SOUL VISION STRATEGIES

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How to Create an Opt-in/Sales Page

This basic document provides an outline of how to create the page and what technology you need. This is not a tutorial on the marketing strategy behind the page. My intention is that if you have gotten stuck on the technology side of hosting a teleclass or building your email list, then this will give you the steps to make it happen.

An opt in page is a page where people Opt In to your newsletter list for a specific message. A sales page is a very similar page but instead of an opt in box, there is a purchase option to buy something.

The website example on the final page is a very simple sales page. See below for an outline of an opt in page compared to a sales page.

Opt In Page

Text here…

↓

Opt in box for

Name [　　　　　]

Email [　　　　　]

Sales Page

Text here…

↓

[Buy Now]
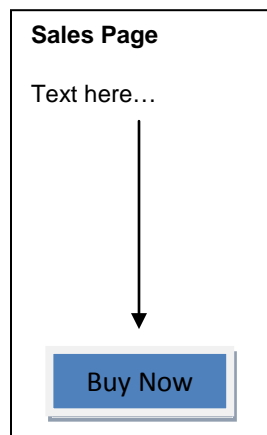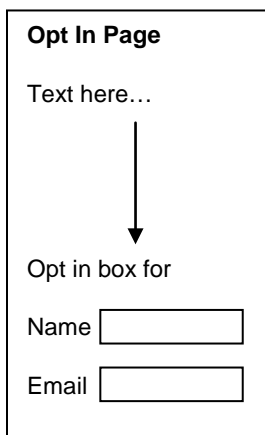
What you need to get started:

1. Domain
2. Hosting (where the domain "lives" so it's viewable online)
3. WordPress installed on the domain
4. Buy the domain at www.namecheap.com

I recommend hosting by Ultimatewphelp.com. Jill Sessa (owner of Ultimate WP Help) will set up the hosting for $40 a year for up to five domains. Buy a package with her so she will help with your WordPress needs, including setting up your basic site, installing WordPress, etc.

What is WordPress? It's a standard site builder and platform for websites. WordPress is the ONLY way to go when building a website.

Once you have your domain and hosting and WordPress installed, you are now ready to build your page. To make this building process super easy, I recommend buying Optimize Press. This is a WordPress theme that is designed to build high-converting opt in and sales pages. Get Optimize Press here: http://tinyurl.com/27oxvmh

What is high-converting? For the number of people who visit your page, you want them to convert and actually opt in/buy. Optimize Press has done the testing to see what layouts have the highest conversion rates so all you need to do is insert your content and you get snazzy-looking and effective pages.

Unless you are a tech genius and this stuff comes easy to you, HIRE A VA (Virtual Assistant) who knows Wordpress and Optimize Press!

Give your VA your content and they build the page. Easy Peasy.

*A note about VA and working with a budget: A good VA should take 1-2 hours to build a basic opt-in or sales page and that is **IF** you provide all of the content and images. If you make a bunch of changes, that will take longer of course, but to build the page from scratch with finalized content and images **provided by you**, it should take 60-90 minutes to get the first draft done for your review. If you have them create images or find images then that will also take longer. The basic page with the header, the content (that you provide), the form or the buy*

button, should take 60-90 minutes. This is a good thing to consider when figuring out your budget. If you hire a VA who charges $35 an hour and they take three hours because they don't have a lot of experience, verses paying someone $60 an hour and they are done in an hour, this is where you have to look at the total project cost, not the hourly rate.

How to Build the Page:

The Header: Have a header created by a designer. Tip: It can be homemade, it just can't look homemade. Give your designer the exact dimensions you need for the header, which is determined by the theme you use in WordPress. An average size is 900 pixels wide by 300 pixels tall, but get the exact dimensions as indicated by your WordPress theme.

I love to use PicMonkey to create picture quotes, headers and other text-based images for my marketing.

Examples from using PicMonkey:
(note: you have to buy the background images as stock photos, but you can place text on those images easily using PicMonkey.

Opt In Page:

In your email manager your VA creates the form for the opt-in from your email manager like InfusionSoft, Mail Chimp, A Weber, etc. Your email manager is the system that sends out emails. That form generates HTML or Java code to be placed in the actual Page.

> *I'm assuming that you are NOT sending emails to your clients and prospects by creating a mass email and using something like gmail or hotmail. If you are doing this, stop this immediately! Sending mass emails like that is annoying to your recipient and it's technically spam because they never officially opted in and there is no way for them to opt out.*

When people opt in on from the form on your page, they are now a part of a specific list in your email manager.

You provide the content (text and images) for the body of the page.

You also write an autoresponder email that gets automatically sent to the recipient confirming that you received their information and the details about what they opted in to.

So you need a header, the opt in form, and the content.

Sales Page:

Your VA creates the product in your shopping cart system and puts the HTML code of that product on your page. That product code is connected to your shopping cart so you can receive payments from your customer.

When someone buys the product they need to receive an automatic email that their purchase has been received and instructions on how to get their product. So if it's an audio file or a PDF, then the link of where they can download that file needs to be in the email.

This automatic email is called an Autoresponder email.

Where do you store the digital file that people are purchasing or downloading when they opt in?

If it's a PDF, upload the PDF as a media file on your WordPress site. Copy the link of that location into the email so people can download it directly from your site.

