

FWM May 2014 Webinar

**OFFERS
AND
LANDING PAGES
THAT
CONVERT**

What will you learn today?

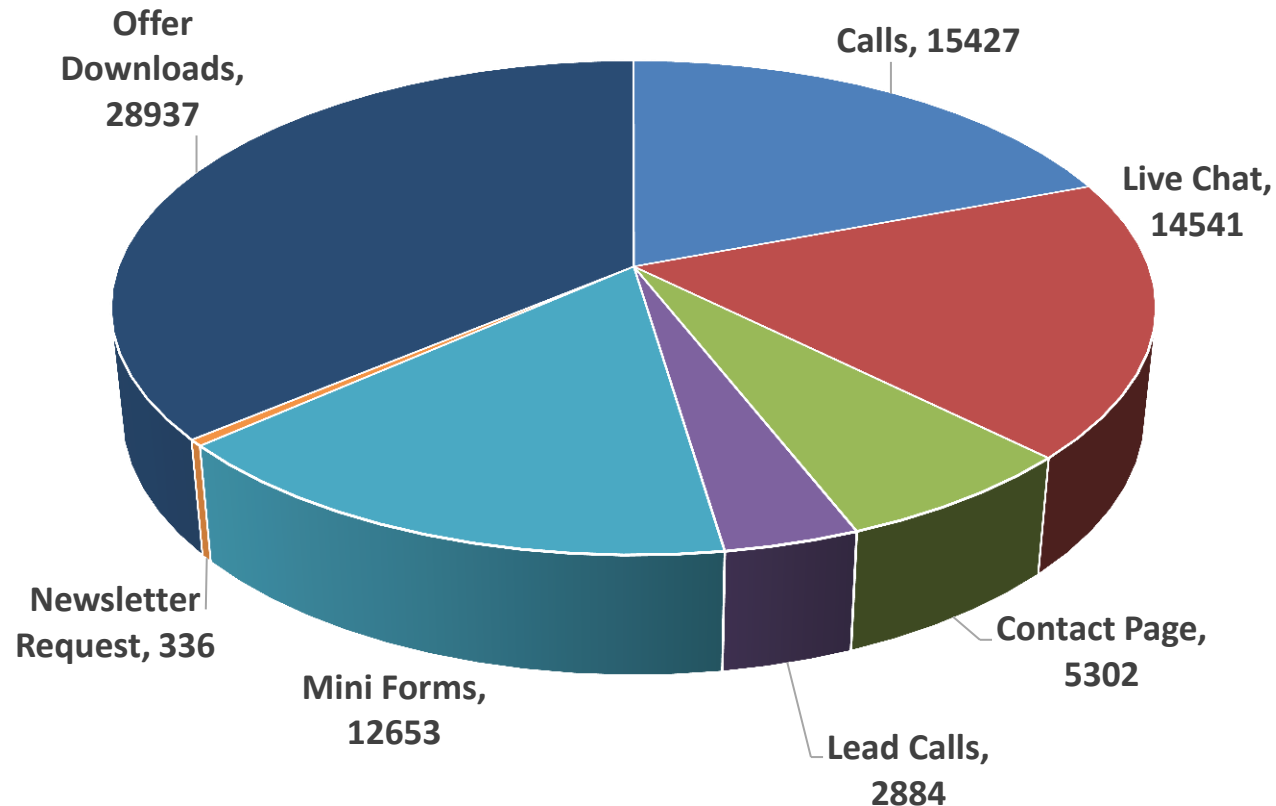
1. That free offers really WORK!
2. Common elements of successful offers
3. Titles of actual offers that convert
4. All the elements of a successful offer landing page
5. **Always Be Testing!**

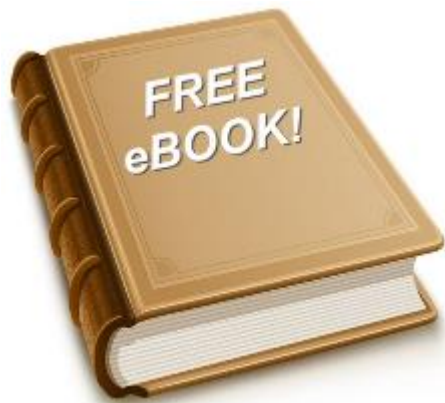
Why bother doing it?

