

W.E.R.K. YOUR LANDING PAGE
WERKWEEK #1 – W.E.R.K. ETHICS FORMULA

W.E.R.K.
YOUR LANDING PAGE



**CRAFT LANDING PAGES THAT
GROW YOUR EMAIL LIST AND
GET YOU PAID**

W E R K Y O U R W O R D S . C O

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THE W.E.R.K. ETHICS FORMULA

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou

Everything I write. Everything I teach my clients to write starts with the W.E.R.K. Ethics Formula. Here’s what it stands for:

W – WRITE with emotion

E – EDUTAIN the mess outta folks

R – RELATE to the right people

K – KILL it in sales and service (after you’ve nailed the W, E and R)

Let’s break down each component of the W.E.R.K. Ethics Formula.

WRITE WITH EMOTION

Let me start with a statement you’ll need to remember for the rest of your entrepreneurial life:

Using emotion in your writing is the KEY to persuading people to take action.

You see, emotional appeal is why we desire things, and it’s why we take action to get the things we want. “Desire” is an emotional impulse. Now, the trick to writing with emotion is slinging sentences that trigger the right emotion in your audience.

What you don’t want to do is “boo hoo” all over every landing page you publish. Nor, do you want to scream, “buy my stuff” day in and day out. Instead, you want to write with confidence and assure your audience you can deliver a product/service that fulfills their desire.

Now, let’s talk more about this today during the live broadcast (or video if you catch me on the replay), but before I end this discussion, I want you to know this:

Saving money or getting free stuff is NOT everybody’s primary trigger. You see, people desire the lifestyle that comes along with investing their time and money in you.

So, what does this mean for your business?

FREE ain’t always the answer. This means, whatever service you provide, think on the other side of that service to what your people really want. For example, I sling

sentences. Well, people don't hire me to write for them, they hire me to write sentences that make them money so they can have a profitable business.

Therefore, even if I offered a FREE landing page makeover, the trigger isn't FREE. The trigger is the idea of having a page filled with words that pierce the hearts of their readers all the while propelling them to take action. Folks who see the value in that will race to sign up. Make sense?

The reason this works is because buying is an emotional decision. You see, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain and struggles your prospect is experiencing or the triumphs she/he wants to experience then you're at least 85% more likely to make a sale.

Now, before we go any further, I want to stress the necessity of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. As I said in my bestselling book, *Shots Fired!*:

The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Next to not focusing on the RIGHT people, the second biggest mistake I see solo entrepreneurs make is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

So, to do this profitable biz thang right, you first gotta know what drives your audience to take action. What emotions are they experiencing by the time they reach you? What are their greatest desires? How do your products/services fit in when it comes to addressing their desires?

Remember this:

**You have to meet folks where THEY are
when they come in contact with you.**

Now, if you participated in any of the previous W.E.R.K. courses, you're likely seeing the results of the W.E.R.K. Ethics Formula. Will it turn you into an overnight success?

Probably not. But it will get you more engagement and with more engagement

ultimately comes more sales.

W.E.R.K. IT NOW (WIN) TASK #1

Write down your market's top 3 desires and emotions and connect those with what you do. What makes them want your products/services? Be sure to share your response on this week's post in the WERKplace community by completing this paragraph:

Hi, I am a _____. I help [insert who you serve] by offering services/products that [what issues do your services/products solve]. My market's top 3 desires are _____. When my core audience reaches me, they feel [i.e. frustrated, lost, confused, and so on].

Having trouble articulating your buyer emotions in writing? This article will be a HUGE help for you: <http://baab.biz/101-magic-words-guaranteed-to-inst...>

W.E.R.K. IT NOW (WIN) TASK #2

Now, if you've already completed WIN TASK #1 in previous courses, feel free to skip it ONLY if you're super-duper clear on your audience's desires. Everything we do in this course will be linked to audience desires, so if you're unsure, you gotta get this step right.

Anywho, if you're clear on that, I want you to take some time to write down what you're REALLY selling.