If it's an audio file, I recommend recording the audio file on InstantTeleseminar.com. When you record a file there, it provides iframe code, which is code you can paste directly onto a web page. Or it will give you a link that you can give people to access the code:

Using iframe code looks like this on your page: (I prefer this method so it keeps people on your site and the site is branded to you)
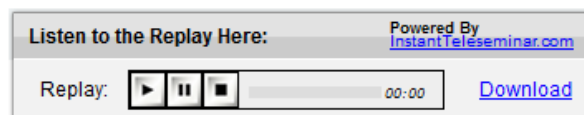
The link option looks like this: (not the prettiest page and it takes someone off of your site, away from your branding and it's multiple steps to access it).
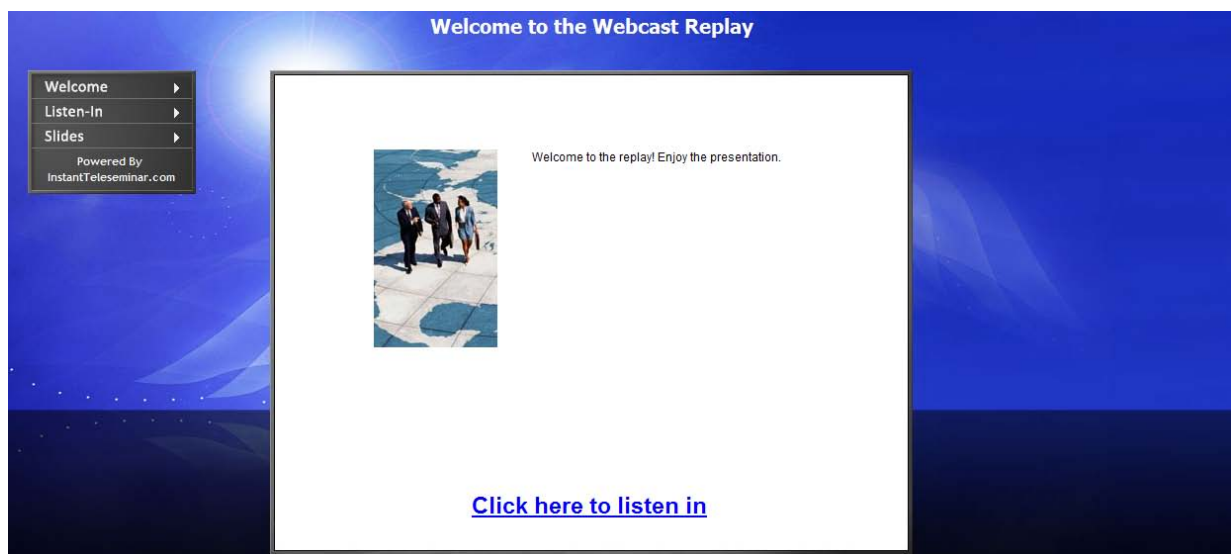
A note about Email Managers and Shopping Carts:

You want to have your email manager connected to your shopping cart. Why? So when someone buys a product from you they automatically become part of your email list.

If this isn't connected, then people buy a product and you get the notification through PayPal or however you accept people's money. Then you need to go to your email manager and put the person's contact information in manually. Once that contact is in your email manager you then indicate which email they receive that confirms their purchase and other email communication you send them.

If you are doing high volume of online sales choose a system that will make automation easy!

Overall, here is the dealio:

The bottom line with all of this is hire the VA who knows how to do this. Now that you have the basic understanding of how this works, it comes down to you overseeing that things get done but you don't have to be the one actually doing them.

You hire the right graphic designer to design your header.

You hire the right VA to do all of this techy stuff.

You buy your domain and hire the right company to host that domain.

Here are the basic steps:

Step 1: Buy your domain.

Step 2: Hire a hosting company.

Step 3: Hire the VA who will get the domain connected to the host. (Again I recommend Jill Sessa at Ultimate WP Help for all of your Wordpress and hosting needs)

Step 4: Hire a designer and tell them what you want on your header. Once you get the header finalized, give that header to your VA to put on your site.

Step 5: Create all of your content for your opt in/sales page, including the images you want to use. Give that info to your VA to put on the page. (Don't be surprised if you want to change some of the content once you actually see it on the site.)

Step 6: Have your VA create the opt in form or the product for the page and insert the applicable code on the page so it's active.

Step 7: Write the email that your customer gets when they purchase (or if it's an opt in page, the email they get with the details of what they opted in for).

Repeat this sequence for each opt in page or sales page you create.

I've provided a few resources in this guide, some of which I'm an affiliate. So if you like them like I do and engage with their services, I may get an affiliate commission from the provider. Even if wasn't an affiliate, I would be recommending these resources.

See the next page of a very simple sales page so you can see how all of this actually looks ➔

Header was created and inserted into the Optimize Press theme in WordPress. To see the real site: www.SoulVisionMarketing.com

Content was written and inserted into the page. Formatting has been applied (bold, colored text, etc.)

Stock images like this need to be purchased in order to legally use them. You can use pictures you have taken yourself, but other photos need to be purchased.

This text is actually a text image using a service called Pic Monkey, found here: http://bit.ly/1aBDUwh

This info graphic was created in InDesign and you can use an online program called Pikto Chart at http://piktochart.com/ There is a free level and also a pro level that gives you many more options.

This is the button that people use to purchase. Once they click on it, it goes to my shopping cart system. I have this particular product set up so when someone purchases, they receive an automatic email that I have already written with the details of how to download this digital product.

For this particular product, it includes several PDF files and audio training modules that I have recorded. I put all of those items onto one page at www.soulvisionmarketing.com/program. This page is password protected so people who buy the program get the password in the email they receive right after their purchase goes through.

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