1. Leads into your database
2. Market to them, build trust
3. **People buy from those they trust**

**We collected data on
over **80,000** contacts
from nearly **400**
attorney & doctor
websites**

How Do Visitors Convert?





Free Offers

35% of all contacts

- ✓ **Free**
- ✓ **“Secrets”**
- ✓ **Bumper Stickers**
- ✓ **Biggest Mistakes**
- ✓ **Lists (5 biggest mistakes)**
- ✓ **Gender focused**
- ✓ **Niched**
- ✓ **Coloring Books**



Titles of Top Converting Offers

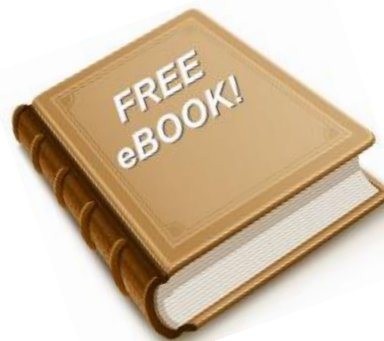
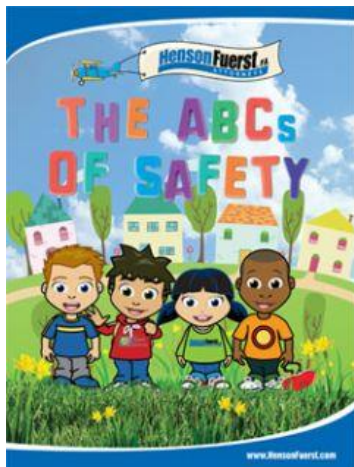
1. Motorcycle Awareness: Order Your “Watch for Motorcycles” Sticker
2. Get Out Of Debt: Important Secrets To Know Before You Hire An Attorney or Sign Papers
3. Auto Accident Kit with Cell Charger
4. Free Pediatric Coloring Book, Free Kid's Coloring Book

Titles of Top Converting Offers

5. How to Get Divorced | About Divorce for Virginia Women - No Cost Book
6. Free Custody Book, Women's Custody Survival Guide
7. Don't Panic: Win Your VA Disability Claim
8. 6 Reasons Why Game-Based Learning Might Be the “Next Big Thing” in Your Talent Development Strategy

What makes an “offer”?

Something you can convince visitors they
WANT or NEED



What makes an “offer”?

Catchy page title and meta description to get
click through

[How to Get Divorced | About Divorce for Virginia Women ...](#)

www.virginiadivorceattorney.com/.../what-every-virginia-woman-should... ▼

Download “What Every Virginia Woman Needs to Know About Divorce” by Attorney Charlie Hofheimer. This information-packed **book** is filled with the answers to ...

[Lawyer Marketing Book- Free Sample Chapter From Ben ...](#)

www.greatlegalmarketing.com/.../receive-your-free-sample-chapter-of-th... ▼

by Ben Glass - in 1,085 Google+ circles

Order the best **book** on **attorney** marketing. ... Attention Solo and Small Firm **Attorneys** Who Still Think That “Free Consultation” and “No Fee if No ... by Ben Glass.

What makes an “offer”?

A landing page on your website!



<http://www.quicksprout.com/2013/10/17/the-anatomy-of-a-high-converting-landing-page/?display=wide>

What makes an “offer”?

Headline that succinctly describes the offer

Get Your FREE "DNT TXT N DRV" Bumper Sticker!

ACCIDENT ASSISTANCE GUIDE—KEEP THIS IN YOUR GLOVE BOX!

