

Dr. Patsi Krakoff, aka The Blog Squad, presents...

# Creating Great Sales Pages in Wordpress

Unleash the power of Wordpress for sales and landing pages. ...A transcript of the Webcast delivered June 24, 2010 with Dr. Patsi Krakoff, The Blog Squad, and Suzanne Bird-Harris, developer of the WP Sales Page template



Dr. Patsi Krakoff: <http://WritingontheWeb.com>



Suzanne Bird-Harris: <http://www.WebsitesinWP.com>

## Create Great Sales Pages with Wordpress



[Dr. Patsi Krakoff](#), aka The Blog Squad, interviews [Suzanne Bird-Harris](#), [WebsitesinWordpress.com](#) about...

### How to Create Great Sales Pages with the Power of Wordpress

This transcript is from a teleseminar/ webcast delivered June 24, 2010. You can gain access to the audio file, if you haven't already done so, here:

<http://www.patsipickswpsalespage.com>

The page also includes a PDF file of the slides used in the presentations with examples, lists and notes.

**Patsi Krakoff:** Once again, if you've just joined us, this is Patsi Krakoff from The Blog Squad, and WrintingontheWeb.com, and I'm interviewing Suzanne Bird-Harris, which is a great pleasure to myself and it will be for all the rest of you as well. We're going to talk about how to create great sales pages with WordPress. I know many of you have started using WordPress as a blog and some of you, quite a few in fact, are using WordPress as your website's platform because it's just so easy to use.

We are broadcasting live on the phone and the web. As I mentioned earlier, listening to both might be confusing because there's a 10 second voice delay on the web. So pick one, but make sure you can see the slides on the web at the event link.

In order to mute yourself, hit \*6. We are going to start muting everybody in a few minutes so we can get a clean recording. Later on, we'll open it up and answer your questions. You can also type in your questions online via the link you were forwarded.

It is three minutes past the hour, Suzanne should we get started? I know we have a lot to cover.

**Suzanne Bird-Harris:** We sure do, so yeah, I think it's a good idea.

**Patsi:** OK, so let's jump right in. Suzanne, I feel like I know you already because we've exchanged so many emails.

Suzanne BirdHarris is a coach, web designer, who helps entrepreneurs like you and myself create or improve your WordPress sites so you can use the web to make money doing your thing in this lifetime, which I really enjoy doing that [laughs] Whatever your thing is, so you can make some money on the web and not have to go through a lot of hoops to do it.

Suzanne's a single mother of three children and also a grandmother of one. She has made her living online since 2002. She contributes 20+ years business experience as a programmer and a systems analyst in corporate America, and the fact that she'd rather stick pins in her eyes than work the 9- 5 deal anywhere ever again.

**Patsi:** If you've just joined us and there's so static on the line, please press \*6. Yeah, that's great. WordPress is Suzanne's website platform of choice. She offers various packages to meet your needs.

I was on your site today, Suzanne, and it's really interesting and very well done, the way you explain the various products and services that you offer. I encourage everybody to go check it out at Suzanne-Bird-Harris.com or at wpfreeclinic.com.

**Suzanne:** That's another site.

**Patsi:** And your main site about WordPress is...?

**Suzanne:** Websitesinwp.com.

**Patsi:** Right.

**Suzanne:** But you can reach that site from Suzanne- Bird- Harris.com. And that bird is spelled b-i-r-d, like the Tweety ones.

**Patsi:** Oh great, great, that really helps. Bird like the Tweety Bird. So, I know you like tutoring, you're one of these website developers who's not just a techie, because you like coaching and tutoring people. You approach the whole web thing sort of like piano lessons, only with WordPress.

**Suzanne:** Yeah, when I'm wearing the tutoring hat, that's exactly how I do it. I usually meet once a week and we have lessons and you go away with things to practice until next week. So it is very much like piano lessons only with WordPress instead.

