeze page:

The image shows a screenshot of the Neil Patel website's squeeze page. At the top, the "NEILPATEL" logo is displayed in orange, followed by a vertical line and the text "EN" with a small downward arrow. Below this, a horizontal orange line precedes the main heading "Do you want more traffic?" in a large, bold, dark blue font. Underneath the heading, the text "Do you want more traffic, leads, and sales? Enter your URL below" is centered in a smaller, gray font, followed by "if you want to grow your traffic and revenue." in the same font. At the bottom, there is a white input field with the placeholder text "Your Website URL" and an orange button to its right labeled "ANALYZE WEBSITE" in white capital letters.

<https://neilpatel.com>

**Look at how simple and direct the copy is ...**

Do you want more traffic? = Desire (positive result) / Header

Do you want more traffic, leads, and sales? = Desire (positive outcome)

Enter your URL below = Call To Action (CTA)

if you want to grow your traffic and revenue. = Desire / Sub-header



### **What makes it great?**

- It's beautifully simple and gets directly to the point.
- It takes 15-seconds to read.
- It asks a question that addresses a “pain point” (website is not getting enough visitors, business is slow).
- The sales copy is clear.
- There is a single CTA (Call To Action)
- If you scroll down, you'll see a picture of Neil Patel with information that qualifies him as an authority
- If you scroll down further, you'll see a simple 4-step plan

### **The basic squeeze page formula**

Essentially, squeeze pages follow this formula.

1. Do you want (desire/goal)
2. My free ebook/report will show you how to get (desire)
3. Enter your name and email to get free copy of ebook.

### **Let's analyze this sequence**

1. Attention
2. Desire
3. Action

### **Simplicity and the power of Squeeze Pages**

What makes the following squeeze page so powerful is its simplicity.

<https://neilpatel.com>

### **Look at how simple and direct the copy is ...**

Do you want more traffic? = Desire (positive result) / Header

Do you want more traffic, leads, and sales? = Desire (positive outcome)

Enter your URL below = Call To Action (CTA)

if you want to grow your traffic and revenue. = Desire / Sub-header

### **A fill in the blank Landing Page template:**

Do you want more \_\_\_\_\_ ? \_\_\_\_\_ = Desire / Positive Result

Do you want more \_\_\_\_\_ , \_\_\_\_\_ , and \_\_\_\_\_ ? = Specific Outcomes, Benefits

Enter your email below = CTA (Call To Action / Command)

If you want to \_\_\_\_\_ = Action Verb

your \_\_\_\_\_ and \_\_\_\_\_ . = Measurable Results

### **Use this template to sell almost any product or service:**

Do you want more hair on your head?

Do you want thicker fuller hair that gets compliments?

Enter your email below

If you want thicker hair

Do you want more dates?

Do you want more dates with handsome men?

Enter your email below

If you want to fill your calendar with dates with handsome men.

Do you want more dates?

Do you want more dates with beautiful women?

Enter your email below

if you want to fill your calendar with dates with beautiful women.

Do you want a body you can be proud of?

Do you want a body that gets attention and compliments?

Enter your email below

If you want a body you can be proud of.

You get the idea.

Replace the Desire, the Specific Outcomes, and the Measurable Results. What you fill-in-the-blanks-with depends on the product or service you're selling.

Everyone wants something. Everyone is chasing a feeling.

For some people, their wants are intangible. They want freedom. They want love. You offer them the Ancient Technologies, the Little-Known Secrets, The Easy 5-minute-a-day Method that Therapists Hate (since you won't be needing them anymore) that will turn them into a Magnet that Attracts the Life, the Love, the Wealth they deserve. You package these Little-Known Secrets into a Free Report or Immediate Download PDF. Or, better, a Video Course.

Some people have a want or a desire that can be satisfied in a more tangible way. They want to lose weight, get clearer skin, get six-pack abs, learn how to become more confident so they can



get dates, discover how to turn their talents into moneymaking enterprise, and on and on and on. These people are looking for solutions. You offer them a solution, in the form of an ebook, a Free Report, or a Video Course.

The possibilities are almost endless.

## How you can Make Money with Landing Pages

Here are a few examples you can use to sell your product or service with a squeeze page. For both the product and the service, you could charge a “lead fee” (percentage paid to you for delivering the “lead” aka prospect or customer). Typically, for the sale of a product, you would earn an affiliate commission.

**Product** - digital product (ebook, a report, a video series, etc)

**Service** - 2 types of services - digital or in-person

**1. Digital service:** A SAAS (Software As A Service) tool such as an autoresponder, landing page software, or some other SAAS tool. Typically, these are affiliate products that are digitally delivered.

**2. In-Person service:** A service that is delivered in person. Here are a few examples: offering a coupon or first-visit-free for a hair salon, a chiropractor, a restaurant, lawn care, or any other service.

In-person service companies are usually open to paying a lead-generation fee—if you bring them a customer, they will pay you a percentage of the profit. For recurring customers, such as lawn service, hair salon services, or monthly pest control, the lead fee is typically 50%, sometimes 100% of the average cost-per-visit. Recurring customers generate recurring income. Your ability to generate a recurring customer is a valuable skill.

## Use landing pages to generate leads

Using squeeze pages to generate leads is one way you can earn money over and over and over again for your clients, pitching their products and services, and earning a lead-fee each time you bring them a client.

Think about it. Most companies could care less about having a website or paying someone to do their SEO (Search Engine Optimization). They want customers, especially customers who return every month, offering them a recurring payment. If you can bring them paying customers, you can make money.

Businesses need customers to stay in business. This is where you come in, by building out squeeze pages to gather leads (prospects, potential customers) for those businesses. Then, you charge a “lead fee” for every customer you send to that business. Once you get this into motion and start getting paid, you’re in the Lead Generation business.

Lead with value by giving the business the first customer for free. If the business is not willing to pay you for the next customer you send their way, then send your next lead to a competing business. Eventually, you’ll find a business who is happy to pay you for the lead.



## Landing Page Templates You Can Use

If you're selling an ebook, or run a life coaching service, that shows people how to work from their laptop:

**Want to escape the 9-to-5?**

***Do you dream of***  
waking up when you want to,  
working from your laptop,  
from anywhere in the world?

It's time to Make Your Dreams A Reality.

My Ebook, Escape the 9-to-5!  
will show you how!

In order to build up reviews,  
I'm offering this ebook free for a limited time.

(countdown timer)

To claim your free copy,  
enter your name and email below ...

(name)

(email)

(Show me how to Escape the 9 to 5)

P.S. Unsure about a free ebook offer?

If you're happy with your current job  
or financial situation, this isn't for you.

But if you want something better ...

**If you run a Lawn Care Service / Landscaping Company and want more clients:**

**Ad #1**

**Tired of mowing your lawn?**

We'll mow it for you!

or ...

Let us (company name) mow it for you

We're reliable, top-rated (over 100 5-star reviews),  
licensed & insured, come with 100% satisfaction guarantee.

Sign in below with your name and email  
to get your first lawn care job free

(name)

(email)

(I want a free lawn job!)

+ + + + + + + + + + + + + + + +

**Ad #2**

**Dreading this weekend**

**'cuz your Lawn looks like a Jungle?**

(funny picture of lawn that's wildly overgrown)

You've got better things to do!

We'll mow it for you!

Text/Call us to Schedule first Lawn Job Free!  
(name of company, website, phone number)

## **2-Step Method to Making Sales with Squeeze Pages**

### **1. Build Rapport**

Using a squeeze page is all about getting your "foot in the door" with your prospect. Once they are on your subscriber list, your next job is to develop rapport with them, so they began to know, like, and trust you. When that foundation is developed, wherein they know, like, trust you, they are more likely to buy your product or service.

### **2. Lead with Value**

After you've "built rapport" with your prospect, then "lead with value". How? By offering them a Free first-time visit / service call / digital product. In "leading with value", you are adding "ultimate value" by offering your first-time-customer a completely free service call, and you are putting into motion the law of reciprocity, which states that when someone is given something of value for free, they feel, in one way or another, that they ought to return the favor.

### **How to Sell Cars**

I remember hearing a story about the law of reciprocity used successfully used by a car salesman. A prospect walked into the car dealership and the car salesman greets him, asks him questions, answers his questions, and gives him a tour of the cars that are for sale. Eventually, the car salesman says: "I'm gonna order a sandwich, get a coke, you want something?"

The prospect replies: "I don't have any cash on me."

The car salesman replies: "It's nothing. I got it. What do you want?"

The car salesman puts in his order, the sandwiches and sodas arrive, and the salesman invites the prospect into lounge area office where they proceed to sit, talk, and eat lunch.

A week later, the prospect returns, and requests to talk with the same car salesman. They wander the lot, talk some more, and the salesman returns to the office to buy a soda. He buys one for the prospect. They talk some



more. The salesman closes the sale. His commission \$3,750. The cost of the sandwich and two sodas: \$12. The law of reciprocity: free, but very valuable once it is put into motion.

### **This is why you give away the freebie:**

1. To get your foot in the door, to give the prospect an opportunity to know, like, and trust you, to establish that rapport that will lead to future sales of your product or service or both.
2. To put into motion the law of reciprocity.

**So, give away the freebie. In doing so, you are offering a Lead Magnet (free offer) that exists in the physical world.**

### **This could be ...**

first-time free Lawn Care Service, Hair Cut, Life Coaching, Website Analysis, House Cleaning, Free Lunch, Free Coffee, Free Work from Home Consulting Call, Free Art Class, Free NLP Therapy Session, Free Weight Loss Coaching, Free Dance Lessons, Free Yoga Class, etc, etc, etc

## **How To Turn Your Facebook Page Into A Sales Machine**

Download this action-packed chapter from my brand new book, Facebook Marketing All-in-One for Dummies (It's FREE!)

Inside you'll learn:

- ✓ Three proven strategies to increase your Facebook fans within just 48 hours
- ✓ How to position yourself as the #1 expert in your field (even if you're just starting out)
- ✓ Five little known ways to attract highly-targeted prospects on autopilot

[\*\*FREE Instant Access\*\*](#)

Amy has been featured in:

**Entrepreneur**  
MAGAZINE

**Forbes**

**FASTCOMPANY**

**Mashable**

**If you're selling a Life Coaching call that helps people find and follow their real dreams:**

**Tired of the struggle?**

It's not your fault.

*But it is your responsibility,*  
to do something about it.

Sometimes, you just need the right tools.

We have them for you. Free.

My Free, easy-to-read report offers simple,  
5-minute exercises you can use to ...

Find Yourself and Free Yourself  
to discover the Life and Love you Deserve.

Enter your email below to claim your Free Call

You're gonna love this!

(name)  
(email)  
(phone #)

button: I want the Free Call

**If you're a restaurant and want to get more customers:**

**Tired of waiting in line at the grocery store?**

Treat yourself to a delicious meal at (name of restaurant).  
First-time customers eat free (lunch menu only)  
and get a free drink, too.

Enter your full name and email to claim this offer.

(name)

(email)

button: I'm want a free lunch - thank you!