Are you facing a custody battle?
Don't lose your Children! Read our
free custody guide.

What makes an “offer”?

Enticing copy that compels the visitor to fill out the form. Describe the offer from the visitors perspective*:

- 1. FEATURES**
- 2. BENEFITS**
- 3. PAIN POINTS**

**Don't assume you know—ask! Then TEST!*

What makes an “offer”?

Every day, hundreds of men and women are charged with Reckless Driving/Speeding in Virginia. Especially out-of-state motorists are shocked to find out that what they had initially perceived to be a “glorified speeding ticket” carries with it potentially devastating consequences:

- **Go to Jail** - Motorists routinely go to jail and lose their license for speeds above 80 mph.
- **Permanent Criminal Record** - unlike a traffic offense, the criminal conviction is permanent!
- **Lose Your Job, Security Clearance and/or Commercial License** - Even those who were cited traveling 80 mph and above are looking at a possible loss of job, their license (including Commercial Driver's License) and their security clearance.
- **Insurance Nightmare** - in fact, some insurance companies are raising rates more for a conviction of Reckless Driving/Speeding than for a DUI

**FREE Consumer Guide Reveals
the Facts You Need to Know**

What makes an “offer”?

Cable Installers: The law says you must be paid overtime, but are you receiving it?

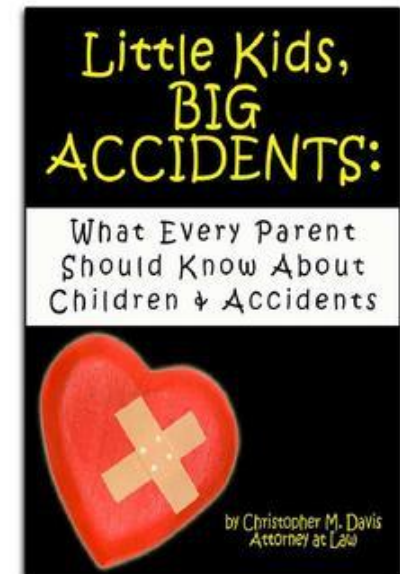
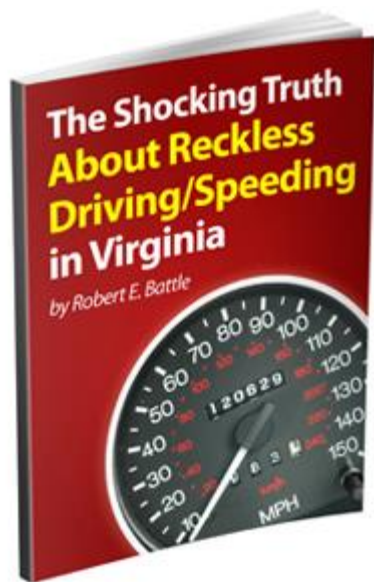
If you suspect you are not being paid your correct hourly or overtime wages order our free report to learn why you may be owed overtime pay if:

- Your employer did not keep records of your hours;
- Did not pay your overtime premium (one and one-half times your regular rate) for all hours worked over 40 hour in a workweek (this requires converting your piece or day rate to an hourly rate first);
- Did not allow you to record all the hours you worked; or
- Did not pay you for "down time" in your workday, such as driving time or time waiting for customers.

Order our free report to learn your rights.

What makes an “offer”?

Relevant, clear image or video—not stock!



What makes an “offer”?

Testimonials / Reviews

“ Wish I'd sought his insight long, long ago. Be smarter than me and go to him, right away. -Mike

★★★★★
SUCCESS STORIES >

Hear From Our Clients

Thank you so much for getting me a larger settlement than I anticipated. I am sure that this is due to your hard work and your capability to get the most for your clients.

T. Sangha

“ *Thank you from my family, from my wife, from everybody. We owe you so much. You took us from the brink of bankruptcy to being a rockstar and I don't say that in jest. We are rocking it here and it comes from every opportunity you gave us through the website and the tools you gave us.*



- Bill Turley, The Turley Law Firm

What makes an “offer”?