**Patsi:** So I really encourage you to check out her site after the call. Now, today we're going to cover a lot of territory all about sales and landing pages. As you know, for anybody who's trying to do business on the Internet, it is very important that you communicate with your target audience in a friendly way. Every once in a while, you

have to sell them something or get them to sign up for something. It's not just about sales.

Even if you're giving away a free eBook or an eCourse, you've still got to create enough relationship with people, enough like and trust so that they'll fork over their email address, have confidence and trust in you as a business professional, so that they'll sign up, and to do that, you need to write and craft and format a good page that you publish on the Internet.

So Suzanne, let's start in on that first slide there. Let me open it up myself. What is a sales page? I came up with this definition and I don't know how official it is, it's my own take on things.

**A sales page or landing page or a squeeze page is a page that's attractive and compelling published on the Internet that is optimized for search engines and designed to persuade a fine group of readers to take one specific action.**

Suzanne, what might you as an expert add to that?

**Suzanne:** Absolutely nothing Patsi. I told you yesterday that is the near perfect definition of a sales page I've ever seen in my life. I'm going to run with it and spread it all over the land from here on out. You nailed it right on the head with that definition.

You cover all the bases. It has to be attractive and, of course, beauty is in the eye of the beholder, but you don't want a conglomerated mess on the screen because nobody's going to sit and wade through that. So **attractive, compelling...**

Compelling for me is usually a good mix of how it looks as well as what it says. **Optimized for search engines**, that would be the number one reason I recommend creating them in WordPress because you get to piggyback on all of the great advantages SEO-wise that WordPress lends to whatever it publishes.

**Designed to persuade a defined group of readers**, which is, *hello*, a clue to writing a good sales page right there. Don't...try to talk to everybody, talk to one specific group for whom whatever it is you have to offer is tailored for and don't ask them to do but **one thing**. Pick one thing you want them to do and make that page all about that.

And that is the perfect sales page, the perfect squeeze... I hate that word, squeeze page. Squeeze your email address out of you or squeeze your money out of your pocket. No I don't like that word.

But sales page, landing page, squeeze page, that's what they're called. And that is the perfect definition in my eyes until something comes along that's better and I can't imagine that. So Patsi, you win the prize as far as I'm concerned.

**Patsi:** Thank you very much. My background is not at all as a techie, but I've been learning for the last 10 years. So whenever I come up with something right, I pat myself on the back. [laughter]

**Suzanne:** Absolutely. You know what? I don't think a techie would necessarily be able to come up with as comprehensive a definition as you've done here. I don't think sales pages are about the technology. It's about what you've described here: **attraction, being compelling, talking to the right audience and offering that audience what they need and want.** That's what makes...

**Patsi:** I often look at it as a combination of two main skills. One is the writing and the copywriting. That is a whole thing that we all need to learn to do a little bit better. But it's not just about the content and the words. It's also about what it looks like because if it's not attractive, if it doesn't flow, people are going to click and go bye-bye, that's it. You've lost them.

**Suzanne:** Yep. You ready to move on?

**Patsi:** Yeah.

**Suzanne:** I think for all of the people that I know that have come to this call as a result of me telling them, this is, I think, probably the most important slide in the whole deal that we're going to show you today.

Eight reasons to create a sales/squeeze page. There are so many reasons why you would want to create a page where there is a single focus, one single action to take. I don't know if ya'll have noticed, but the web is getting a little busy and a little confusing and just a little overwhelming. The kinder we can be to our visitors and lead them through our process, make it as easy as possible to both understand what's being asked of them and to do what's being asked of them, the better, further, faster we will get where we want to go with our businesses online.

**Patsi:** Yeah.

**Suzanne:** And there's, I'll bet you eight is not the comprehensive list, although you kind of... The last one there Patsi you kind of catch everything else. So I like that.

