



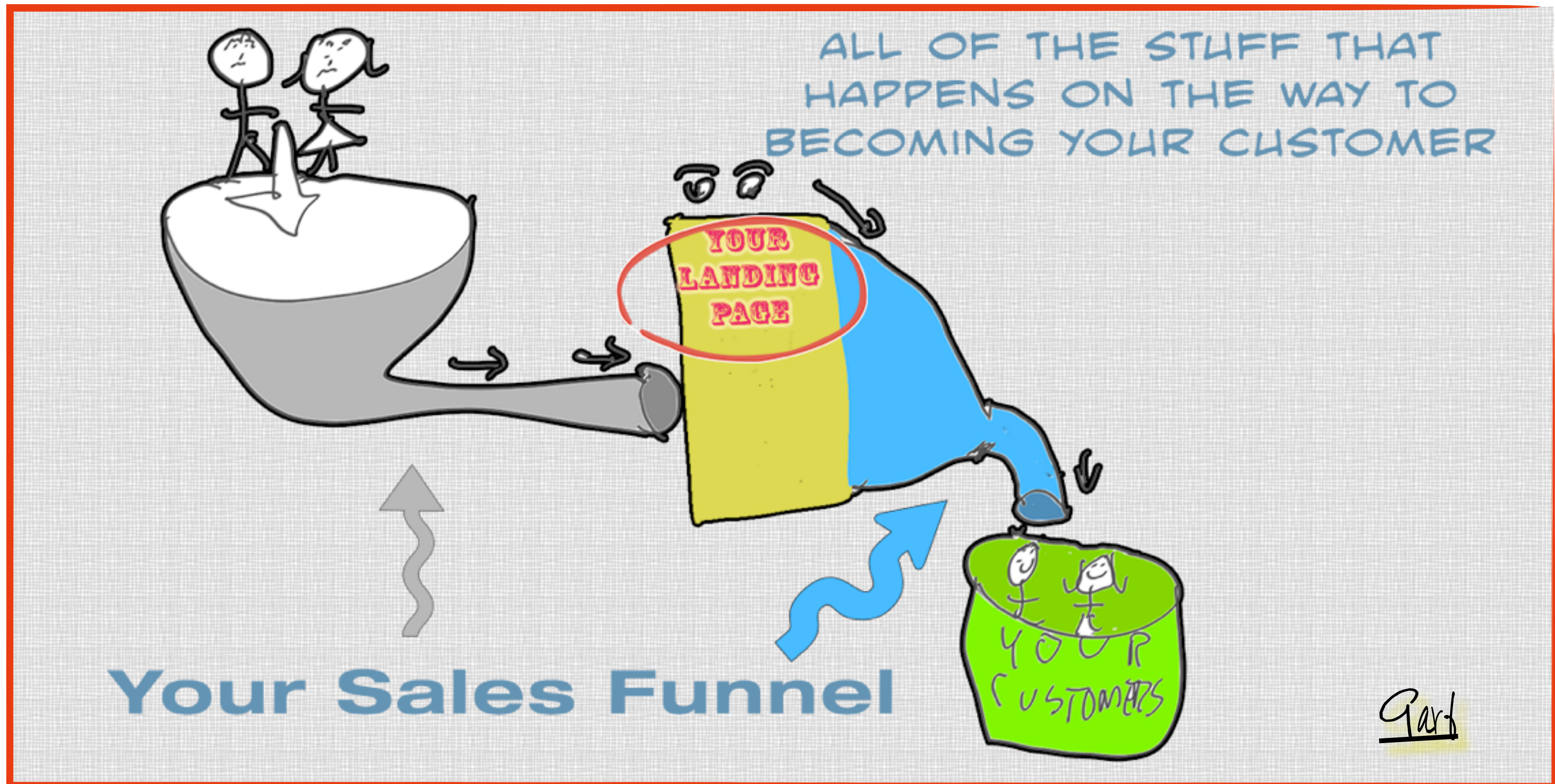
Creating Magnetic Landing Pages

with David Garfinkel

What problems bug you?

**What would you like to
know more about today?**

Where It Fits In



Here's What We'll Cover

- **12 Tips You Can Use**
- **Examples You Can Emulate**
- **The “essence” of a good landing page**

About Me



- On the Web since 1998
- Worked in over 100 industries
- Very partial towards the Franchise industry!