**Squeeze Pages I made:**

[ComfortMagnets.com](http://ComfortMagnets.com)

[KrisKemp.com/Fix-Your-Life](http://KrisKemp.com/Fix-Your-Life)

[KrisKemp.com/The-One-Thing](http://KrisKemp.com/The-One-Thing)

[MakeBigProfits.net](http://MakeBigProfits.net)

**Landing Pages I made:**

[MakeBigProfitsFlippingFloridaLand.com](http://MakeBigProfitsFlippingFloridaLand.com)

[FlipFloridaLand.com](http://FlipFloridaLand.com)

[TheShiftDiet.com](http://TheShiftDiet.com)

[HowToTravelEuropeCheap.com](http://HowToTravelEuropeCheap.com)

## **Landing Pages are Longer versions of Squeeze Pages**

Landing pages run longer, containing more copy, pictures, sometimes a video or animated gif, testimonials, buy now buttons, and CTA (Call To Action) requests and buttons repeated throughout the sequence.

Generally speaking, landing pages follow a more classic copywriting formula, one that begins with a question. Next, comes an “identifying” phrase like “I got you” or “I understand” or “You’re not alone.”

Millions suffer from the same problem.

This is usually followed by a story:

“I was in just like you ... poor (bad financial situation), alone (bad relationship situation), and overweight (bad physical condition), then one day I met (some guy) who showed me one weird trick (solution to all problems) and, gradually, things turned around for me ... I clawed my way to a better credit score, I started my own business, I started dating, and, slowly - LOL - the weight came off ... I couldn’t keep this to myself, I had to share this miracle solution ... so I wrote the (ebook, course, report) that can change your life.

For a limited time only, I’m giving away this free report.

(Countdown Time)

Enter your name and email below to get your Free copy

(name)

(email)

On the fence about this? This isn’t for everyone. Then again, if you’re reading this, you’re probably not everyone. Sign up. See if it works for you. I can’t wait to fill your email inbox with spam. ; )

Add that last line: I can’t wait to fill your email inbox with spam.

## **Make them laugh**

Make them laugh. According to NLP-certified therapist and family counsellor Terry Gamble, “Laughter is the highest kinesthetic state”.

In other words, laughter is the highest feeling state a person experiences. When you get a person to feel, you are subconsciously creating an anchor for that person to “feel” that way about you.

This is why comedians are paid so much. This is why comedians, no matter what they look like, have such beautiful partners. Then again, perhaps it’s the high-paid comedians that have such beautiful partners. LOL. Hey, no judgement here. Just observation.

I have my own theory about laughter.

When you get a person to laugh, you are getting them to “forget everything bad, and remember everything good, while not remembering anything at all”.

I know it sounds contradictory, but think about it.

When you laugh, you are thinking of every good in life, all condensed into that high kinesthetic state. At the same time, laughter creates an open door for the mind, one in which that high kinesthetic state can be anchored with a word, a phrase, or a polite and gentile squeeze on the shoulder or pat on the back. This is called an “anchor point”, in which a physical gesture anchors a feeling, a kinesthetic state. And you can even use words and phrases as “anchor points”.

## Borrow this Landing Page Template that I wrote!

## Tired of (negative condition)?

Discover how to (Desire - positive result) without (the Pain - the negative conditions)

If (category of person) can do it, so can you, even if you're just (description of physical status) and (description of financial status).

+++++

### Example: Free Ebook offer for Self-Development Ebook

# Tired of being Poor and Alone?

## Discover how to Attract Wealth and Love without Having to Struggle for it!

If a college dropout (me) can do it, so can you ...

Even if you're just average looking *and* have a low-paying job.

Sign in with your name and email to get my Free Ebook ...

## 7 Secrets You Can Use to Attract the Life and Love You Deserve

(name)

(email)

(button - Send me the 7 Secrets to Attract the Life and Live I Deserve)

## Let's break this Landing Page Template down ...

Tired of Being Poor and Alone  
**Poor and Alone = negative condition**

Discover how to Attract Wealth and Love  
**Wealth and Love = desire, positive result**

without having to Struggle for it.  
**Struggle for it = pain**

If a college dropout can do it,  
**college dropout = category of person**

so can you, even if you're just average looking  
**average looking = description of physical status**

and have a low-paying job.  
**low-paying job = description of financial status**

(name)  
(email)

(button - Send me the 7 Secrets to Attract the Life and Live I Deserve)

## Example: Free Offer - One Lucky Subscriber a week - for Free Lawn Care Service (Initial Visit)

Tired of having to spend weekends mowing your Lawn?  
**weekends mowing your lawn = negative condition**

We'll mow it for you! We're a dependable & trustworthy  
Lawn Care service, licensed & insured,  
with over 100, 5-star reviews on Google Reviews  
**establish trust and authority from reputable sources**

Forget the lawn ... You've got better things to do!  
**appeal to pride and slothfulness**

Get A Front Lawn that Neighbor's Will Be Jealous of  
**appeal to pride**

We pick one lucky subscriber every week  
to get a Free Lawn Care Service - \$50 dollar value ...  
**appeal to greed**

Sign in to claim your spot ...

(name)

(email)

(button - I want a Free Lawn Care)



## **Sales Copy Formula: How to Get (Desire) without (the Pain)**

**Implement this formula in any niche (specific category) to sell a product or service.**

### **Introduction:**

Discover a Secret that Most Don't Know About ...

Discover a Secret that They Don't Want you to Know about ...

Scientific Breakthrough that Most Don't Know About

### **Follow the introduction with:**

#### **How to Get (Desire) without (the Pain)**

In the next example, the underlined sections represent the Desire and the Pain.

How to Get White Teeth without having to use Bleaching Gel (harsh chemicals) or expensive Cosmetic Dentistry.

How to Get a Flat Stomach without having to do Hundreds of Sit ups

How to Get Hundreds of Leads without having to Buy Them

How to Get Hundreds of Girls Chasing You without having to Go Outside

How to Get Your Ex Back without having to Beg Her, Bribe Her, or Text Her

How to Earn \$250 a day Online without a Website

How to Get Thicker Hair without having to Buy Expensive Shampoos

Discover how to Get Clearer Skin without Expensive Dermatologists Visits

## **How to Create Copy for Squeeze Pages and Landing Pages**

Throughout this ebook, I've listed a plethora of website links that offer a vast number of ways to come up with copy for squeeze pages. One of the best links that I've found is this one ...

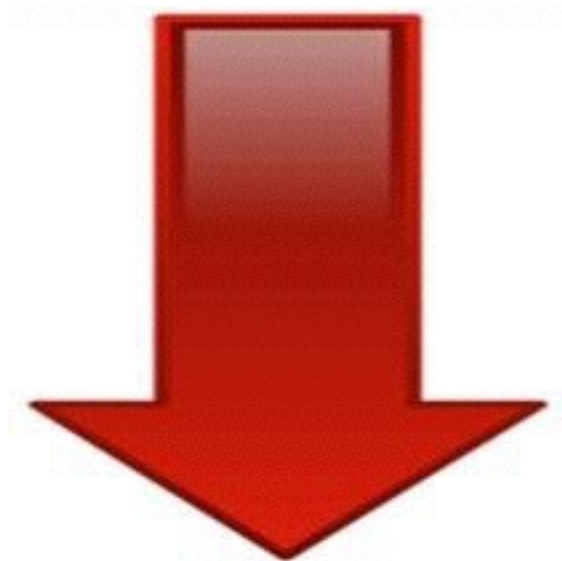
### **Deadly Fascinations Bullet Point Formula**

<https://swipefile.com/7-deadly-fascinations-bullet-point-formula/>

### **The Ultimate Guide to No-Pain Copywriting**

[https://copyhackers.com/2015/10/copywriting-formula/#BGNGo\\_Bullets](https://copyhackers.com/2015/10/copywriting-formula/#BGNGo_Bullets)

To be honest, I had not heard of these sites until I started researching for this ebook. I used [DuckDuckGo.com](http://DuckDuckGo.com) as a search engine to find these helpful sites. I highly recommend using [www.DuckDuckGo.com](http://www.DuckDuckGo.com) as a search engine as the searches go far beyond what you'd find at Google. Google puts sponsored listings and listings from "authority sites" ahead of other websites, and most of what Google deems "authority sites" are those of the fake MainStream Media (MSM) trying to stay relevant.



## **The 7 Deadly Fascinations Squeeze Page Template Formula You Can use to Build an Email List and Grow your Profits**

### **Deadly Fascinations Bullet Point Formula**

<https://swipefile.com/7-deadly-fascinations-bullet-point-formula/>

The “7 Deadly Fascinations” list the 7 deadly sins that have many humans have struggled with for centuries. This copywriting method identifies these 7 deadly sins as a weakness that can be manipulated to capture the attention, interest, and desire of the reader, offering the reader a promise that will eventually lead him to “action”—to enter their name and email, to click the “Buy Now” button, or both of these.

Let's explore how you can use the “7 Deadly Fascinations Bullet Point Formula” to write captivating copy for your squeeze page.

### **Deadly Fascinations Bullet Point Formula**

<https://swipefile.com/7-deadly-fascinations-bullet-point-formula/>

### **So Good, They’re Bad: Use the 7 Deadly Sins for More Persuasive Copy**

<https://unbounce.com/landing-page-copywriting/get-emotional-in-your-marketing-copy/>

### **The Copywriter and the 7 Deadly Sins**

[https://www.streetdirectory.com/travel\\_guide/15987/writing/the\\_copywriter\\_and\\_the\\_seven\\_deadly\\_sins.html](https://www.streetdirectory.com/travel_guide/15987/writing/the_copywriter_and_the_seven_deadly_sins.html)

### **How to Take Advantage of the 7 Deadly Sins When You’re Copywriting**

<https://prowritingaid.com/art/493/How-to-Take-Advantage-of-the-7-Deadly-Sins-When-You-re-Copywriting.aspx>

### **Copywriting and the Seven Deadly Sins**

<https://www.frugalmarketing.com/dtb/copywriting.shtml>

Get a free copy of my new ebook : [www.ComfortMagnets.com](http://www.ComfortMagnets.com)

I made it using Thrive Themes: [www.ThriveThemes.com](http://www.ThriveThemes.com)



**Unlock your vibrational vault!**  
Discover the Simple Keys to Attracting  
Money, Wealth, Love, Happiness  
**Tap into this Power!**  
in my new ebook, Comfort Magnets  
**Sign up below to get access to your Free Copy**

Name

Email

[Email Marketing by TrafficWave.net](#)



## **The 7 Deadly Sins: Lust, Slothfulness, Envy, Pride, Wrath, Gluttony, Greed**

### **The "7 Deadly Sins" Explored as a Copywriting Method**

The 7 deadly sins identify the vices that humans have struggled with for centuries. This copywriting method identifies these 7 deadly sins as a weakness that can be manipulated to capture the attention, interest, and desire of the reader, offering the reader a promise that will eventually lead him to "action"—Buy Now/Subscribe/Send Free Report

**Use the following squeeze page templates to get you started:**

### **1. Lust - get what you desire / be what they desire**

Tired of being overlooked by the  
hot girls/guys at your school?