**Patsi:** Right.

**Suzanne:** Obviously a sales page is to sell a product or a service, that's kind of inherent in its name, but you know that could be everything from free products or services to paid ones, information products like you say in the list, you know like a book, an audio, a video...

.... Registering for a class or workshop free or paid, membership in a program, subscription to a newsletter, download a free report, take a poll or anything that you really want them to focus their attention on should be probably put up on a page called a sales or squeeze page wherein it meets the definition on the previous slide, one focus.

**Patsi:** And just as important quality of that page if it's free than if you're selling a \$2,000 mentorship program. I'll tell you why. Because that's the entrance, that's the first door,

that's the first step to having a relationship with you as a future client or customer. So it has to be professional. It has to be like you say, easy and simple and clear.

**Suzanne:** Yep. Yep. And you know I tell my clients when they're coming up with their freebie to give away to get people to join their mailing list or some such activity like that, coming up with something free to give to the people who come to their site.

I tell them, "Look, make it so good that the reaction that these people have after they've finished consuming it, reading it, looking at it, listening to it whatever is, "Holy cow that was good! I can only imagine how great the stuff I pay for here will be."

**Patsi:** Exactly, let's move on.

**Suzanne:** Alrighty. You know everybody wants to know the formula for the winning sales page. And the good news is there are some components that should probably always be there. The bad news is, there is no such thing as a formula for the perfect winning sales page because all of the factors that would compel you, Patsi, to put a sales page together may not be the same for me.

First, our audience may or may not be the same. What we're offering won't be the same. The tone, our voice, all of this goes into creating the sales page that converts well for you and what you have to offer and for whom you are offering it.

But there are some of these elements that go on a page. Headlines at the top. I see a lot of sales pages and I create some myself that use what's called a pre- headline, in a smaller font, sometimes italic, kind of conversational lead in to what the page is going to be offering or poking at the pain or the problem you're about to offer a solution for.

And then the big, big heading that is the title of the page and then a post headline that goes on to expand what that big heading is all about or what it's trying to describe. So, do you see variations from that, much?

**Patsi:** Well, not variations but you hit the nail on the head. I think that this is the first thing that's going to get your reader to decide, "Is this for me or not?" And one thing that you want to bring up is the problem that you solve and that probably should be in the headline. But again, it could be in the pre- headline just above the headline.

I like to use that space to identify the market, for example, I might say, "Attention all book authors." You know, right away if you're a book author you're going to say, "OK, that's me. I can continue reading." And then the headline would be, "Have you ever struggled with knowing, blah- blah- blah?" You bring out the problem. But that's my habit and somebody else might use that differently.

**Suzanne:** I see a lot of sales pages that have an introduction, "Dear Whomever" almost formatted like a letter.

**Patsi:** Yes.

**Suzanne:** And I'm guessing that's coming from the influence of the direct sales industry. That's where these sale pages came from. Also, I understand why they're so darn long most of the time, because direct sales found better conversions with long, long, long, long, long copy. Now, we could argue all day about that, but I don't think we'll go there today.

**Patsi:** No. Yeah. We don't really have time, but the important thing is, and this is a good answer to that question, it has to be as long as it takes. [laughter]

**Suzanne:** Yeah, that's what I say, and of course, everybody that asks me that question goes away mad when they get my answer. Because the answer is "However long it takes to address the questions your reader is likely going to have, and show them the benefits of what you're offering, no more, no less." And, you know, that doesn't help a lot when you're looking for a target to hit. [laughter]

**Patsi:** Exactly.

**Suzanne:** You know, as far as numbers of words go.

**Patsi:** And it doesn't help much if you don't have that experience yet, you know? I think the first five sales letters are the hardest to write, and after that, you kind of get it. But, yeah.

**Suzanne:** Well, you get it if you pay attention to what happens with the first five. We'll put that qualifier on it, because if you really pay attention to what works, what doesn't work. And all of us have at least a handful of people that we can go to and say "Hey. Look at this. Tell me what you would think if you didn't know me personally like you do. How would this hit you?" and ask those people. Ask your readers. Ask your people who come to your blog. And don't be afraid to ask.