The \$30,000 Landing Page

<http://garfinkelcoaching.com>

Coaching With David Garfinkel

Information about David Garfinkel's Professional Copywriting Mentoring Program and David Garfinkel's Copy Critiques

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1. Copywriting Critiques I'll go through a sales letter or Web page line by line and help you fine-tune it to your target market. Show you how to take out all the response-preventers and change it so it is easier to say "yes" than it is to say "no." Lots, lots more, too. One hour, recorded, confidential. Brimming with value. \$1500 [Apply](#)

2. Professional Copywriting Mentoring This is a heavy-duty, year-long, one-on-one program.

It's not for everyone. But those who have been through it have risen to the top of the entrepreneurial copywriting field. People like "Million Dollar Mike" Morgan. Chris Haddad. David Zenreich. Vin Montello. And many others (too private to mention). Year-long program.

Note: I've also worked with a select group of business owners/CEOs with vision, who see how copywriting can transform their business. Like Pete Brady, who made \$250,000 *in one day* because of a sales letter I helped him with. And Mike Straumeitis, who added \$5 million profit (his estimate) to his company, because of our work together.

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Tip #1: Title

- Clear
- Descriptive
- “Grasp at a glance”



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Tip #2: Links

- Appointment signup
- Download page
- Other pages on your site



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ID. Clients

top copywriters
direct-response
oriented
entrepreneurs

Tip #3: ID Clients

- Examples of market segments
- Mini-success stories
- Results they're looking for now



A truly stellar example

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If you're an Independent Professional such as a business coach, management consultant or corporate trainer who offers great services, but you're not attracting as many clients as you need, or you're struggling with marketing your business, you've come to the right place.



I'm Robert Middleton, and since 1984 I've worked with thousands of Independent Professionals, helping them become confident marketers, get more visibility and attention for their services, attract more clients and increase their incomes – all without the usual marketing hype.

Marketing doesn't need to be "over the top" or stretch the truth to be effective. It's all about understanding the rules of marketing, knowing your clients, having an authentic message, getting your information in front of the right people, and turning interested prospects into paying clients. It's simple if you know how.

And I can help you succeed at effective, hype-free marketing.

The first thing to do is to get our [Free Marketing Starter Kit](#) with four reports on marketing for Independent Professionals.

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Robert M.

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I'm Robert Middleton, and since 1984 I've worked with

thousands of Independent Professionals, helping them become confident marketers, gain visibility, attract attention for their services, attract more clients and increase their income. I'm a professional marketer and a successful business owner.

My goal is to help you become a "top" professional in your field. I'll give you the understanding and the tools you need to know how to attract clients, knowing you're not alone. I'll give you the right people to know how to attract clients. It's simple, it's effective, and it's free.

And I can help you succeed at effective, hype-free marketing.

The first thing to do is to get our Free Marketing Starter Kit with four reports on marketing for Independent Professionals.



