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Create professional marketing sites

By: Fred Raley

Who is this for: Novice to Expert online marketers

What it is about: Critical steps you need to take to succeed

When will you use it: Immediately

Why do you need it: To learn how to set up your own retirement-income business systems.

1. Background

I see online marketers flailing in their efforts to bring in income all the time; making marketing mistakes like there is no tomorrow. They think they are making a difference but when you pull back the covers, they are just spinning their wheels (and spending their money) with no results to show for it.

The good news is these folks are trying.

The bad news is they are doing it all wrong.

There are some critical lessons that new marketers must learn to see success.

That's where this article comes in!

Here are the five critical factors every online marketer needs to put in place to start marketing like a professional and getting results like a professional.

Building your own retirement-income business systems is not hard… you just need to do it right the first time to avoid frustration.

2. Create professional marketing sites

Remember my article: "*Build your list*"?

The basis of that is getting people who are interested in what you have to offer to give you their email address in exchange for something free you might have; a free PDF report, a video, an audio, an email series, etc.

This free offer or freebie, is known as a Lead Magnet. It's your enticement to get your prospect to put their info into your form to get onto your list.

Based on that, it's critical you make it REALLY good.

So, remember when we did the profile of your perfect customer? I called it defining your target market.

One of the things we ended up with were 3 or 4 real pain points of your perfect customer. Things that he might worry about or that might keep him up at night.

This is what you use to create your Lead Magnet. Use one of your perfect customer's pain points to SOLVE with your Lead Magnet.

Your Lead Magnet might be an article, blogpost, audio, video, PDF, etc. that you create to entice him to put his contact into your autoresponder form.

One of the places I use routinely to find good Lead Magnet material is [Resell Rights Weekly](). Mark puts very recent PLR material (Private Label Rights) for you to download for free. There is a search bar you can put in what you are looking for.

Sometimes I might download 3 or 4 different PLR's on the same topic and take the best of the best for my Lead Magnet.

You can also frequently get good articles for your blog, emails, graphics and more with the PLR, all for free.

Grab the monthly membership there to keep getting more. He seems to upload new stuff on either Saturday or Sunday each week.

Resell Rights Weekly has been a great investment for me. I sometimes have mental blocks on what to write about or how to put things together. Resell Rights Weekly comes to the rescue each time.

Ok, let's get back to creating your LCP.

Here's a quick list of the reasons that show why having a LCP is so important:

- It attracts a response from **exactly the right prospects** that you want to target
- It **improves the response** to all of your advertising
- It gets prospects to willingly give you contact information when they respond to your ad, mail, website form, etc.
- It immediately **sets you and your business apart**.
- With a catchy, benefit-oriented title, it increases interest in what you have to say.
- It positions you as an **EXPERT**.
- It creates the opportunity for you to **sell in automatic** – where the sole focus is on ONLY the information you provide.
- It can **establish your credibility** with evidence, testimonials, and useful information you provide.
- It sets the "**buying mindset**" of the prospect… and points to YOU as being the best possible alternative.
- It **sets up the NEXT step** in the marketing process by explicitly telling the prospect the action they need to take next.

The reason I say to use many Lead Capture pages is that they tend to go stale after a while no matter how good they are initially.

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And you will have some "duds" that don't pull well… just delete those and move on. You can change things easily so it's easy to do testing and tweaks without learning any of the "coding" part of it.

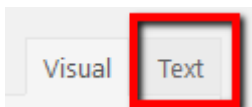In order to do that, you have to put your web form onto a Lead Capture Page (LCP).

Now I use two ways to make LCP's.

1. I make them using a little text template I created for my blog. You will get this too (no cost) as part of this course. You are welcome. It will let you make LCPs and host them on your blog. Sweet.
2. I use The Conversion Pros for a more professional look. The reasons are many but mainly because it's a point/click simple way of coming up fast with really professional and effective LCP's that pull leads in like crazy.

So let's talk about putting up a simple LCP on your new blog.

Grab the form I have put on this post below. It is a simple text file. Should open up in notepad or whatever you use for text files on your computer.

Create a new post or page on your blog. When in the "Edit Post" look for the tabs that look like this:

 and select the "text" tab.

Now, paste in the code you got from my text file that you just opened up.

Now go back to the top of the page and select "Visual" on the tab (shown above.)

Walla, you LCP is ready for you (almost).

It needs to be modified for your particular purpose with text changes, bullet changes, etc. But the formatting is all there including cool bullet graphics so you can just type over it and keep the formatting intact.

It also needs your Aweber form code. I've put two rows of "x" into the form to indicate where you need to paste in the form code. It goes right smack dab between the two rows of "X".

The web form will come from Aweber's *Signup Form Creator* inside of the Aweber member area.

You will get to a place in creating the form to copy the form "Code" which is html.

See how this is all coming together?

You can make as many as you want.

Now, for method #2.

The BEST way to learn how to make LCP's is with The Conversion Pros. (TCP) for short.

David Dubbs created TCP for marketers and has by FAR the easiest, cheapest and most versatile Lead Capture Page maker that you will find anywhere. And you get a complete host of other marketing tools included at no extra charge.

I STRONGLY recommend you get a TCP marketing tools package. The Conversion Pros lets you learn how to market anything and everything like a pro in no time at all.

LCP's are only one of the many tools in the TCP marketing suite. One of the other major features is that it lets you create information funnels that give the prospect more info after they hit your LCP. This might be a series of videos with different aspects of your business offer.

Listen to how David explains the importance of creating your own unique LCP's and funnels.

Here's the direct link: https://youtu.be/QDqmatAmYH8

I can't say enough about The Conversion Pros to use for all of your marketing needs.

And they pay you nicely for referring others. Get three and it's free. Nice to have a product in your bag that all marketers need!

As famed marketer Russel Brunson says
"You're Just ONE Funnel Away From:"

- Financial Freedom...
- Providing For Your Family...
- More Time Freedom...
- Changing The World...
- Serving More People...
- Quitting Your Job...
- Travelling The World...

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- Turning Your Adversities Into Adventures...
- Sharing Your Message With More People...
- Spending More Time With Your Loved Ones...

TCP has lots of other professional marketing tools for you as well that will serve you well as you mature in marketing.

Here is a list of the TCP features:

1. Landing Page Builder
2. Autoresponder Builder
3. Webinar Builder
4. Mobile Site Builder
5. Contact Manager
6. Email Broadcaster
7. SMS/Text Broadcaster
8. QR Code Builder
9. Invoice Tool
10. Blogging Platform
11. Link Rotator
12. Tiny URL System
13. Generic Marketing Videos
14. Local Marketing Videos
15. Share Code System for LCP's and Autoresponders

TCP is a powerful marketing toolset that will be with you for the life of your online marketing career.

You won't get to use all the tools on day one obviously… there are so many! But when you are ready to do webinars, TCP is there, when you are ready to do text blasting, TCP is there.

If you are serious about making professional LCP's and Funnels, TCP is the place to be.

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Get started with The Conversion Pros immediately to start building your retirement-income funnels.

You can always start with making your own LCP's with the text file and instructions I gave you above for your blog. That will be fine for starters. But get ready to move into TCP soon.

For More Helpful Free Training

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