For example, Colgate sells a brighter smile. Coca-Cola sells the experience of enjoying time with family and friends. A fitness coach sells confidence in one's appearance.

What is that THING, that EXPERIENCE, that PROMISED LAND your offering delivers to people?

Share your response on this week's post in the WERKplace community by completing this sentence:

My product/service is _____ and I am selling _____.

EDUTAIN THE MESS OUTTA FOLKS

The Online Free Dictionary defines “edutainment” as the “presentation of informative or educational material in an entertaining style.”

And that’s exactly what you gotta do when you want to propel folks to whip out their credit cards and smack that buy button.

Here’s the thing:

If you deliver your offer in a boring way, your audience will be bored. However, if you’re amped up and excited about serving people with your incredible offer, they’ll feed into that and they’ll be excited too.

Now, I already know what you’re asking, *“Apryl, I’m not a bubbly, over-the-top person – so how do I edutain people?”*

Glad you asked.

You see, edutainment is not about being bubbly and over-the-top, it’s about being all of YOU. For example, some of you have called me “bubbly” when you see me on video or livestream.

But if you haven’t used the right storytelling techniques, folks won’t do what you want them to do. What you did was give them a damned good story and you got an intrigued audience. However, you didn’t get a single PayPal notification. Just people who said, “Yesss, that was an incredible story.”

And that right there ... is when storytelling doesn’t work.

So, the key to storytelling is delivering stories that not only engage your audience but also hit your buyers’ pain points and paint a picture not only of their struggles, but also of what life will be like for them after they smack that BUY button.

Copywriters use stories all the time because they’re a powerful way to sell. They can influence sympathy and encourage donations. They can cause a revolution or protest. They can provoke a response. And most importantly for you, they can sell.

The bottom line is this: storytelling works. But sometimes it doesn’t.

You see, you can deliver the most heart-wrenching tale that hooks your fans/followers and swirls them around in a flurry of emotions and makes them

experience all their feelings until they're left gasping for air, pleading and begging for more by the time they devour the last word on the page.

But if you haven't used the right storytelling techniques, folks won't do what you want them to do. They got a damned good story. You got an intrigued audience. However, you didn't get a single PayPal notification. Just people who said, "Yesss, that was an incredible story."

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We'll talk more about this in the coming weeks, but for now, I want you to know that "edutainment" is about intriguing your audience with a purpose. Not just bouncing around trying to get a random rise outta folks. Trust and believe, there is a difference.

RELATE TO THE RIGHT PEOPLE

Now because all of you already have an established business, I'm going to assume you have at least a general idea of who you serve and who benefits from your products and services.

But just knowing this ain't enough. I always say, "if it ain't written, it ain't hittin'." And in this case, that means, if you don't have a summary of your ideal client in writing, then you'll never truly know who you're talking to.

Of course, you can have her/him in your head, but real talk ... she/he isn't REAL until you see all his/her curves and characteristics, ups and downs, triumphs and tribulations in writing.

To get you headed in the right direction, here are a few questions you want to make sure your ideal client summary addresses:

1. Gender?
2. Age?
3. Race? (If it's a major factor for your product/service)
4. Profession?
5. Annual income?
6. Highest education level?

7. Marital status?
8. What social media platforms does she/he use?
9. What frustrates her/him most?
10. What are the top 3 to 5 emotions this person is feeling by the time they reach you?
11. What is her/his most urgent crisis right now (as it relates to your offering)?
12. How does your offering address the urgent crisis in #11?

Now here is a short sample summary for one of my ideal clients. And YES, you can have more than one ideal client.

Meet Kim. She's a 35 year-old Cablanasian. She's a 5- to -6-figure earner, smart, married mompreneur who is obsessed with Scandal, Empire and even enjoys the occasional reality TV show. She sometimes binge watches Soul Sundays and loves reading Essence, Black Enterprise, Fortune Magazine and interesting articles on The Huffington Post.

When it comes to her work, she is a BEAST at what she does (business coaching, consulting or creative services - photography, design, creative writing, etc.). Only problem is, she doesn't sound so beast when she writes about what she does on Facebook, LinkedIn, in blogs or on her website.