Trust Elements

Murphy Law Firm and attorney James Murphy has made appearances in the following news sources:



BOOK: The Ten Biggest Mistakes That Can Wreck Your Washington Accident Case

(Paperback)



by Christopher M. Davis, Attorney at Law

IN STOCK

Price: ~~\$45.99~~ Absolutely **FREE** for Accident Victims in Washington State

Shipping: **FREE** No Cost

Handling: **FREE** No Charges

Usually ships within 24 hours

About the Author

Bob Battle has been featured & profiled in:



The Washington Times

The Washington Post

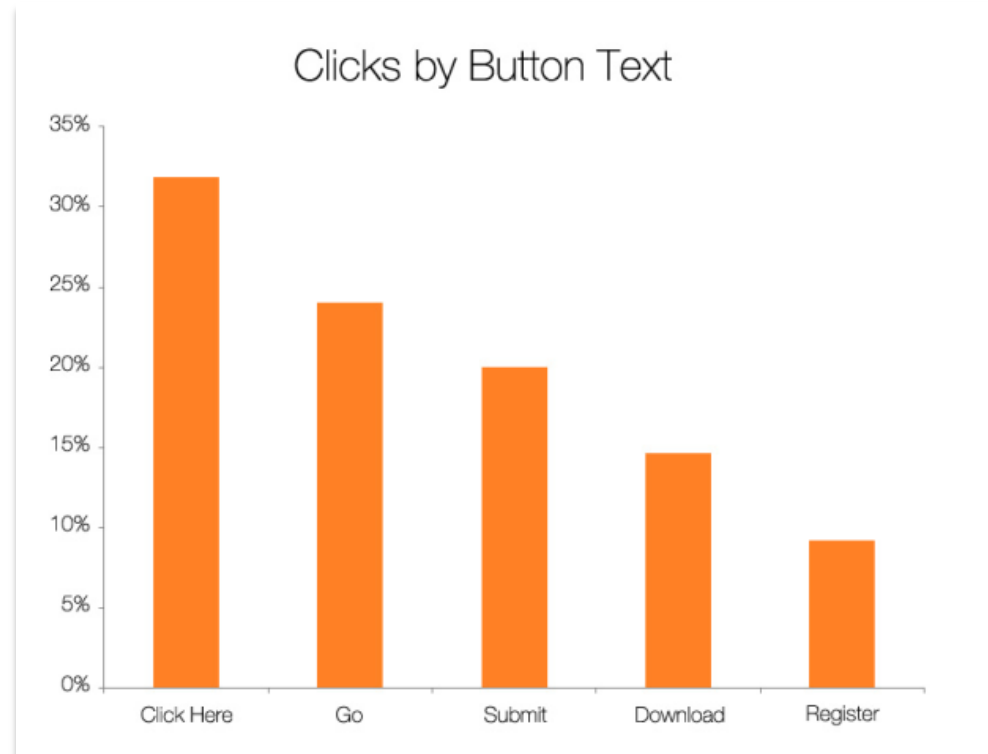


Richmond Times-Dispatch

THE NATIONAL LAW JOURNAL

What makes an “offer”?

CLEAR Call to Action

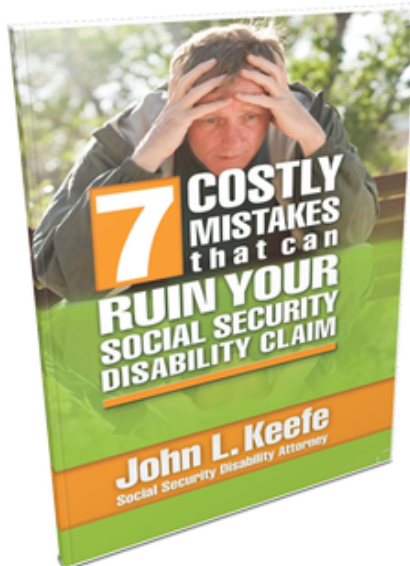


<http://blog.hubspot.com/blog/tabid/6307/bid/6737/Don-t-Submit-To-Landing-Page-Button-Text.aspx>

What makes an “offer”?