Clean & Simple

Tip #4: Clean and Simple

- Not cluttered
- Easy to read
- One visual focus
- Limited colors, fonts



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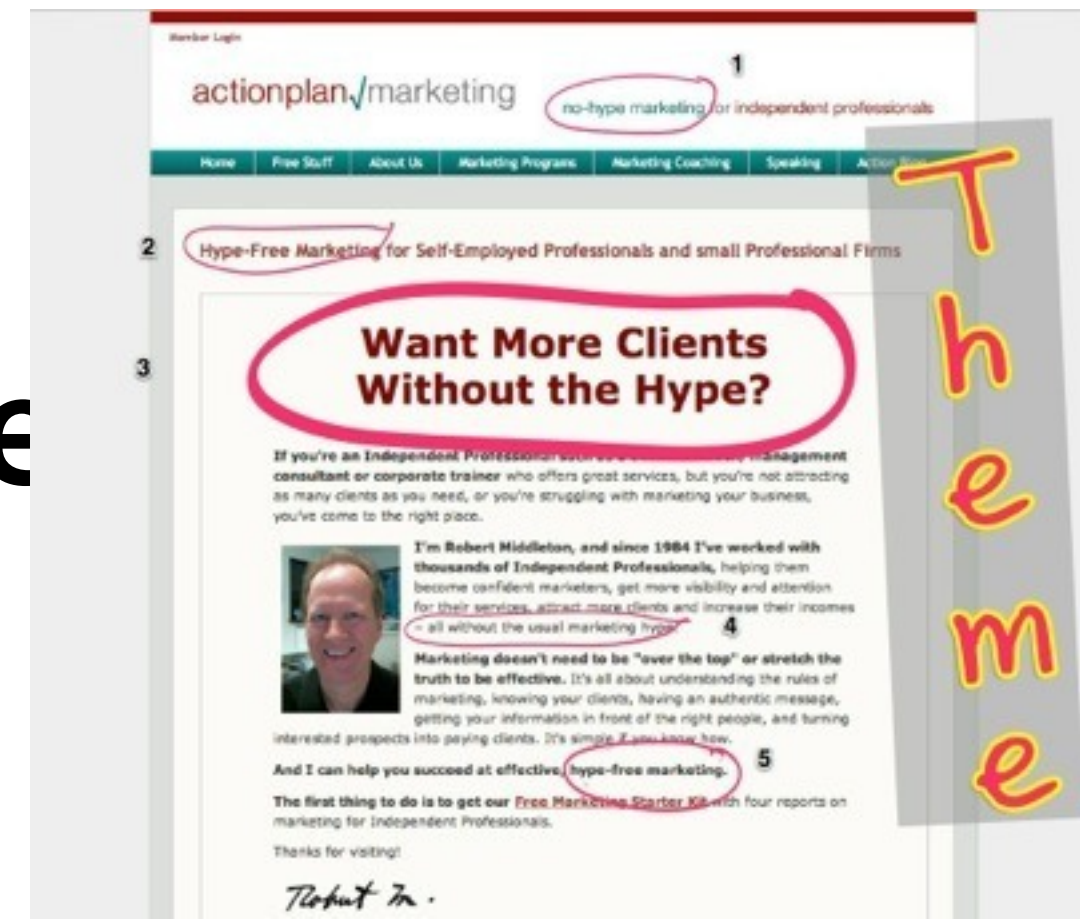
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Robert M.

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Tip #5: Theme

- Conversation on customer's mind
- Artful repetition
- Weave theme into promise



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Who I am

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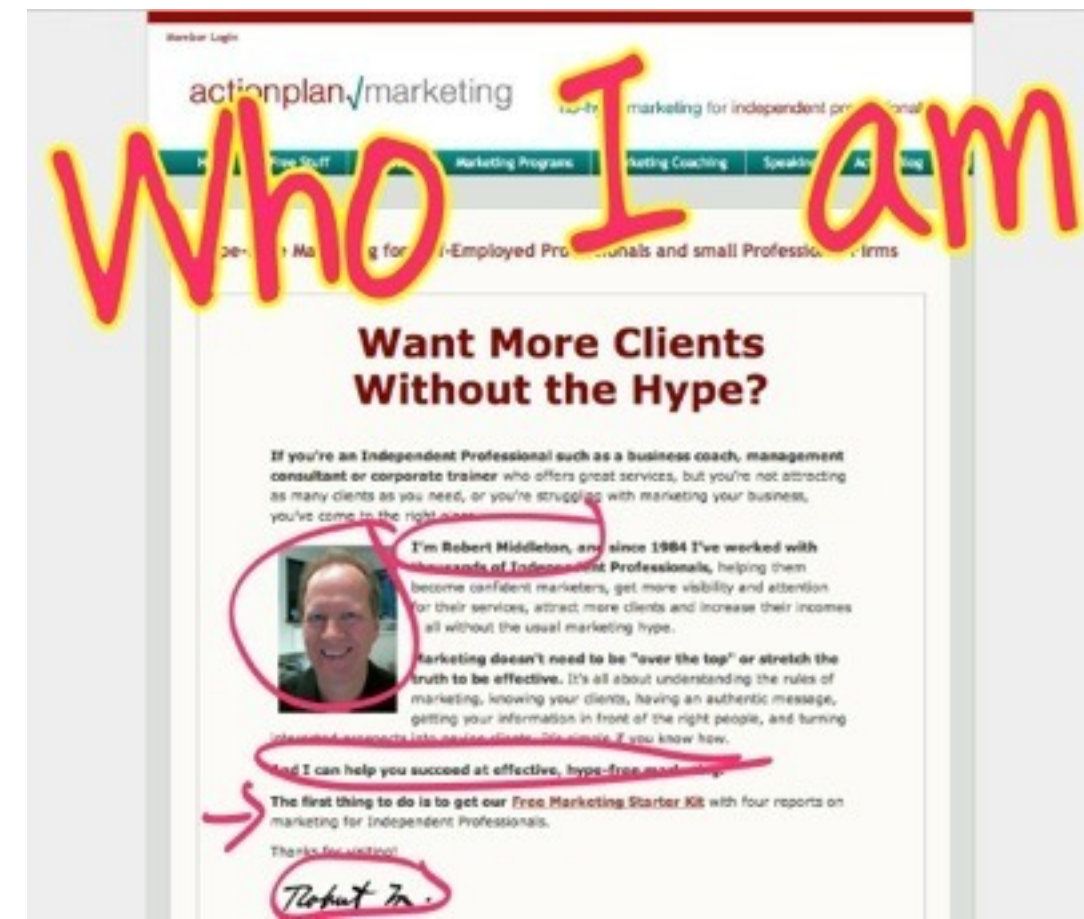
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Tip #6: Who I Am