She can talk about her genius all day long, but when it comes to tapping those keys, her "beastness" turns into dull, boring words that do nothing to hook clients. By the time she reaches me, she is wallowing in a pool of word despair. She knows who needs her genius, she just has no idea how to use her words to pierce hearts and open wallets. And that's when I tap into her VOICE and turn her brilliance into spine-tingling sentences that propel people to whip out their credit cards and smack the buy button on her offerings.

**Now, what is the core thing that connects multiple ideal clients?
Tune in for class or catch the replay to find out.**

W.E.R.K. IT NOW (WIN) TASK #3

If you don't have a written summary of your ideal client, please write a summary for at least one of your ideal clients before we meet for Week #2. No need to share this in the group unless you need help putting the pieces together for your ideal client.

If you're already clear on your ideal client – SKIP THIS TASK – YOU'RE A ROCKSTAR!!

KILL IT IN SALES (AND SERVICE)

Writing with emotion, using words to edutain folks, tailoring your messages for the RIGHT people forms the foundation of your ability to KILL IT in sales and service.

Let's be honest, we all want to help our audiences. We all want to serve the masses. We all want our people to succeed. But we also want to profit from our genius.

So many entrepreneurs shy away from saying they want to KILL IT in sales, which is crazy! We're not here to donate our time and services. We're here to profit from our genius and serve the people who need us most.

You see, you can make money AND serve your people at the same time. And feel great about doing it.

Take me for example ... I run a profitable business slinging sentences that make other people money. My clients make money. I make money from my clients paying me. It's a beautiful circle of entrepreneurial life.

Now, the KILLING IT in sales piece does not come about automagically simply by having steps 1, 2 and 3 in order. You see, doing those things positions you to make the sale, but you still have to deliver something worth buying. And serve your audience in a way that keeps them coming back for more.

While this sales writing formula can make killing it in sales easier for you ... it can't guide you through creating the bomb-diggity products and services. Putting in that WERK is all on you, love!

THE (WRITING) RULES OF ENGAGEMENT

I don't do tricks. Plain and simple. I know a lot of copywriters talk about tricks to getting folks to take action, but I ain't about that life. You see, I've found that people engage with and invest in folks who genuinely show interest in helping them through their struggles.

So instead of “trickin’,” I put in that WERK to get my PayPal poppin’. And here’s an easy breezy formula on doing just that:

1. Start with your peeps ... not the product or service but instead focusing on THEIR concerns, needs, fears and issues. (Go back to what you wrote down in WIN TASK #1)
2. Get attention. (This is all about edutaining folks to make your message stand out.)
3. Identify your prospect’s problems and demonstrate your knowledge of that problem.
4. Position your product or service as the solution.
5. Prove the value of your product/service in comparison to others by giving your audience a look inside the “promised land” – the place where they experience the results promised by your products and services.
6. Tell your audience what to do next.

See how we built on the basic W.E.R.K. Ethics Formula? **Everything you write for sales is attached to this specific set of steps.** Remember that.

Now that you know the steps, let’s move on to the three core rules of persuasive writing:

RULE #1 – SHOW INTEREST

Everybody knows folks don't like to be sold to. But we all love a kind set of ears listening to and understanding our problems and offering a way to get rid of our core problem once and for all ... don't we?

You see, when you genuinely show people you're interested and concerned about what they have going on, they start to feel comfortable with you. And when they're

comfortable. They trust you. And when they trust you, they're more likely to love you enough to open their wallets to you.

Because real talk ...

People love to buy things. They just don't like to be sold to.

So, what's the difference?

Glad you asked.

When you show interest, you're offering a solution. You're being kind and concerned. And instead of pressuring the individual to take action, you're tempting them.

Oooh, now "tempt" is a juicy word. Let's say you're a baker and you want to get your friend to buy a cheesecake from you. Now, you wouldn't hit them with a list of 5 reasons cheesecake is good for her, would you?