I was, too. Then, I discovered a Secret  
5-minute-a-day method that turned me  
from being "overlooked" to "looked over".

In fact, it created a bit of a feeding frenzy.

If a chump like me can do this, so can you.

Discover how, in my Free Report ...

name  
email

send me the secret

## **Another Saturday night and you're all alone?**

Discover the Easy Way to Get more  
Attention than you can handle.

This simple trick will show you how to ...  
Be the girl that guys want.

This simple trick will show you how to ...  
Be the guy that girls want

It has nothing to do with looks.

Interested to know more?

Sign in with your name and email below ...

name

email

I want the simple trick

## 2. Slothfulness - this will help you to be lazy / do less work

Revealed: How I bought a house, in Florida, for \$2,000 and sold it for \$20,000. If a college dropout (me) can do it, so can you.

Sign in with your name and email below  
to get my Free Land Buying Boot Camp.

name  
email

I want the Land Buying Boot Camp

(I came up with this copy years ago, and use it to sell my ebooks  
[FlipFloridaLand.com](http://FlipFloridaLand.com) and [MakeBigProfitsFlippingFloridaLand.com](http://MakeBigProfitsFlippingFloridaLand.com)

+ + + + + + + + + + + + + + + +

Sick of the 9-to-5?

I was, too. And I discovered an easy way to go from 40 hours  
a week to 15 hours a week and quadruple my income.

I'll show you the basics of how to do this in my Simple Guide.

Sign in with your name and email to get your free copy ...

name  
email

Send me The Guide

### 3. Envy - rise about your particular joneses

Your neighbors will HATE you ...

Get the yard that everyone's jealous of  
with \_\_\_\_\_ Landscaping

Sign in with your name and email to get  
the first Landscaping Job free ....

name  
email  
phone #

I would love a Free landscaping job



#### 4. Pride - be amazing

Right now, you are 30 days away from  
getting a body so hot that your  
ex will be flooding your phone with texts ...

Shhhh ... don't tell anyone.

Let's keep this our secret. : )

Not only will your ex be texting you,  
your "friends" will start messaging you, too ...

Get the Body that keeps your phone buzzing non-stop ...

name  
email

Show me the Hot Body Secrets

## 5. Wrath - be angry

That neighbor's barking dog keeping you up at night?

It's time to put an end to it, for good.

No, I'm not talking about a permanent end.

Sign in with your name and email  
to watch our secret video that shows you  
exactly how to deal with a dog that's barking non-stop.

Be careful. This video is NSFW.

This video is so controversial that  
it could be banned at any time

(countdown timer)

name

email

I am over 18

I want to watch the video

## 6. Gluttony - get everything

Tired of being poor and alone?

Discover the Secret Method  
You Can use to  
Attract the Life and Love you Deserve

name  
email

I want the method

## 7. Greed - the ultimate me-focus - it can be all yours

Tired of struggling?

For love? For money? For adventure?

I have a secret for you.

It's not your fault.

But, it is your responsibility to do something different

The only thing keeping you from  
attracting love, money, adventure, is this:

You don't have the right tools.

I was where you are — lonely, poor, bored I found a way  
to get out it, and I'm going to show you how I did it.

My mission is to help as many people as possible, as it gives me great joy  
to help others become the best version of themselves that they can be.

I'm going to share with you the tools that will enable and empower you to  
attract the life, the love, the wealth, the adventure that you deserve.

Sign in with your name and email below to get my free video course that  
will show you how to attract the Life and Love and Wealth you deserve

name

email

Send me the video course



## **How to Keep People Reading your Copy**

### **Everyone's chasing a feeling**

Everyone is chasing a feeling. Keep that in mind when you write copy for your squeeze page. If you can invoke a feeling, you're likely to get the reader interested.

Your job as a writer is to get the reader to feel something.

### **If the reader ...**

is sympathetic with the main character of the story  
wants to know what's going to happen next  
is "kept on his toes" by elements of surprise and uncertainty  
anticipates the possibility of adventure, excitement, even some danger

### **then the reader is likely to feel something.**

When the reader feels something, the reader is emotionally invested. An emotional investment requires trust that there will be a payoff, a reward, in exchange for the reader's time.

A story is a promise, that something will be resolved in one way or another. Your job as a writer is to get the reader emotionally invested in your story and then reward the reader with a payoff that arrives when the story is resolved.

Reinvent your life  
It's easy when you  
understand this  
simple secret.

Send me the secret

## **Amplify the readers interest: 5 ways**

### **1. Create a relatable character**

Create a Relatable Character. Create a character whose struggle they can relate to, they can sympathize with. This gets the reader to “invest” in the character, so much so that they want to know "what happens next".

### **2. Incite curiosity**

Incite curiosity. Throughout your copy, add unexpected situations that get the reader curious to know what's going to happen next.

### **3. Introduce humor**

Introduce humor. Get readers laughing. I have a saying about humor - "humor is the truth wrapped in a blanket". According to NLP-certified therapist and family counselor Terry Gamble, “Laughter is the highest kinesthetic state”.

### **4. Create open loops**

Create open loops. An “open loop” is, essentially, unfinished business. The loop, the circle, is not closed. Therefore, it is unfinished. We want it to be closed. We want to know “what happens next”. In order for us to find out “what happens next”, the squeeze page might ask us for our name and email. Curiosity and open loops are a powerful force. In a way, they can be used as leverage.

### **5. Use embedded commands**

Use embedded commands. This goes into the area of NLP (NeuroLinguistic Programming). An embedded command is a command that's embedded within the framework of language so that it does not appear as a command.

An example of an embedded command: Can you help me? Can you = question. Help me = command. It sounds innocuous enough and maybe it is. Change your tone. Then, see what happens. Say: “Can you” in a normal tone of voice. Say: “help me” in a tone that is slightly lower. See what happens.

You can use embedded commands in written copy or spoken language. Both are effective. Spoken language, however, is far more effective due to the tone, the volume, the cadence of the speech. An embedded command done in person, with the tone, the volume, the cadence of the speech, and the additional elements of body language, which according to researches comprises 75% of all communication, has the potential to be massively effective.

Another embedded command that can be used in both the spoken word or the written word is a simple two word phrase. By now, you're probably wondering what it is. By now, you're probably wondering who is writing this? Does this guy have any qualifications at all?

By now, you're probably wondering, what is this two word phrase. Do you really want to know? Do you have what it takes? Can I trust you that you'll use this for noble purposes? To find out what this two word phrase is ...

Buy Now

By now - Buy Now

That's the two word phrase. Use it with care.

Bye now.

Manipulation is a comfortable chair

kris kemp



## Pre-Headline and Headline for Landing Pages

### Pre-Headline

Idea for pre-headline

In this Master Class, you will discover How to Get (Desire) and the System we use to put (Desire / Results) on Auto Pilot which makes (Pain) a Thing of the Past.

The underlined parts are the Desire, the Desire / Results, the Pain.

Use the word “discover”, not learn. People tend to associate “learn” with work. The word “discover” is associated with fun, surprise, a good feeling. Using the word “discover” gets people curious.

In this Master Class, you will discover how to get Unlimited Leads and the System we use to Turn Those Leads into Cold Hard Cash and How to Put this System on AutoPilot which makes working 40 hours a week a thing of the past ...

Call it a Master Class. Webinar and presentation are overused.

### Supporting Headline

Participants to the Webinar will get Bonus Course, a \$197 value. Limited access, so register early to reserve your seat.

Button - Access my Master Class / Sign up to my Free Training

### Sales Copy Formula

Attention  
Interest  
Desire  
Action

## **How do I make a Landing Page?**

### **1. Start with the right questions.**

What are you selling?

Who is your audience?

What problems or challenges do they face?

What does your audience want?

How can my product or service help them solve their problems or challenges?

### **2. Remember. It's not about you.**

It's about you helping people by offering them a solution to their problems or challenges.

### **3. What are you selling?**

Are you selling a product, a service, or both?

If you're selling a product, is it a digital product (ebook, video course) or a SAAS (Software As A Service) product?

How is it delivered? Email? File transfer service?

If it's a physical product, how is it delivered? Do you offer free shipping?

### **Example:**

You're selling a "self-defense course" that includes an ebook, a video series, and a smart phone app.

These products are delivered digitally. Are there costs involved? Yes, with the payment processor fees, the SAAS tools, the autoresponders, the CRM's, the website hosting, your time.

Next, it's time for you to identify the niche audience you are targeting.

### **4. Who is your audience?**

Identify the audience you are targeting. Is it men or women? Is it both men and women? What age?

**Example:**

Your self-defense course to “single women over 40 who live in major metropolitan areas” helps these women solve the problem of alone in a city, surrounded by strangers who are only looking out for themselves. It solves the challenge of being on their own, being able to protect themselves when

no one is around to help of, if they are in a crowded area, passersby chose not to get involved.



Your self-defense course solves the challenges of living alone as a single women in a city that can be cruel and uncaring, a city in which, sometimes, random acts of violence occur, a city in which people can disappear into the crowd.

Your self-defense course helps women to feel more safe, to feel confident, to become more situationally-aware of their surroundings, to anticipate, to have an increased sense of perception, to be physically

stronger and have the knowledge of practical self-defense moves that they can use to protect themselves in case of a dangerous situation.

**Who is your audience:**

You're selling a "self-defense course" to "single women over 40 years of age that live in major metropolitan areas". Being specific about your audience allows you to target them in a highly effective way. You can do a number of things to reach this highly-specific audience ...

1. Write blog posts that use the long-tail keyword phrase "single women over 40 that live in major metropolitan areas"
2. Run Facebook ads that target the same long-tail keyword phrase
3. Run Instagram ads that target the same long-tail keyword phrase
4. Run Pinterest ads that target the same long-tail keyword phrase
5. Run YouTube ads that target the same long-tail keyword phrase
6. My suggestion would be this: Create a YouTube channel and create videos on "How to Protect Yourself as a Single Women over 40 who Lives in a Major Metropolitan Area".

You could download free-to-use photos from [www.Pexels.com](http://www.Pexels.com) to make slideshows, while you talk about crime statistics in major cities and share stories of how women have protected themselves in dangerous situations.

You could also get free-to-use videos from [www.Pexels.com](http://www.Pexels.com) and download and edit them. I use Wondershare Filmora for video editing, it is only \$59 dollars and works great.

You could put together a Free Report on Self-Protection Made Simple: A 7-Day Boot Camp and give it away in exchange for an email, then you could offer subscribers discount to affiliate products (pepper spray, tasers, guns, home security systems, self-defense courses) or services (home security systems, weapons classes, self-protection classes). You get the idea.

## **5. What problems or challenges do they (audience) face?**

What are the main concerns, worries, problems, challenges that your audience face?

How is what-you're-selling going to help solve your audience's challenges?

### **Example:**

Your audience is "single women over 40 years of age that live in major metropolitan areas".

What challenges do they face? What concerns do they have? What problems do they encounter?