- Selected facts
- Relevant to customer wants
- Proof you can deliver



Selling With Content

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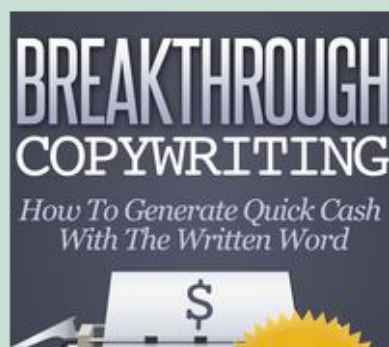
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Resources Mentioned During The Interview

Books:



Breakthrough Copywriting

Amazon.com bestseller. Reviews say, among other things, "best copywriting manual on the market... looks at copywriting in a new and fresh way... This book provides a clear path towards acquiring wealth by mastering the written word."

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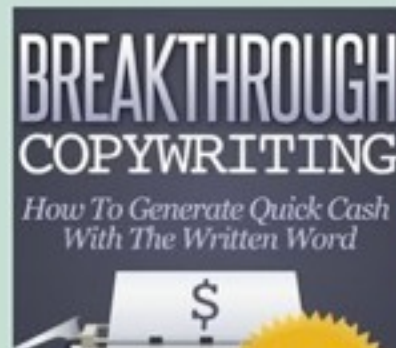
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Resources Mentioned During The Interview

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Breakthrough Copywriting
Amazon's bestseller. News say, among the most successful copywriters in the world, David Garfinkel is a new breed of copywriter who provides a fresh way to create wealth by writing words that sell.

VIDEO

Tip #7: Video

- Informative
- Entertaining
- Useful to prospect
- “Demonstration selling”

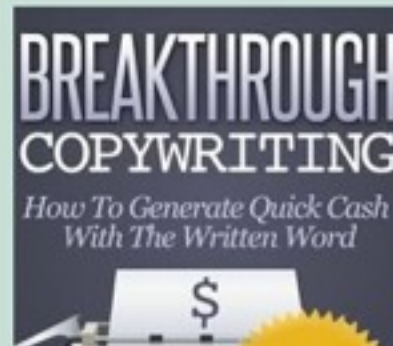


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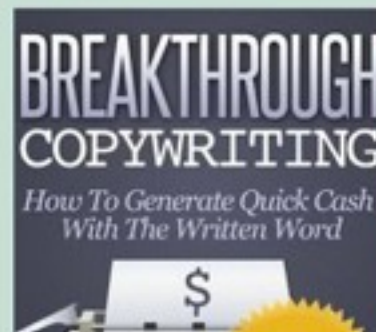
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BOOKS:



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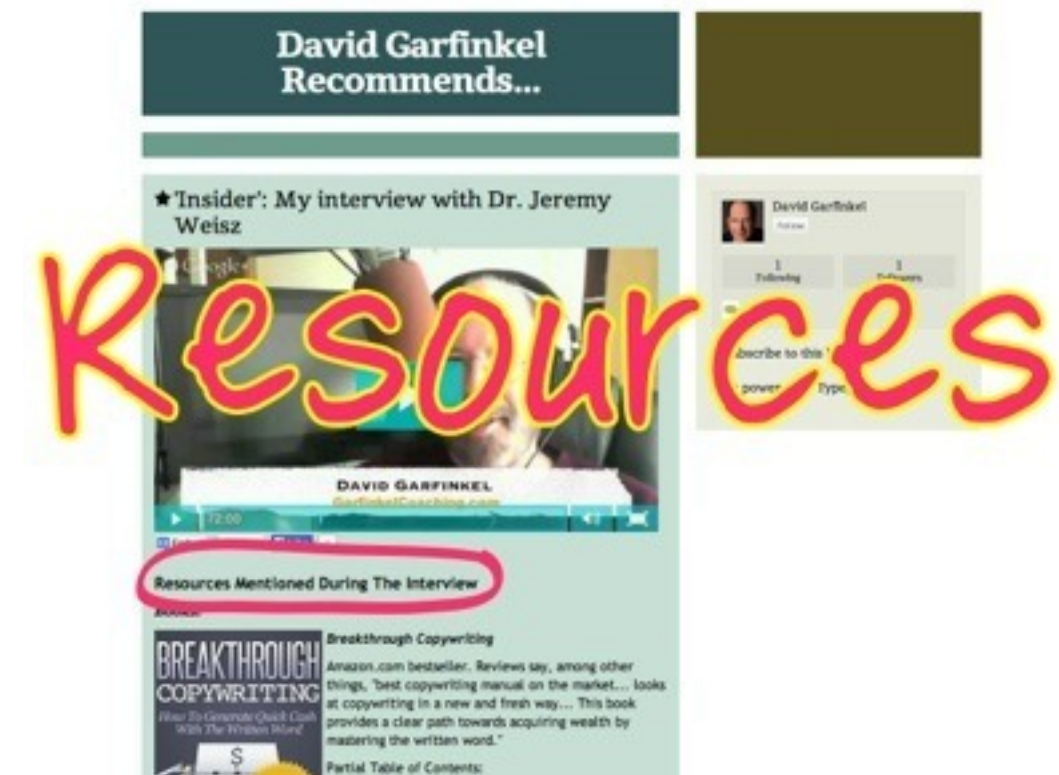
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Tip #8: Resources

- Can be free
- Can be for sale
- Extension of video



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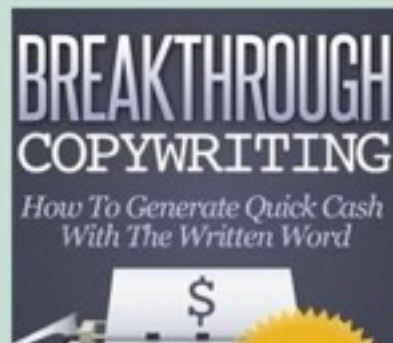
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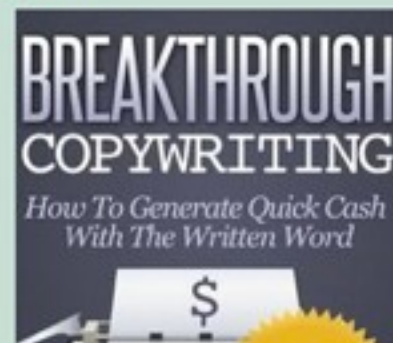
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BOOK =
Credibility

Tip # 9: Book = Credibility

- If not book, special report
- Find something that screams “expertise”



Another Credibility Tactic

- **Follows an important rule**
- **This example could be improved upon, though...**

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I WAS SUPPOSED
TO LOOK
LIKE A BROOM...



Clean Design

Tip #10: Clean Design (2)

- More complex, same principles
- Image dominates page
- Uncluttered, but more options





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Tip #11: Slider

- Brian Tracy is #4
- Also: resource center, FBA Members 2.0, 11 Characteristics Article, Hunger Games
- Great way to present lots of information





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4 networks!



CBS



FOX

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Tip #12: 4 Networks!

- Credibility x 10
- You don't need TV
- Idea: multiple recognition
- Example: stacked testimonials



Summary: Landing Pages

- **What it needs to have**
- **What it needs to convey**
- **What it needs to offer**

Answers To Your Questions





Creating Magnetic Landing Pages

with David Garfinkel