FOCUS

Keep it simple!



7 Costly Mistakes that Can Ruin Your Social Security Disability Claim

ATTENTION: If you or a loved one is currently unable to work because of a physical or mental condition and you're considering applying for Social Security Disability benefits, there are several critical mistakes you need to avoid. This important new book outlines those mistakes and helps you make the strongest claim possible.

There is no question that applying for Social Security Disability can be a challenging, difficult process. Unfortunately, many claimants end up dealing with a lot more stress than is necessary – and many jeopardize their claims entirely – because of mistakes they make.

Don't take that risk!

Instant Download

Please complete the short form below to get your copy delivered instantly to your email inbox.

FIRST NAME: *

EMAIL: *

GET FREE BOOK NOW

Testimonials

I want to thank everyone at this office for all the great work and help you have given me.

*Reckless/Speeding
above 90 mph =
JAIL in many
jurisdictions*



BOBBATTLELAW.COM

00:23 / 01:22

About the Author

Bob Battle has been featured & profiled in:



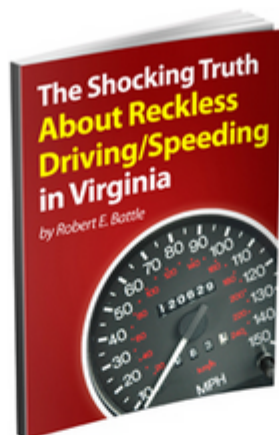
The Washington Times

The Washington Post



Richmond
Times-Dispatch

THE NATIONAL
LAW JOURNAL



Before you speak to ANY lawyer about your case, get the FREE Consumer Guide, *"The Shocking Truth About Reckless Driving/Speeding in Virginia."* **URGENT - OUT OF STATE and OUT OF AREA Motorists - It's a SERIOUS criminal charge!**

Every day, hundreds of men and women are charged with Reckless Driving/Speeding in Virginia. Especially out-of-state motorists are shocked to find out that what they had initially perceived to be a "glorified speeding ticket" carries with it potentially devastating consequences:

- **Go to Jail** - Motorists routinely go to jail and lose their license for speeds above 90 mph.
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- **Insurance Nightmare** - in fact, some insurance companies are raising rates more for a conviction of Reckless Driving/Speeding than for a DUI

FREE Consumer Guide Reveals the Facts You Need to Know

A new book from Former Prosecutor Bob Battle separates the myths from the facts. And reveals how to get your case successfully resolved - in many cases without you ever having to appear in court. This free Consumer Guide is a must read, especially for out-of-state



Get Your FREE Consumer Guide Here

There's no obligation. Enter your information and hit the FREE INSTANT ACCESS button and the free Consumer Guide will be immediately on its way to you.

* First Name:

* Last Name:

* Address 1:

Address 2:

* City:

* State:

* Zip:

* Phone:

* E-mail:

Free Instant Access

Privacy Assured: All information provided is kept strictly confidential.



Charges Dismissed

"Thank you very much for your time and efforts. I am very happy



FOSTER
WEB MARKETING

Test...test...test...

1. View your landing pages on desktops with different screen resolution, mobile phones, tablets
2. Fill out your forms on all devices
3. **TEST YOUR FORMS MONTHLY**
4. Track revenue by landing page, see which actually make you \$\$ (not just traffic or lame leads!)



Questions?

Resources

- **Need Help Getting Started?** We have professional writers and editors who can: *write books, offers, landing pages, follow-up campaigns, edit your own book or landing page!* info@fosterwebmarketing.com or **888-886-0939**
- **Oct 24-25:** Join us at the 2014 Great Legal Marketing conference in Arlington, VA (www.GLMConference.com)