How does your product or service help solve their challenges?

## **6. What does your audience want?**

If you're selling a diet pill or diet consultation, your audience wants to lose weight.

But do they really want to lose weight? Some people are so shy that they subconsciously want to keep the weight in order not to attract attention from the opposite sex. In this case, psychological reasons must be addressed, and answered, if the person is to lose weight.

How can your product or service help your audience get what they want?

Everyone wants something.

Have you heard of "means values" and "ends values".

"Means values" is what you want. "Ends values" is how "getting what you want makes you feel.

In advertising terms, the "ends values" are sometimes referred to as "the benefits" or "the afters".

Remember to feature the benefits of your product or service.

**Example:**

You're selling a self-defense course to "single women over 40 who live in major metropolitan areas".

**The features of your self-defense course are:**

1. They have the knowledge and ability to protect themselves
2. They have a keener sense of understanding of their environment (situational awareness)
3. They are exercising every morning by following the 7-minute self-defense video training course

**The benefits of the self-defense course are:**

1. They feel more confident knowing they have "the ability to protect themselves". This confidence has led them to getting a promotion at work from getting more sales.
2. Their "increased situational awareness" has helped given them clarity and understanding when dealing with the angry branch manager, who happens to be going through a divorce, and not taking his outbursts so personally.
3. The morning exercises have helped them to shed 20 pounds. They feel better about their bodies. She feels comfortable swimming at the community pool, wearing shorts, and has so much energy that she's started going dancing on the weekends.

**7. How does my product or service help my audience solve their problems or challenges?**

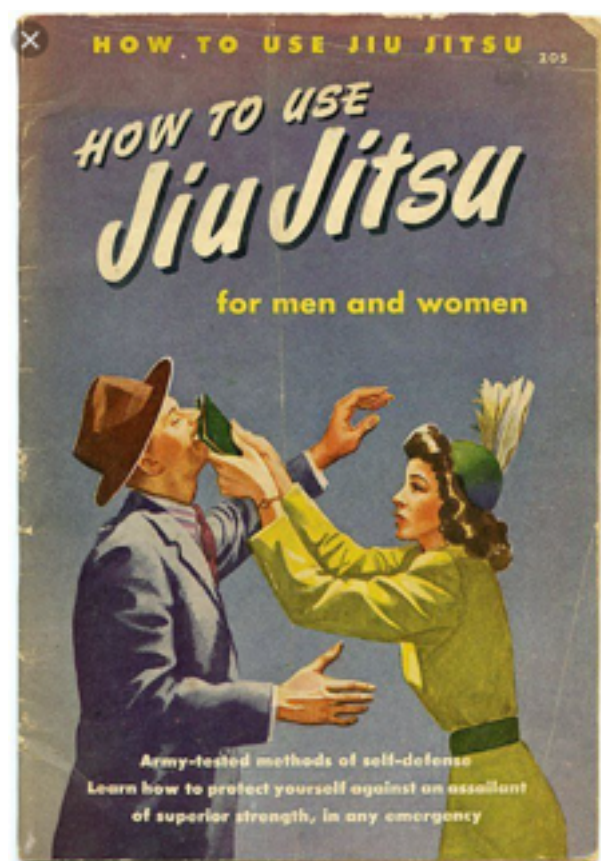
If you're selling a diet pill or diet ebook or video course on dieting, your product helps the audience lose weight.

Your product or service must provide a solution to the challenges or problems that your audience faces.

### Example:

Your self-defense course to “single women over 40 who live in major metropolitan areas” helps these women solve the problem of alone in a city, surrounded by strangers who are only looking out for themselves. It solves the challenge of being on their own, being able to protect themselves when no one is around to help of, if they are in a crowded area, passersby chose not to get involved. Your self-defense course solves the challenges of living alone as a single women in a city that can be cruel and uncaring, a city in which, sometimes, random acts of violence occur, a city in which people can disappear into the crowd.

Your self-defense course helps women to feel more safe, to feel confident, to become more situationally-aware of their surroundings, to anticipate, to have an increased sense of perception, to be physically stronger and have the knowledge of practical self-defense moves that they can use to protect themselves in case of a dangerous situation.



## **A 3-Step Sales Process to Use in your Landing Pages**

Use this simple, 3-step sales process in your sales copy for your squeeze pages and landing pages. This gets immediately to the point, by finding a solution to someone's problem.

The following is a practical example you can use to model your own sales copy for squeeze pages, landing pages, or even social media ads.

### **1. What is their challenge / problem?**

I'm tired of working the 9 to 5. I'm a restaurant manager and, although the pay is good, I'm sick of being on my feet all day. I'm sick of the turnover. I'm tired of having to work 80-hours-a-week.

### **2. What is the solution?**

We offer a consulting course specifically for people in the restaurant hospitality services, that helps them identify their challenges and create simple, easy to follow solutions.

### **3. Time to close the sale.**

We offer a free, one on one, personal consultation. It lasts an hour. You can use this to incorporate the suggestions on your own, so it makes it a worthwhile investment of your time. It's free. If you decide to hire us, we offer affordable consulting that's guaranteed to solve your challenges or you get all your money back. There's a 100% money back guarantee.



## How I use this 3-step process to sell my ebooks

### Tired of being stuck in a rut?

The 3 Secrets of Happiness: I help people get out of the ruts-in-their-life, even if they've felt stuck in them for years. I do this by teaching them 3 simple, yet powerful techniques and strategies that anyone can use to bring immediate changes.

+ + + + + + +

### Hungry to travel the world, but feel you can't afford to?

Travel Cheap Blueprint: I teach people, who long-for-adventure, travel strategies that enable them to travel anywhere in the world for about \$5 a day or less.

What if you could travel the world for \$5 a day?

You can!

If two college dropouts (us) can do it, so can you.

Get started at: [www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

P.S. I'm going to teach you travel secrets most don't know about.

Who else wants to travel Europe for \$5 bucks a day?

Get my Free Travel Cheap BootCamp at

[www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

## **Struggling to lose weight but still got that pot belly?**

The Shift Diet: I help overweight people lose 10, 20, 30, 40, even 50 pounds of body fat or more, within 6 months, without any the use of medications or complicated exercises.

The Shift Diet: I help overweight people lose 10, 20, 30, 40 pounds or more within the first year by teaching them (how to employ) simple methods to permanent weight loss and disease prevention.

“We help overweight people to lose 20 to 30 pounds of body fat within one month without ever feeling hungry or deprived or sweaty from exercise. Works faster than any diet you’ve ever tried.”

Get started today at [www.TheShiftDiet.com](http://www.TheShiftDiet.com)

Or, more simply:

“We help (blank) do (blank) even if (blank).”

## **Do you dream of becoming a real estate investor, but don’t know how to begin?**

Make Big Profits Flipping Florida Land: I teach people how to find, buy, and flip properties in Florida or anywhere else in the United States, for fun and profits, even if they don’t have money to their name.

Who Else Wants Checks to Their Mailbox every Month?

If two college dropouts can do it, so can you!

Learn how at [www.MakeBigProfitsFlippingFloridaLand.com](http://www.MakeBigProfitsFlippingFloridaLand.com)

## **The Simple Writing System**

<https://simplewritingsystem.com/ec/john-carlton-sws-express-course.pdf>

### **1. What do they say (the perfect prospect):**

You are at a coffeehouse. Someone announces: "I wish I could (action verb) (desire, positive result) but I don't have (list of excuses).

### **2. What do you say:**

We help [this group of people] do [this benefit] [better, cheaper, faster or easier], even if [worst-case believable scenario]."

We help \_\_\_\_\_ do \_\_\_\_\_ (better, cheaper, faster, easier), even if \_\_\_\_\_.

We help \_\_\_\_\_ do \_\_\_\_\_ even if \_\_\_\_\_.

### **3. Close the sale:**

Use this 3-part formula to close the sale.

1. Reverse the risk. Suggest the prospect to "try it out for a full year, risk free". If he doesn't like it, you'll give a 100% refund.
2. Tell him exactly what to do next. Press the "Buy Now" button, then sign in with PayPal to confirm payment. Then, check your email.
3. Add a free bonus or two or three to sweeten the deal.

## **Simple Writing System Express Course**

<https://simplewritingsystem.com/webinar2017/>

<https://simplewritingsystem.com>

<https://simplewritingsystem.com/ec/john-carlton-sws-express-course.pdf>

## A Breakdown of the Simple Writing System with examples

### 1. What do they say:

You're at a coffeehouse. A guy sits next to you and, after taking a drink of his coffee, announces: "I wish I could travel, for months, in Europe, but I don't have the money for it."

[www.HowToTravelEuropeCheap.com](http://www.HowToTravelEuropeCheap.com)

[www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

### Who is this person next to me?

Someone who longs to travel but feels they cannot afford to travel.

### How can my ebook help him?

My ebook, How to Travel Europe Cheap, is for someone who feels stuck in their current situation and needs to travel, for at least a month, to get out of their head, to see things from a new perspective, to gain some clarity and insight, to add a fresh dose of inspiration to their current circumstance in order to remind them that ...

1. they have options greater than they have ever imagined
2. traveling will present them new opportunities and a fresh clarity (perspective) that will enable them to rise above their current circumstances, by utilizing the power of choice and by deciding (mental) what to do (physical) next (prioritize).

Identify who your customer is

Zero in on their needs and the challenges they face

Offer them a solution that is 100% iron-clad guaranteed

The solution helps erase all risk while at the same time establishing immediate trust since you offer a 100% satisfaction guarantee.

## 2. What do you say:

We help [this group of people] do [this benefit] [better, cheaper, faster or easier], even if [worst-case believable scenario].”

We help \_\_\_\_\_ do \_\_\_\_\_ (better, cheaper, faster, easier), even if \_\_\_\_\_.

### Example of how I use this to sell my ebooks:

The 3 Secrets of Happiness: I help people get out of the ruts-in-their-life, even if they’ve felt stuck in them for years. I do this by teaching them 3 simple, yet powerful techniques and strategies that anyone can use to bring immediate changes. [www.The3SecretsofHappiness.com](http://www.The3SecretsofHappiness.com)

Travel Cheap Blueprint: I teach people, who long-for-adventure, travel strategies that enable them to travel anywhere in the world for about \$5 a day or less. [www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

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Get my “Travel Cheap Blueprint”, a \$97 dollar value, free

Travel like we did, for \$5 a day or less. If two college dropouts can do it, so can you. Get started at: [www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

I’m going to teach you the travel secrets most don’t know about.

Enter your name & email below for immediate download of my “Travel Cheap Blueprint”

Enter your name & email below to subscribe to my “Travel Cheap Blueprint” and learn the travel secrets that will save you thousands on your next trip abroad

Who else wants to travel Europe for \$5 bucks a day?

Get started immediately at [www.TravelCheapBlueprint.com](http://www.TravelCheapBlueprint.com)

The Shift Diet: I help overweight people lose 10, 20, 30, 40, even 50 pounds of body fat or more, within 6 months, without any the use of medications or complicated exercises.

