

Landing Page & Thank You Page

In this video I want to talk you through my registration pages for my launch. I use the same format time and time again, and I just change some of the images and change the copy. For me, super simple works best. So, I often do split tests where I will pop a video here next to the registration page. But actually I think my copy is quite clear, and I don't really need much explaining. So, when I've done tests actually my landing pages without video have performed better, but obviously that is a test for you to do. You could have, instead of a photo, you could have a video here next to this column on the form, and see how that works.

But I'd say first time you're doing it, just keep things super simple. People often ask me what software I use, I will be honest, I write mine with code from scratch. Please don't be scared by that, I'm a weird person. But my 13 years in the online marketing world I've spent, well, gosh, it must be 10 of them actually building and designing websites. And so if there's one thing I can do, quite literally with my eyes closed, it's build websites and code. So, for me it's just like this little fun thing I get to do. So, I'm not recommending that at all, I recommend LeadPages. Yes, you're going to have to pay \$50 or so, even less than that actually if you're using it just for a few weeks, I think it's like \$37. Yes, you're going to have to pay that, but it's the ease that you get from it. So, use LeadPages, it's much easier.

On this page I'm just going to go through some of the key parts of this so you can understand what we have them for and why they're here. Of course, first and foremost logo top left so people recognise what this is all about. And I have a countdown to let people know that this is happening soon. And my promise is actually very simple, it's plan your best launch ever in the free Love to Launch Planathon online event. Very clear what you're going to get out of it. It's not going to cost you any money, and you can join this, and this is what we're going to be doing together.

And then the only details that I ask for are the first name and email, and I use the button join the free event, so they know that it's free, and then they can join it and it's an event. And again, just reiterating that it's free. Did I say it's free? So, you're going to put the word free everywhere, like people miss it, so make sure you do actually include it at every possible opportunity you've got. Not too much, we don't want to go overboard, but I do make sure I include it, especially on buttons for example.

So, then I have a little section here what on we're going to do. Before you wind down for the summer, it's time to plan your best launch ever. The Love to Launch Planathon is a whole week of free coaching, online training, and launch planning awesomeness. And then I sell the benefits. The benefit is you get a week of free coaching with expert launch coach Laura Phillips. Learn how to plan your next launch like a pro without stress and overwhelm. Step into a new level of confidence and ease with your launches.

And I have the images there just to reinforce the message, and then another little bit of text underneath for people who need details. Most people go to the page like this, they scroll to here, coaching? Yep. Plan your next launch? Yep. Confidence and ease? Yep, okay, I'm in. And they do that. If however they do scroll down, I have a section with praise from people in my industry and people that I've worked with. So, super important to have those on there.

Again, just privacy policy is super important, you have to have that otherwise you won't get your ads through Facebook, so make sure that is on your page. So, the structure is simple, you're clear on the promise because you've already figured out its content and you can just completely swipe this and do whatever you want to do with it. It's all about selling the experience, you don't need to go crazy. And this idea that landing pages have to be complex and really long, they just don't need to be. And especially for something like this, we want to keep it short, snappy, to the point. Sell the big benefits and make it look good.

So, when people are signing their details, they're going to land on this next page. And I'm very clear what happens on this page. Watch the video and download the schedule. So, I actually put captions on my videos on Vimeo, because I want people to be able to watch it without the audio. Because chances are they might be in a place where they can't listen, so I need to let them know that they can do that. And what I'm asking them to do, here we go, download the link. So, I'm basically just walking through the exact instructions that are on this page, and it's just them getting to see me and say hello. And it's just this kind of nice welcome.

Here's where things get cool. I tell them, "Super important, check your inbox, because this is where I'm sending your workbook this week. Please check for an email from me. Nothing received after 10 minutes? Email me here." And then this link actually if you see this bottom corner of the left screen, just in the bottom left, you can actually see where that link goes to. It sends me an email with the subject, "Help me Laura, no email received." I then get an email through saying I've not received it, and I know that I can check on my system to make sure that they're actually had that.

Sometimes emails don't come through, sometimes people put the wrong emails in. But I want to have this little check in place just to make sure that if people don't get it, that we're keeping in touch with them and also monitoring for any issues, because something email deliverability breaks and you need to know that if you're doing a launch and people aren't getting your emails, you can look into all those things and troubleshoot it.