Nope. Instead, you'd tell her how moist the cake is, how thick and sweet the cake is, how the crust is cooked to perfection and how wonderful it smells. You see, you've stamped a picture in her brain that teases her emotions so she starts craving the cheesecake, even though she knows it's not necessarily healthy for her.

In short: You'd tempt her by appealing to her emotions. You wouldn't bore her with a gazillion reasons to hand over the money right now or ram the cake down her throat – that is if you want to make a sale.

RULE #2 – PIERCE THEIR HEARTS

I've said this a lot already, but it's worth repeating:

Folks invest their time and money for emotional, not logical reasons.

If people acted logically, you couldn't sell cheesecake, jewelry, luxury cars and all those other things that make people feel good.

To write words that sell, you have to appeal to your prospect's emotions and desires.

On page 12 of [*Shots Fired*](#), I identify 8 top "feel good" reasons people buy. Here's the list:

1. Save time
2. Cut costs
3. Rake in more cash
4. Live a happier life
5. Make better use of time and resources
6. Become healthier
7. Lower stress
8. Work less and have more leisure time

And here's a few more:

9. Feel prettier and more desirable
10. Increase self esteem
11. Feel empowered to make moves

People invest to bring about some type of transition in their lives and it's your job to know which transition your products and services deliver.

RULE #3 – BRING ON THE RATIONALE

People are creatures of emotion, not logic. What this means is after your prospect is emotionally sold, she needs to justify her *irrational* decision with *rational* reasons.

Think about coaching services. First you demonstrate your knowledge of her pain and fears. Then, you take her through the journey of what her life would be like once she overcomes that pain and/or fear.

And once she's emotionally connected to your life coaching services, she *justifies* the investment with all the testimonials and case studies you've included to show her how other women just like her achieved goals similar to hers.

But please know the testimonials didn't sell your services. They simply made her feel good about the decision she already made. And when a buyer is on the fence, this is almost as necessary as the emotional appeal. Though this additional information doesn't sell the services, it does justify the investment.

Here's the bottom line:

You want the prospect to feel good about the investment because when they do, they'll likely take an active role in what comes next AND tell others about their incredible purchase.

THE LOWDOWN ON LANDING PAGES

Now that I've broken down the W.E.R.K. Ethics Formula, you're likely asking: "How in the heck can I use this on landing pages?"

Great question.

You see, when you know WHAT you're selling, WHO you're talking to and WHAT they desire, the W.E.R.K. Ethics Formula teaches you HOW to communicate in a way that engages your audience and gets them to invest their time and money in your products and services.

So instead of creating an opt-in page like this:

Join My FREE 30-Day Business Planning Challenge

Business planning is important for every business. For 30 days, I'll share tips and tricks on how to successfully plan every step of your business.

Join Now.

You'll rely on what you've learned from the W.E.R.K. Ethics Formula to hit folks upside the head with this:

Discover How to Put Your Money on Paper and Plan a Year's Worth of Profit in Just 30 Days

I see you coming up with awesome business ideas. But here's what I want you to know:

A great idea means nothing if you can't turn it into a profitable product or service.

So, if you've been sifting through a sea of great ideas and guru tips you've yet to profit from, all that stops Monday. For 30 glorious days, I'm going to take you by the virtual hand and show you how to turn your great business ideas into cash in the bank.

All you gotta do is type YES to accept the challenge. You in?

Now, I see a ton of landing pages like the first one. But what I don't see too much of, is a well-planned, persuasive landing page that focuses on WHY folks should invest their time and money in a specific offering.

The landing page rewrite shows the reader that you care more about their success than you do the offering. It puts your audience front and center where they belong. And that's what the W.E.R.K. Ethics Formula is all about.

The W.E.R.K. Ethics Formula also gives you "permission" to allow your personality to ooze through in your writing. You don't really need my permission to do that, but ...

You see, one core reason people engage with you and invest their time and money in certain entrepreneurs and business owners is because they LIKE and TRUST the person they "meet." So, if people never get to "meet" you – the real YOU – they likely will not feel compelled to deepen the relationship with you.