[www.TheShiftDiet.com](http://www.TheShiftDiet.com)

The Shift Diet: I help overweight people lose 10, 20, 30, 40 pounds or more within the first year by teaching them (how to employ) simple methods to permanent weight loss and disease prevention.

“We help overweight people to lose 20 to 30 pounds of body fat within one month without ever feeling hungry or deprived or sweaty from exercise. Works faster than any diet you’ve ever tried.”

**Or, more simply:**

**We help (blank) do (blank) even if (blank)**

+ + + + + + +

Make Big Profits Flipping Florida Land: I teach people how to find, buy, and flip properties in Florida or anywhere else in the United States, for fun and profits, even if they don’t have money to their name.

Who Else Wants Checks to Their Mailbox every Month?

If two college dropouts can do it, so can you!

Learn how at [www.MakeBigProfitsFlippingFloridaLand.com](http://www.MakeBigProfitsFlippingFloridaLand.com)

+ + + + + + +

**We help \_\_\_\_\_ do \_\_\_\_\_ even if \_\_\_\_\_ .**

“We help overweight people to lose 20 to 30 pounds of body fat within one month without ever feeling hungry or deprived or sweaty from exercise. Works faster than any diet you’ve ever tried.” [www.TheShiftDiet.com](http://www.TheShiftDiet.com)

Now, do you see how simple this system is, this formula?

“We help this group of people do this benefit better, cheaper, faster, easier even if . . .”

and then give the worst-case believable scenario.

Great marketers love to work within a system and that’s what this formula is – something that lays out each step like a checklist, systematically. So, you just plug in your info and you’re on your way.

### **3. Close the sale:**

Reverse the risk: Instead of asking the prospect to trust you, you take on all the risk. “Try it out for a full year. If you’re not completely happy, you get a full refund, no questions asked.” By offering such a guarantee, you are establishing trust in the product by absorbing the risk.

Tell him exactly what to do next: Be specific and precise. “To get your copy, just click the yellow button below. A new page will open asking for your PayPal information. Sign into your PayPal. Once you do this, you will get immediate download of the item sent to your email inbox.”

Add a free bonus or two or three to sweeten the deal: Add something that boosts the value of what you offer and puts it completely over the top. A bonus ebook. A free webinar. A personal consultation. You are in a unique position to help him leap over the problems that are now freezing him up. Offer him something of tremendous perceived value.

Make him an irresistible offer.

### **Simple Writing System Express Course**

<https://simplewritingsystem.com/webinar2017/>

<https://simplewritingsystem.com>

<https://simplewritingsystem.com/ec/john-carlton-sws-express-course.pdf>

## Landing Page Formula

Implement this formula in any niche (specific category)  
to sell a product or service.

### Introduction

Discover a Secret that Most Don't Know About ...  
Discover a Secret that They Don't Want you to Know about ...  
Scientific Breakthrough that Most Don't Know About

### Follow the intro with

How to Get (Desire) without (the Pain)

### Reveal the Desire and the Pain

How to Get White Teeth  
without having to use  
Bleaching Gel (harsh chemicals)  
or expensive Cosmetic Dentistry.

How to Get a Flat Stomach  
without having to  
do Hundreds of Sit ups

How to Get Hundreds of Leads  
without having to  
Buy Them



## Pre-Headline

Idea for pre-headline

In this Master Class, you will discover How to Get (Desire) and the System we use to put (Desire / Results) on Auto Pilot which makes (Pain) a Thing of the Past.

The underlined parts are the Desire, the Desire / Results, the Pain.

Use the word “discover”, not learn. People tend to associate “learn” with work. The word “discover” is associated with fun, surprise, a good feeling. Using the word “discover” gets people curious.

In this Master Class, you will discover how to get Unlimited Leads and the System we use to Turn Those Leads into Cold Hard Cash and How to Put this System on AutoPilot which makes working 40 hours a week a thing of the past ...

Call it a Master Class. Webinar and presentation are overused.

## Supporting Headline

Participants to the Webinar will get Bonus Course, a \$197 value. Limited access, so register early to reserve your seat.

button - Access my Master Class / Sign up to my Free Training

## **Squeeze Page Tutorial Videos**

Squeeze Page Tutorial: Landing Page & Email List in 8 minutes

<https://www.youtube.com/watch?v=HW-96K9qtzE>

How to Create a Squeeze Page for Free - Step by Step Tutorial

<https://www.youtube.com/watch?v=MeIJWsCDH1E>

How to Add a Squeeze Page to your Website

<https://www.youtube.com/watch?v=4ywU5kJdfhA>

How to Make a Squeeze Page that Converts at 21.7%

<https://www.youtube.com/watch?v=YNKdFJog8Fo>

Squeeze Page - How to Make a Landing Page in under 5 minutes

<https://www.youtube.com/watch?v=dXe-SgYjO80>

## **Landing Page Tutorial websites**

The Anatomy of a Landing Page

<https://www.quicksprout.com/the-anatomy-of-a-landing-page/>

The Definitive Guide to Creating High Conversion Landing Pages

<https://neilpatel.com/blog/the-definitive-guide-to-creating-high-converting-landing-pages/>

## **Squeeze Page Tutorial Websites**

A Beginner's Guide to Squeeze Pages

<https://www.getresponse.com/blog/squeeze-pages-beginners-guide>

All the Right Stuff: 30 Squeeze Page Examples to Leverage

<https://instapage.com/blog/squeeze-page-examples-critiqued>

How to Build A Squeeze Page without Squeeze Page Software

<http://www.richard-legg.com/blog/how-to-create-a-great-lead-capture-page-without-squeeze-page-software/>

How to Create a Squeeze Page in 2019

<https://backlinko.com/squeeze-page>

Create a Simple Lead Capture Page in 5 Minutes

<https://www.youtube.com/watch?v=QnZ9wHD2bKs>

How to Create a Squeeze Page for Free: Step by Step Tutorial

<https://www.youtube.com/watch?v=MeIJWsCDH1E>

13 of the Best Squeeze Page Examples on the Internet

<https://www.codrutturcanu.com/13-best-squeeze-page-examples/>

## **Landing Page Tutorial Videos**

Create a Complete List Building Funnel with Thrive Architect

<https://www.youtube.com/watch?v=5FPLYpyWs30&t=26s>

Smart Landing Pages: Build Custom WordPress Landing Pages

<https://www.youtube.com/watch?v=G9Nro2ODWS8>

The Anatomy of a High Converting Landing Page

<https://www.youtube.com/watch?v=hcPxMuxh5Tc>

Thrive Themes: Conversion Focused Landing Pages and more

<https://www.youtube.com/user/thrivethemes/videos>

How to Create a High Converting Landing Page

<https://www.youtube.com/watch?v=fyVCxjLWFuc>

Smart Landing Pages: Build Custom WordPress Landing Pages

<https://www.youtube.com/watch?v=G9Nro2ODWS8>

7 Landing Page Hacks that'll Double your Sales

<https://www.youtube.com/watch?v=FpM578W3ORw>

200 Landing Page Examples Analyzed

<http://learnlandingpages.com/landing-page-examples/squeeze-pages/>

How to Make a Beautiful Landing Page that Converts - Neil Patel

<https://www.youtube.com/watch?v=HJUum-MwLJMg>

The Anatomy of a High Converting Landing Page

<https://vimeo.com/114137574>

## Websites for Copywriters

CopyBlogger

<https://www.CopyBlogger.com>

CopyBlogger - podcast

<https://rainmaker.fm>

Neil Patel - Read CopyBlogger

<https://neilpatel.com/blog/read-copyblogger/>

CopyHackers

<https://CopyHackers.com>

Marketing Bullets

<http://marketingbullets.com/archive/>

Neil Patel

<https://neilpatel.com>

ABC Copywriting

<https://www.abccopywriting.com>

ABC Copywriting Ebook

<https://www.abccopywriting.com/2013/04/04/free-copywriting-ebook>

The Gary Halbert Letter

<http://www.thegaryhalbertletter.com> John Carlton

<http://www.john-carlton.com>

Ben Settle

<https://bensettle.com/blog/>

The Complete Guide to Copywriting

<https://www.quicksprout.com/complete-guide-to-copywriting/>

Free Copywriting Tutorials

<http://www.sherus.com/business/copywriting/>

Interviews with top copywriters

<http://www.makepeacetotalpackage.com/copywriter-tools/interviews-with-top-copywriters/>

The Copywriter's Roundtable

<http://copywritersroundtable.com>

Drayton Bird

<https://draytonbird.com/thank-you/>

Free Marketing Interviews: Hard to Find Seminars

<http://www.hardtfindseminars.com>

Links for New Copywriters

<https://www.warriorforum.com/copywriting/729604-1000th-post-resources-new-copywriters.html>

Mirasee - Reimagine Business

<https://mirasee.com>

The Persuasion Revolution

<https://www.thepersuasionrevolution.com>

Write my Site

<http://www.writemysite.co.uk>

## Video Resources

Links to the following videos can be found at this website  
<https://copyhackers.com/copywriting-cheat-sheets/>

How to Edit for Clarity (Sweep 1)  
<https://copyhackers.com/how-to-edit-for-clarity/>

The Voice and Tone Sweep (Sweep 2)  
<https://copyhackers.com/voice-and-tone/>

How to Edit for Believability (Sweeps 3 + 4)  
<https://copyhackers.com/edit-believability-sweeps-3-4/>

How to be Specific in your Copywriting (Sweep 5)  
<https://copyhackers.com/how-to-be-specific/>

The Heightened Emotion Sweep (Sweep 6)  
<https://copyhackers.com/the-heightened-emotion-sweep/>

The Zero Risk Sweep (Sweep 7)  
<https://copyhackers.com/the-zero-risk-sweep/>

8 Stupid Copywriting Tricks (part 1)  
<https://www.youtube.com/watch?v=rteSvoogGv0>

8 Stupid Copywriting Tricks (part 2)  
<https://www.youtube.com/watch?v=joF5lkc8ggw>

Proven Copywriting Formula  
[https://www.youtube.com/watch?v=-J8Wk\\_conDY](https://www.youtube.com/watch?v=-J8Wk_conDY)

## **Persuasion Techniques**

How to Persuade Anyone - Subconscious Triggers

[https://www.youtube.com/watch?v=Fdxu6\\_GBIF0](https://www.youtube.com/watch?v=Fdxu6_GBIF0)

5 Persuasive Words that Control Minds

<https://www.youtube.com/watch?v=ClhZhExTnIE>

7 Ways to Influence: NLP Weasel Phrases and Embedded Commands

<https://www.youtube.com/watch?v=e0nloj4JK3U>

The Subconscious vs Conscious - Write Copy that Generates Sales

<https://www.youtube.com/watch?v=ExFskWAZdUk>

Best Methods to Build Rapport - Anthony Robbins

<https://www.youtube.com/watch?v=dENi7K2IX4U>

7 Hypnotic Language Frames: Patterns of Persuasion

<https://www.youtube.com/watch?v=b4ejwBDddEA>

Magic Words of Persuasion

<https://www.youtube.com/watch?v=wfbH3r-A7mw>

Proven Copywriting Formula that Works

[https://www.youtube.com/watch?v=-J8Wk\\_conDY](https://www.youtube.com/watch?v=-J8Wk_conDY)