Then I give them the ability to instant add all of the events to their calendar, and I'm going to walk you through that process in the next lesson. And, the most important thing, download and print the schedule. I want them to print the schedule because it's got all of the information on there. So, that for me is the most important step.

Now, if this is before welcome week, I'm not putting a link to my Facebook group on here. When you then open welcome week, you can put the link to the Facebook group on, and maybe put that in place of one of these. I mean I think two actions, we've got three actions there. But my goal is that no matter what happens, they either check that

they've got their emails, they either get the events calendar up or they print the schedule. But I actually put another call to action at the top to join the Facebook group for people who just want to join straight in there.

The problem with this page is that there are lots of things for people to do. And what I found it that most people will not even join the Facebook group. So, my goal is actually to get them to add the events to the calendar and download and print the schedule, because then I can get people to join the Facebook Group afterwards. So, the Facebook group for me, although it's important, my whole goal is actually to get people engaging and going through the content.

So, you don't want to give too much on this page. I don't think there is necessarily a right or wrong answer, it's just what's priority for you. So, if you don't have a Facebook group, then the calendar and the schedule. If you want to get people into Facebook as priority, then make that your number two. But for me, I need to make sure people are getting my emails, because that's how I'm going to be communicating with them throughout.

So, try not to put too much stuff on here. It's hard, because essentially there is. But what I found in my last launch was that people did actually take all of these actions. They did ... that's expired now, because it's an old calendar. They did add the calendar, they did download the schedule. They wanted to get all the information and they got exactly what they needed.

So, yeah, it's one of those things where I say to people with landing pages you want people to take one action. When it comes to this, and an event, unfortunately there isn't just one action. I need them to take several. And so just be mindful, and I think that's why a step one, step two, step three is valuable, because it gets people taking the right action at the right time, and obviously you've got to decide what is your absolute priority? And for me, absolutely getting people to check their inbox.

So, those are the key things you want to put on your page. I always love having a video, because it's that introduction and it's the welcome, and it's letting people know what's coming up. And then just making sure they're very clear on the instructions.

So, yeah, it's a tricky one. These thank you pages on launches are tricky, because on the one hand you don't want to give them too much to do, but on the other hand you kind of need them to take those actions. My personal experience is that when I've had this flow, people have downloaded the schedule, they've added the events to the calendar, because they know this is an exciting event they don't want to miss. It's unmissable for them, and they want to go through the experience. And so of course they're going to be all in with downloading these things.

And this is why we want to have different ways for us to communicate. For example, the Facebook group, your email channel. Having the calendar. We're just covering as many different angles as we can. And it may feel like a lot to create, but when you have it in a really beautiful flow like this, it's sign up, go to the thank you page, watch the video, and then I'm going to tell you exactly what you need to do.

So, yes, it does require some set up, but by having these things on this page here, it means that when your launch comes around, you're not answering stupid emails about, "Where's the schedule?" "Where's the workshop?" "How do I join the coaching call?" You've covered all angles. It's like go and download the schedule, here's the calendar, go and download all that. And you're just giving people what they need, so they don't need to come and bug you. But it all starts here on the thank you page.

So, I recommend you just copy this exact format. Create this exact format. It doesn't need to be as well designed as mine, keep it super simple, use LeadPages. If you have a website with a page builder, you can definitely do it on there. But above everything, keep it so that there is no menu and there's no menu here. We're trying to keep the page very simple, so when they land on, they know what they need to do, when they need to do it, and what are the next steps. And that way, people don't get lost. But just be mindful that when you're using this as a waiting list before you've opened up your group, do not add your group link there, because the group isn't open yet. So, that's definitely an important point that you just want to consider that the link will go nowhere.

So, just be mindful of that one. Test everything, keep it super simple. And remember, the most important thing is that promise. Plan your best launch ever in the free Love to Launch Planathon online event. Of course, I want my best launch ever, now give me the good stuff, Laura. So, in the next lesson I'm going to talk through the different options that you've got for creating more engagement, and how we actually create things like the calendar and the schedule. So, we'll see you in the next lesson.