This means, if you're blasting out emotionless landing pages yelling "join now," "buy my stuff," or "sign up for my free X," you're not giving people an opportunity to get to know you or even trust that you have their best interests at heart.

The bottom line is this:

The W.E.R.K. Ethics Formula teaches engagement because with engagement and relationship building comes sales. And not just "one-hit-wonder" sales, but real connections that propel people to devour everything you create.

That's what you get when you put in the W.E.R.K. And that's what you'll discover how to do as we move crafting your opt-in, sales and product/service description pages.

LANDING PAGE LINGO

Before we dig into crafting irresistible landing pages, I want to take some time to explain some common landing page lingo. Now, I'm breaking these things down into relatable terms that make sense for YOU. I'm not pulling dictionary definitions and copywriting acronyms.

I've spent 30+ years developing an intimate relationship with words and that intimate relationship is what allows me to breakdown complex copywriting theories into terms everyday entrepreneurs can embrace and apply.

And with that being said ... let's get to the lingo!

- 1. Landing Page:** A landing page is an online piece of real estate designed to propel people to take a SPECIFIC ACTION. To keep things simple, I say there are 3 core types of landing pages:
 - a. Sales Page:** A sales page is a transactional page designed to persuade people to smack the BUY button.
 - b. Opt-in Page:** An opt-in page is a transactional page designed to persuade people to surrender their email addresses in exchange for a valuable piece of content.
 - c. Product/Service Description Page:** A product/service description page is a lead-generating page designed to explain offering benefits/features and persuade people to either invest in tangible products or book a call to find out more about service offerings.
- 2. Call to Action:** A Call to Action (CTA) is the language used to persuade people to take a desired action – Buy Now. Enroll Today. Accept the Challenge. Shop Now. Contact Us. Watch the Video.
- 3. Offer:** An offer is anything you give your readers in exchange for getting them to do what you want.
- 4. Features:** A core listing of incredible things about your product or service.
- 5. Benefits:** Identifying HOW the features will help your reader overcome a struggle/address a pain or reach the “Promised Land.” Every product/service feature should be tied to a benefit
- 6. Pain Points:** Identifying how the features of your products and services will help your readers overcome struggles and avoid misery.
- 7. Social Proof:** Evidence that supports your offering promise and lets people know your products and services can do what you say they will. Social proof includes customer listings, press mentions, usage stats, testimonials, case

studies, review/feedback screenshots and so on.

- 8. Headline:** The headline is the most important element on the landing page and tells your reader exactly where they are, why they're there, and gives them a reason to keep reading. Like the headlines plastered all over the magazines in the grocery store checkout line, this sexy string of words is used to entice your visitors and get them to stick around long enough to check out what's inside the "pages" of your offer.
- 9. Imagery:** Imagery is used to support and drive home the message on your landing page. Examples of imagery includes icons, graphics, logos, bio photos, directional arrows, color variety, stock photos, selfies – any type of visuals can be an essential element of your landing page as long as they complement the message.
- 10. Conversion:** A conversion is the point at which a landing page visitor responds to your CTA and performs the desired action.

As we move through this WERKShop, you'll likely hear other terms you want to jot down so I've included some space for you to keep all your definitions in one place.

LANDING PAGE LINGO NOTES

1. _____

2. _____

3. _____

4. _____

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19.

20.

THE SKINNY ON CONVERSION RATES

Every entrepreneur wants to know the answer to THIS question:

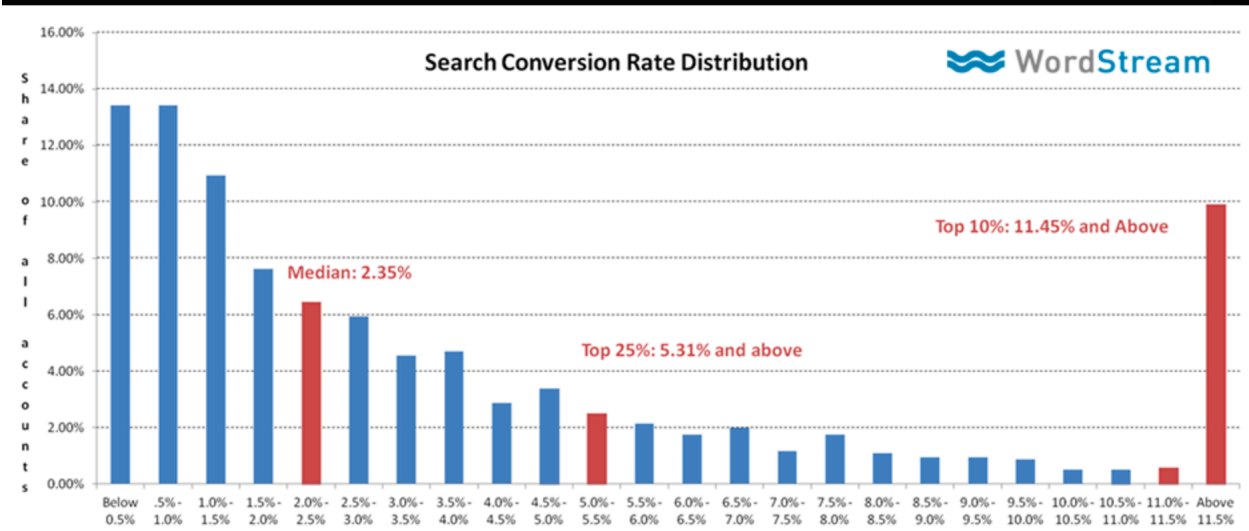
“What is a good conversion rate?”

The answer?

It depends.

You see, while Search Engine Land says the average landing page conversion rate is 2.35%, this number varies widely based on your industry and your ability to engage “pockets of people” in a relatively short timeframe.

Here’s a chart for my stat lovers that maps out average sales conversion rates:



Distribution Point	All accounts	Ecommerce	Legal	B2B	Finance
Median CVR	2.35%	1.84%	2.07%	2.23%	5.01%
Top 25% CVR	5.31%	3.71%	4.12%	4.31%	11.19%
Top 10% CVR	11.45%	6.25%	6.46%	11.70%	24.48%



Now, average email opt-in rates (getting folks to hand over their prized email addresses) are a bit higher than getting them to drop their coins on you. Generally speaking, an average opt-in page can convert at a rate of 10% to 20% on the low end and at 50 to 70% on the incredible end.

Let me explain:

Say you launch a FREE webinar and promote it for 4 days and end up getting 400 people enrolled at a conversion rate of about 50%. That means, you had 800 people click to the landing page and of those 800 people, half enrolled for the offer.

Now, had you put the offer in front of 1,600 people, you possibly could've walked away with 800 registrants versus 400.

So, while folks are so focused on conversions – which are incredibly important – I want you to also consider traffic and how many eyeballs you're getting on your offers. And how you can get MORE.

Now remember, marketing is a numbers game, so even though most businesses have sales conversions of 1 to 3%, the actual number of sales you make can be greatly affected by the number of people who actually see the offer in the first place.

We'll talk about wooing AND gluing eyeballs to your offer during the WERKShop, but for now, please know this:

Conversions and Traffic are the Bey and Jay of landing pages.

And that feels like the perfect place to wrap this week's lesson!

WERKWEEK #1 WRAP UP

And WERKWEEK #1 is in the history books! Be sure to join the [WERKPlace Spot here](#) so you can ask questions and get your weekly feedback.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up piece of paper in a bottle ... none of that. You must post your questions inside the group.

W.E.R.K. IT NOW (WIN) TASKS

Each week, you'll receive one or more WIN tasks to complete before the following week. We will close comments TUESDAYS at NOON EDT for the prior week's assignment feedback.

For example, feedback for this week will be accepted until noon EDT NEXT TUESDAY. After that, we will disable the commenting capability for the post and will not provide feedback on your assignment so please be sure to stay on pace with the class if you want to cash in on the feedback portion.

NEXT WEEK, WE DIG INTO OPT-IN PAGES!