Copywriting Tutorial: How to Write Sales Copy that Sells

<https://www.youtube.com/watch?v=9oxZ0976RvY>

Interview with the Devil: The Secret to Freedom and Success

<https://www.youtube.com/watch?v=WbWI6Wj9xDI>

This Will Change Your Life: The Strangest Secret

<https://www.youtube.com/watch?v=040sfQbx-Wo>



Jim Rohn: The One Thing Only 1% of People Do  
<https://www.youtube.com/watch?v=XZRZsT--3Dg>

Hypnotic Language Pattern Interrupt Reversal Technique  
<https://www.youtube.com/watch?v=jGcbxHh9njA>

Persuasion and Influence using Psychology and NLP  
<https://kevinhogan.com>

How to Write Copy that Forces People to Buy from You  
<https://www.youtube.com/watch?v=aXtdZ7ShlmU>

Gary Halbert - Direct Marketing Secrets Seminar  
<https://www.youtube.com/watch?v=M6grSm7q1A8>

## Swipe Files to Boost Conversions

Formulas

<https://swipefile.com/formulas/>

The 7 Deadly Fascinations Bullet Point Formula

<https://swipefile.com/7-deadly-fascinations-bullet-point-formula/>

Give Me One Evening and I'll Give You a Push-Button Memory

<https://swipefile.com/give-me-one-evening-and-ill-give-you-a-push-button-memory/>

Real Examples of High-Converting Emails Used by well-known companies

<https://swipefile.com/emails/>

Link to Nader's Sales Page that got a 32.5% conversion

<http://www.thegaryhalbertletter.com/newsletters/unfinishedbusiness>

The Ultimate Guide to Copywriting

[https://copyhackers.com/2015/10/copywriting-formula/#BGNGo\\_Bullets](https://copyhackers.com/2015/10/copywriting-formula/#BGNGo_Bullets)

American Writers and Artists Inc

<https://www.awai.com>

Emotional Trigger Words to Use in Sales Copy

<https://www.awai.com/2018/01/emotional-trigger-words-to-use-in-sales-copy/>

Heisting Hall of Fame Headlines for Copywriting Success

<https://www.awai.com/2018/02/heisting-hall-of-fame-headlines/>

## **Powerful Words to Use in your Copywriting**

700 Power Words that will Boost Your Conversions

<https://optinmonster.com/700-power-words-that-will-boost-your-conversions/>

5 Brain Hacking Copywriting Secrets to Soar Conversions and Sales

<https://mirasee.com/blog/copywriting-conversions-sales/>

189 Powerful Words that Convert

<https://buffer.com/library/words-and-phrases-that-convert-ultimate-list>

294 Strong Verbs That'll Spice Up Your Writing

<https://jerryjenkins.com/powerful-verbs/>

172+ Power Words: How to Write Persuasive Business Content

<https://www.enchantingmarketing.com/power-words/>

380 High Emotion Persuasive Words

<https://www.thepersuasionrevolution.com/380-high-emotion-persuasive-words/>

Six Sensory Phrases to take your Pitch from Lamé to Phenomenal

<https://www.thepersuasionrevolution.com/six-sensory-phrases/>

## Free Ebooks

The Secret of the Ages

[https://cslasheville.org/wp-content/uploads/2015/06/Secret\\_of\\_the\\_Ages.pdf](https://cslasheville.org/wp-content/uploads/2015/06/Secret_of_the_Ages.pdf)

Getting Everything You Can out of all you've got

<http://abraham-pop.s3.amazonaws.com/GettingEverythingNew.pdf>

Free Ebooks

Getting Everything You Can out all you've got

The Sticking Point Solution

<https://chodak.com/download-jay-abraham-books-for-free/>

The Sticking Point Solution

<http://abraham-pop.s3.amazonaws.com/StickingPointSolution-D.pdf>

The ABC of Copywriting

<https://www.abccopywriting.com/2013/04/04/free-copywriting-ebook>

The ABC of Copywriting

<https://www.abccopywriting.com/wp-content/uploads/2013/04/The-ABC-of-Copywriting.pdf>

The Rules of Copywriting

<https://www.free-ebooks.net/writing-publishing/The-Rules-of-Copywriting/pdf?dl&preview>

The Complete Newbie's Guide to Effective Copywriting

<https://www.getfreeebooks.com/wp-content/uploads/2012/06/effectivecopywritingfornewbie.pdf>

18 Free Copywriting Ebooks

<https://www.copywritingacademy.co.uk/2014/09/17-free-copywriting-ebooks/>

CopyHackers Free CheatSheet

<https://copyhackers.com/copywriting-cheat-sheets/>

14-Point web copy Analysis of a Winning Site - audio ebook

<https://ruthiswriting.com/www.writeaholic.co.uk/ebooks/14-point%20web%20copy%20analysis150925.pdf>

14-Point web copy Analysis of a Winning Site - (downloadable epub)

<https://documents.pub/document/14-point-web-copyanalysis.html>

The Greatest Marketing Secrets of the Ages

<https://docplayer.net/39175059-By-yanik-silver-surefire-marketing.html>

10 Steps to Killer Web Copy

<http://squeezepages.net/marketing/downloads/10Steps.pdf>

AutoResponder Magic

<http://squeezepages.net/marketing/downloads/am.pdf>

7 Hidden Psychological Secrets to Maximum Sales

[http://squeezepages.net/marketing/downloads/7\\_psychological\\_secrets\\_ebook.pdf](http://squeezepages.net/marketing/downloads/7_psychological_secrets_ebook.pdf)

Free or Low Cost Copywriting Courses

<https://www.warriorforum.com/copywriting/911395-free-copywright-training-platform.html>

The Gary Halbert Letter

[http://www.thegaryhalbertletter.com/newsletters/zgkl\\_best\\_copywriter.htm](http://www.thegaryhalbertletter.com/newsletters/zgkl_best_copywriter.htm)

The Complete Guide to Copywriting

<https://www.quicksprout.com/complete-guide-to-copywriting/>

Free Copywriting Tutorials

<http://www.sherus.com/business/copywriting/>

How to Craft Compelling Copy

<https://www.copyblogger.com/copywriting-101/>

Marketing Bullets

<http://marketingbullets.com/archive/>

Hypnotic Sales Letters Templates

<http://www.mrfire.com/ord009312/free-hypnoticsalesletters-templates.pdf>

12-Step Sales Letter Template

<http://tenminutepages.com/12steps.pdf>

12 Step Sales Letter Template - website version

<http://www.johnracine.com/david-freys-12-step-foolproof-sales-letter-template/>

12 Step Sales Letter Template - website version (bigger font)

<https://www.inquisitek.com/blog/use-the-12-step-foolproof-sales-letter-template-for-effective-sales-copy>

Mirasee - get 3 free ebooks

<https://mirasee.com/>

Mirasee - get 3 free ebooks

<https://mirasee.com/#>

## **This Sales Page got a 32.5% Conversion**

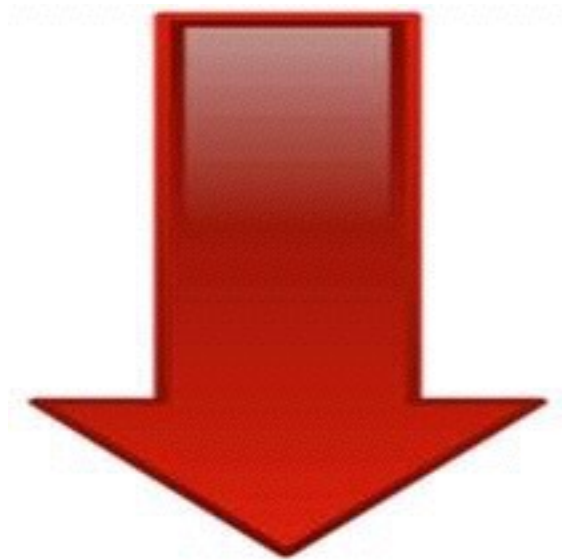
The following sales page copy got a 32.5% conversion.

You can use this template to market to your target audience, with your product or service, and watch your conversion rates go through the roof.

You can use the elements of it, but please do not use the exact wording, as this might lead to copyright infringement.

**Find the original ad at the link below**

<http://web.archive.org/web/20070503095253/http://www.morebkcases.com/teleseminar.html>



## **What Lawyers Are Saying...**

*"Nader, because of you, I've gotten at least 35-40 new clients in a relatively short period of time. I owe you much of my success."*

-Erwin-Diaz-Solis, Esq., Miami, FL

*"Nader, your techniques... are the most practical, results-oriented, and easy to implement... within days, my picture was on the front page of a major newspaper. I couldn't 'buy' that type of third-party endorsement advertising. If I had, I would have easily paid tens of thousands of dollars. But it didn't cost me a dime."*

-Jeffrey Lerman, Esq., San Rafael, CA

*"Dear Nader, following just one of your strategies, I have been able to triple my profits in a very short amount of time. My practice is extremely busy now, and I even have to refer out a great number of cases that come in."*

-Mark Shapiro, Esq., Encino, CA

*"Nader, I am constantly amazed at how you have continuously helped me get new clients. You are my hero and I cannot thank you enough."*

-Jerald Cantor, Esq., Hollywood, FL

*"Mr. Anise, using some of your strategies, I landed two new clients in less than 48 hours, with several other prospects in the works."*

-Laura Hess, Esq., Irvine, CA



*"Nader, I was blown away by your presentation! You provided a step-by-step game plan for immediate results and unlimited growth potential." -Alex Rozman, Esq., Chicago, IL*

## **BANKRUPTCY SUPREMACY!**

For the first time ever, I have agreed to do a **BANKRUPTCY LAWYERS ONLY TELESEMINAR** to give you the whole kit 'n kaboodle for super success, *post-bankruptcy reform*.

I'm taking my years of legal marketing experience... mixing it up with my super-specialized methods for NEW bankruptcy profits... adding data and hard evidence... and... presenting it to you on a silver platter straight through your phone line.

LIVE!

But hear this:

I won't mention the word, "networking"...  
I won't bring up those hokey (and in some jurisdictions *unethical*) breakfast meetings...

and...

I REFUSE to say one word about the "benefits" of trolling craigslist for clients. (If that's your idea of "marketing," skip the rest of this message and jump down to the

**REGISTER NOW** button immediately.

You need this teleseminar BAD!)

Instead, I will show you exactly – step by step – how to “pollinate” your area with brand new marketing methods... and then sit back and watch the “client bees” swarm around you like you’re the only game in town.

### **Here’s What You’ll Learn:**

- **The mother of ALL marketing secrets**
- The simple \$6.37 device that any bankruptcy lawyer can use to *triple* the number of new cases
- **The 6 top money-making strategies for TODAY’S bankruptcy lawyer**
- How to use the BBE (Bankruptcy Build-Up Effect) to earn maximum profits in minimum time
- **5 breakthrough methods for injecting almost IMMEDIATE profitability into your bankruptcy practice**
- 4 “undercover” (but ethical) ways to lure the “ideal” bankruptcy client your way
- **Why calling yourself a “bankruptcy lawyer” can actually repel clients from you... BUT... using these 3 magical words to describe yourself works like a gem!**
- 7 ways to create a “sense of urgency” – and never be left staring at an unsigned retainer agreement
- **Why bankruptcy clients need “golden handcuffs” – and how the new law can make**

**your clients your biggest salespeople, without you saying a word!**

**Plus, You'll Learn...**

- The CRUCIAL ingredient that bankruptcy lawyers ignore when marketing their practice
- **How to get “inside the bankruptcy client’s head” and master their emotions (Why is this important? This little trick is the key to landing you tons of referrals!)**
- How to stop “lawyer shopping” in its tracks – and make the bankruptcy client beg YOU to handle their case
- **The one tender phrase every bankruptcy client longs to hear – but you should never, EVER utter (it can slash your future earnings by HALF!)**
- The neatest little trick that *forces* clients in your area to hire YOU, forsaking all other BK lawyers
- **6 ways to market your services without spending a dime**
- Do you have a “marketing challenged” personality? If so, how to use it to your money-making advantage
- **The big hush-hush secret the big phone book publishers don’t want bankruptcy lawyers to ever know**
- How to use bankruptcy topics to create buzz and land on the front page of your local newspaper – without spending a dime

**... and a whole lot more!**

So, is it really possible to cover all this material in only two hours? Honestly, I'm not sure. Like I said, I've succumbed to the pressure and finally agreed to do an **ALL-BANKPTUCY LAWYER TELESEMINAR** – so expect the unexpected! (You'll find out who the "mystery lawyer" is who put the squeeze on me to do this. I won't tell you what finally broke me, but what he said made my jaw drop!)

But I'll talk fast and run through my notes as quickly as I can. I will definitely work my tail off to cover all these strategies and more (am I being too optimistic?) before our time is up.

### **Why You Won't Have to Pay \$197 – My Usual Teleseminar Fee**

Although the regular registration fee for my live teleseminars is only \$197 (in the past, some were \$297 – even \$350 for longer ones), you will pay less. *Considerably* less.

You see, my favorite charity, the Make-A-Wish Foundation, is celebrating a milestone – their **25th anniversary** (it was officially last year, but the festivities continue!). If you're not familiar with them, it's a wonderful organization that grants wishes for terminally-ill children.

I think they're fantastic and it's my privilege to support them.

As my way of marking the occasion – and also to create a bit of a buzz for them – I’m doing something...

### **Really Over the Top!**

Forget the \$197 fee. Instead, you will pay only \*\*drum roll\*\* \$25. That’s for the entire **120 minutes!** And you even get a toll free # so you don’t pay any long distance charges.

In case you missed it, that’s **\$25...** for 25 great Make-A-Wish years!

Frankly, this barely covers the cost of the teleconference provider – let alone the other expenses like credit card processing, administrative fees, and hosting and programming expenses.

But it’s my way of pitching in to help a cause I really believe in. I don’t make a habit of mixing my charity work with my business projects, but something tells me you won’t mind me doing it here.

Who knows – maybe one day, if you’re looking for a great charity to support, you’ll look them up. That would make this all worth it.

Please join me on the call and we all win.

### **Is There a Guarantee?**

Funny you should ask.

Unequivocally, UNCONDITIONALLY, absolutely... **YES!**

I believe in guaranteeing everything I produce. Every seminar... every book... every CD – every word. It's all guaranteed.

So here it is: If you don't **AT LEAST DOUBLE YOUR INCOME** within one year of the teleseminar, you can contact me personally, and I will give you a full, prompt (and even friendly!) refund. No questions asked – even if you listened to the *entire* 120 minutes!

**Details of the Teleseminar... And...  
Why You Need to Reserve a Spot NOW!**

Does 500 lawyers on the call sound like a lot? It's really not, considering the \$25 price tag. I've never done a teleseminar for next to nothing before. And to be honest, I'm not sure how it will play out. Don't be shocked if we have well over 500 bankruptcy attorneys rushing to register. We'll see.

Title:

***New Bankruptcy Marketing***

Speaker:

**Nader Anise, Esq.**

Date:

**Tuesday, May 9, 2006**

Time:

**1:00 pm Eastern**

Duration:

**2 hours**

Oh, listen: if you don't think you can make the call (even if you're *certain* you can't), you should register now anyway. If somehow things change, at least you'll have a seat reserved. And if they don't, you can simply contact us for a full, no-hassle refund.

### **Bonus #1**

As a special thank you for registering for my **New Bankruptcy Marketing** Teleseminar, I will let you in on a little secret. Alright, a BIG secret. It's a doozie.

It's about referrals. And knowing this one secret can literally triple your referrals. I'll give you a hint: it has to do with psychology.

It's true. There's a *psychological* reason for referrals. Here you are thinking clients (or lawyers) are sending you referrals because you're a great lawyer... or because they admire you... or... maybe because they trust you.

Nope. Not the reasons.

Want to know what the real reason is? I'll tell you. But not here. Shortly after you register, you will receive the link to my Special Report, **"How to Triple Your Referrals."**

I don't want to toot my own horn here... but... I have to. It's incredible! The amount of thank you mail I've received from this one report fills up almost one filing cabinet drawer. It's free, just as a bonus for registering.

## Among the Topics I Cover:

- How to generate three referrals from every one client, time... after time... after time...
- **The real reason why people send you referrals. (If you learn this, you can produce referrals practically at will).**
- The “secret speech” you must give every client during the initial consultation
- **A massive “referral leveraging” technique that requires zero extra work from you.**
- The little-known “take away” strategy that sucks in referrals like a Hoover
- **The deadly blunder even veteran lawyers make – avoid this and referrals WILL come**
- 5 ways to get referrals without asking  
...**Plus, I’ll cover many other referral topics**

This report normally retails for \$29, you get it free.

## Bonus #2

So, my Special Report isn’t enough for you, huh?

That’s OK, because my second bonus (many lawyers are addicted to it) will keep your mind sharp and your office packed all year long.

It’s my lawyer marketing newsletter. A weekly, sometimes bi-weekly, “ezine” (electronic magazine) that covers a wide range of topics lawyers need to succeed. But the main focus is on marketing, money-making and law office management/strategy.



A year's worth of approximately 30 issues will be sent you by email in a colorful, professionally-designed format.

In addition to the regular issues, you will also receive special "Email Alerts" that alert you to breaking news, special events, and marketing opportunities. All by email.

The annual subscription for both is \$159 – and it's well worth it. However, it's yours free with your registration.

### **Once You Register...**

Once you complete your registration, the confirmation page will appear and you will receive the toll free number to call, along with your access code and some other information.

If possible, please print that page out.

If you forget to print it out, the confirmation and access information will be emailed to you shortly thereafter.

**PLEASE BE CAREFUL: DO NOT** share your access code with *anyone* because each code is specially "tagged" to prevent use by multiple parties. If more than one person enters the same access code, the parties will be flagged and the system may disable without notice.

Thank you for understanding.

**Register Now**

## **More Lawyers Raving!**

*"Nader, in the first two weeks of this year, I have received five referrals as a direct result of your strategies."*

-Connie Renee Clay, Esq., Jacksonville, FL

*"Nader, I've implemented some of the simple yet effective strategies taught with immediate results surpassing my expectations! What surprised me was the immediate results that I was able to achieve in such a short period. Thank you again! You are indeed the marketing guru!"*

Barbara-Ann Williams, Esq., San Francisco, CA

*"Dear Nader, more and more of your secrets are self proving of success... there seems to be so many of your ideas that have helped me monetarily, increased my case load and have gotten me free publicity... Thank you, Nader. Thank you."*

-Molly Maguire Gaussa, Esq., Pittsburgh, PA

*"Nader, Once again, your ability and sincerity is evident. Our bottom line has more than doubled in '05 compared to '04. Please allow me to take this opportunity to thank you for your expertise and guidance."*

-Mark Schecter, Esq., Fort Lauderdale, FL

*"Dear Nader: I wanted to tell you how amazed and happy I am with your advice... I have never been busier. My monthly income has literally tripled. I kid you not. I like all your ideas, but it is not really necessary to*

*implement all of them. Even trying out a few ideas will make an incredible difference.” And it has.”*

Jeffrey Hoffer, Esq. Westlake Village, CA

**Register Now**

### **What to Do Now!**

In the strongest, yet most respectful, tone possible I urge you: **don't wait another second to register!**

As you know, I am doing this teleseminar live on May 9 for bankruptcy lawyers *only*. If you have any interest at all in building your practice in the “new bankruptcy era,” you can't be without the information I'm going to share. And priced at \$25 (celebrating the Make-A-Wish 25th anniversary), there's nothing to “mull over.” I even guarantee your satisfaction with my full refund policy.

If you register now, not only will you get toll-free access to the session, but you will also receive my Special Report, **“How to Triple Your Referrals”**... and... you will also be signed up to receive my valuable newsletter filled with marketing tips, strategies and case studies.

So now that I've given you a tidy summary, I hope you join me on the call.

Please click on the button below to register.

[Register Now](#)

The Lawyer's Secret Weapon,



Nader Anise

Attorney \* Speaker \* Author \* Marketing Strategist

**P.S. #1:** Without exception, every attorney I know who earns six or seven figures is decisive and action-oriented. As George Patton said, "Opportunities do not come to those who wait. They are captured by those who attack." For only \$25, you have the rare opportunity to learn brand new ways to "attack" the new bankruptcy battlefield. You'll also receive my Special Report, "**How to Triple Your Referrals**," and you will be subscribed to my popular marketing newsletter as a special bonus. So, please join me on the call.

[Register Now](#)

**P.S. # 2:** Last year, I received a phone call from an attorney in Pensacola, Florida regarding marketing. I spoke to him for exactly 12 minutes and gave him two specific instructions.

The result?

My two little suggestions generated \$346,459.03 in pure profit – over and above his income from other cases.  
(By the way, on the teleseminar, I'll tell you **exactly** what I told him so you can swipe the ideas for *your* practice!)

Why am I telling you this? Not to brag – but to emphasize. If I could help create hundreds of thousands of dollars in only 12 minutes, imagine what two full, uninterrupted hours with me can generate for you? There's only one way to find out, isn't there?

**P.S. #3:** I invite you to complete your registration now. However, if you don't register – for whatever reason – please check out the Make-A-Wish Foundation some time. It's a truly worthy cause.

**Register Now**

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source:

<http://web.archive.org/web/20070503095253/http://www.morebkcases.com/teleseminar.html>

## **Powerful Words to Use in your Copywriting**

700 Power Words that will Boost Your Conversions

<https://optinmonster.com/700-power-words-that-will-boost-your-conversions/>

5 Brain Hacking Copywriting Secrets to Soar Conversions and Sales

<https://mirasee.com/blog/copywriting-conversions-sales/>

189 Powerful Words that Convert

<https://buffer.com/library/words-and-phrases-that-convert-ultimate-list>

294 Strong Verbs That'll Spice Up Your Writing

<https://jerryjenkins.com/powerful-verbs/>

172+ Power Words: How to Write Persuasive Business Content

<https://www.enchantingmarketing.com/power-words/>

380 High Emotion Persuasive Words

<https://www.thepersuasionrevolution.com/380-high-emotion-persuasive-words/>

Six Sensory Phrases to take your Pitch from Lamé to Phenomenal

<https://www.thepersuasionrevolution.com/six-sensory-phrases/>

## Recommended Resources

The following are recommended resources and links for building website hosting, autoresponders, SAAS (Software As A Service) tools, landing page generators, and more.

In the interest of full disclosure, some of these resource links are affiliate links. When you make a purchase using these links, I receive a commission. I've done extensive research on most, if not all of these resources. And you pay the same price, sometimes a discount even, when you use the resource link. So, click the resource links below and make a purchase. Thanks.

### Themes

Thrive Themes is incredibly powerful. Highly recommend this theme and the accompanying plug-ins. I got the full membership package that costs \$50 bucks a month, and you can use the themes on 25 websites. Find out more about this theme ... click the link below.

<https://www.ThriveThemes.com>

### Hosting

SiteGround - easy to use cPanel, excellent customer service

<https://www.siteground.com/go/snipoodle>

NameCheap - even though I use this company for hosting and buying domains, the hosting side of it is a bit weird. They offer pretty good customer service, though.

<http://www.jdoqocy.com/click-1342324-13608935>

CrucialHosting - professional website hosting

<https://www.crucialhosting.com/#9a05873f3dd80e99>

DreamHost

<https://mbsy.co/scJjz>

iPage

<https://www.ipage.com/join/index.bml?AffID=903017>

## **Domains**

NameCheap - domain names and hosting / I use them

<http://www.jdoqocy.com/click-1342324-13608935>

## **Themes**

amazing - highly recommend / I use them

<https://www.ThriveThemes.com>

## **AutoResponders**

TrafficWave - send unlimited emails for \$17.95 a month / I use them

<http://www.trafficwave.net/members/bicycledays>

SendLane - a pro autoresponder service that works great with MarketHero

<https://kriskempcreative.sendlane.com/referral/PC50504>

MarketHero - works great with SendLane

[https://markethero.io/?fp\\_ref=kris55](https://markethero.io/?fp_ref=kris55)

[https://markethero.io/8x20-2.html?fp\\_ref=kris55](https://markethero.io/8x20-2.html?fp_ref=kris55)

OntraPort - the Rolls Royce of autoresponders - used by Tony Robbins

<http://go.ontraport.net/t?orid=769964&opid=32>

<http://go.ontraport.net/t?orid=769964&opid=67>

Content Funnel: Business Automation Success Kit

<http://go.ontraport.net/t?orid=769964&opid=69>

Ontraport: Homepage [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=9>

ConvertKit - a pro autoresponder celebrated for its ease-of-use

[www.ConvertKit.com](http://www.ConvertKit.com)

ActiveCampaign - a pro autoresponder that offers lots of “bells and whistles” like tags, segmentation, and more - a bit of a learning curve

[www.ActiveCampaign.com](http://www.ActiveCampaign.com)



## Landing Pages

ThriveThemes

<https://thrivethemes.com>

LeadPages - The most trusted Landing Page Software in the world  
Try LeadPages for yourself

<https://leadpages.pxf.io/c/1376482/466534/5673>

Break free with LeadPages: Choose the plan that's right for you

<https://leadpages.pxf.io/i/1376482/466586/5673>

Get fool-proof formulas to writing high-converting lead pages

<https://leadpages.pxf.io/c/1376482/550717/5673>

Jump on this week's Leadpages webinar

<https://leadpages.pxf.io/c/1376482/504910/5673>

Check out these beautiful templates from Leadpages

<https://leadpages.pxf.io/c/1376482/504913/5673>

Unbounce - Pro Landing Pages works great with ActiveCampaign

<https://unbounce.grsm.io/PartnerZ0NO8>

OptinMonster - Trusted by 700,000 users

<https://shareasale.com/r.cfm?>

[b=601672&u=464354&m=49337&urllink=&afftrack=](https://shareasale.com/r.cfm?b=601672&u=464354&m=49337&urllink=&afftrack=)

## **About this Ebook**

Congratulations! You've completed reading The Ultimate Squeeze Page Template BluePrint. Once you really learn how to build squeeze pages and write sales copy, you can build can build multiple squeeze pages for your own products or services. Also, you can start your own Squeeze Page Building Business and earn thousands-of-dollars a month.

Businesses need customers. You can build squeeze pages for these businesses and then run the squeeze pages, so you are getting paid every month, recurring revenue.

## **Revealed in this ebook**

- squeeze page templates
- squeeze page template breakdown and analysis
- links to related websites
- links to amazing PDF ebooks
- links to helpful articles

## **Make Money with this Ebook**

You can even start your own Squeeze Page Website business, where you build squeeze pages for clients in your neighborhood, in a specific niche, or for anyone in the world who needs one. You could build the squeeze page on your own website, run everything, charge by the month, maybe a few hundred dollars a month per client, and then get more clients who work in non-competing fields. You'll soon be earning thousands of dollars a month. The sky is the limit. Use this ebook as a reference guide to become a Squeeze Page building expert.



### **Need help building a squeeze page?**

I can help you I've built multiple squeeze pages for myself and for my clients. I also build landing pages, too. A squeeze page is, essentially, a very short version of a landing page. If you need a squeeze page or a landing page built for your website, email me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) with "I need a squeeze page" or "I need a landing page" in the subject line.

### **What happens next?**

Once I get your email, I'll reply. We'll discuss the type of squeeze page you want built, what your main goal is with the squeeze page, then work out a budget that works for both of us. I have a plethora of ideas of how you can grow your customers and build your profits using squeeze pages.

When you hire me, you're not just getting a squeeze page builder, you're getting a copywriter (multiple landing pages, squeeze pages), email marketing enthusiast (I've written hundreds of email sequences), and author (ebooks, novel, screenplays, musical). I can build your squeeze page, write your email sequence, and help you determine the best autoresponder to use—one that ties it all together.

Let's build a relationship. Let's build your business. Let's grow your profits.

Email me to get started.

Kris Kemp  
[bicycledays@yahoo.com](mailto:bicycledays@yahoo.com)  
347-557-5487

[www.KrisKempCreative.com](http://www.KrisKempCreative.com)  
build an audience, grow your profits

[www.KrisKemp.com](http://www.KrisKemp.com)  
self-development made simple

Landing Page for [www.ComfortMagnets.com](http://www.ComfortMagnets.com)



**Unlock your vibrational vault!**  
Discover the Simple Keys to Attracting  
Money, Wealth, Love, Happiness  
**Tap into this Power!**  
in my new ebook, Comfort Magnets  
**Sign up below to get access to your Free Copy**

Name

Email

[Email Marketing](#) by [TrafficWave.net](#)

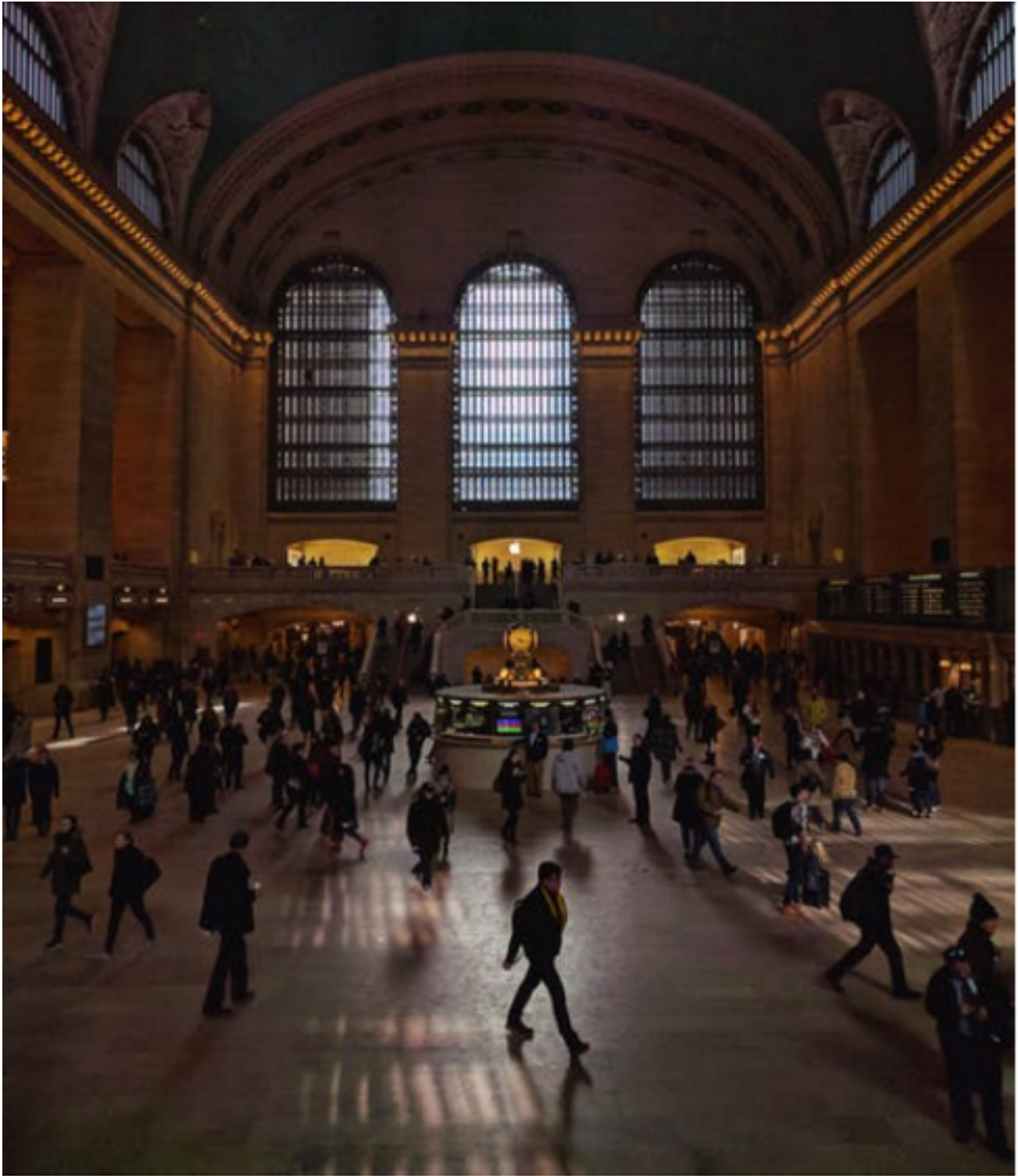














# **The Ultimate Landing Page Template BluePrint**

You Can Use to Start your own Landing Page Building Business  
and Earn Thousands of Dollars a Month



by Kris Kemp