**Patsi:** And the reason for this, and you bring out the number one problem that we all have in writing such pages, is that we are so immersed in our product, in our services, and our expertise, that it's very hard for us to put ourselves in the mind of a reader or a prospect. And that's why, Suzanne, it's really good to ask your friends and even your family members, if you can, to give you an objective impression.

**Suzanne:** Not only that, but watch for when we lapse into our own vocabulary as well, because I know that's a big one for me. I'll start trotting out words out of my mouth, people go "Huh? What are you talking about?" [laughter]

So, having somebody else's eyes on your page, and preferably somebody in the market you're trying to reach would be even better, to give you feedback like that. If I don't understand what this paragraph is even trying to say, well then say it outside of your vocabulary. You use the words who you're trying to reach would use.

Your credibility...I don't know, you probably get this question a lot too, Patsi, of "What if this is my first time out? What if this is my first product? What do I put for credibility?



What if I don't have any testimonials? What do I do?"

**Patsi:** You know, one of the best things to do is tell your story. How come you're an expert, and how come you know what you're talking about. There is probably a time in your life that you struggled with the same type of thing your clients do, and it connects with them because a story draws the reader in and so they can really relate with you, because maybe you were in the same position they were in 10 years ago, or five years ago. And so, that way you can establish your credibility, without having 50 testimonials.

And there are ways to get testimonials that are true that are for similar items and not for the item that you're selling. You probably have one or two clients you've helped at some point in your life, and have them write a statement saying how reliable you are. How great you are.

**Suzanne:** Yup. There's lots of ways to solve that particular one. And you could also put a flash, pencil in after that one, your credibility slash your story, because your story really is probably the best way to connect with who you're looking to serve when you're first starting out anyway. That's likely the reason you're starting out, you know? So, yeah, because that goes toward your credibility.

If you can't get other people telling your reader, if there are no other people to tell your reader how great you are and how great your product is, then the next best thing is to say how you came to even create this thing in the first place. And that puts you in the shoes of the person reading the page, very likely. So credibility is conferred that way as well.

Do you have a great definition between what benefits are, versus what features are. What do you tell people that ask you that?

**Patsi:** Yeah. I do somewhere but I don't have it on the top of my head, but basically, benefits are the problems that you solve that you can drill down from the superficial level to the heartfelt ones. And it's important that you do that. Let me think, I had a couple of examples.

For example, Disneyland. It's a theme park, it's in the business of entertaining. But I think they drill down and define their brand as Imagination. That's what you want to go for. You may be providing dog training but what you're really providing is peace of mind for the dog owner and the ease with which you're going to enjoy your pet if it's well trained. So that's where you have to really drill down and get to the heart of the matter.

**Suzanne:** Yeah, I tell people features are the 'what' and the 'how' of what you're offering. What it is, how it is what it is, how it does what it does. Benefits are the 'why do I care'. So when you talk about benefits, that's the *why does the reader care* what you have to offer.

Another example is: here's the recipe, seven days for seven days of the week. Recipes laid out for such and such price a week or whatever. Well, as a single mother who hates



to cook, that would probably catch my eye.

The feature is that it's delivered via email, that it's simple, not a big ordeal in the kitchen to prepare, etc. The benefit to me is I don't have to think what's for dinner. That is the last thing I want to be thinking about.

**Patsi:** It's gonna save you time, energy and money.

**Suzanne:** Yep, exactly.

**Patsi:** You know, if you can identify what it's going to do for the person on that level, that's a good start. Just drill down. What is the core emotional value. Because this all comes down to how you make your readers feel.

**Suzanne:** Yeah. Features and benefits they bump into each other all the time and they do a lot of shape shifting and switching around, looking like each other. But that is exactly how to tell. When you're really talking benefits is when you're talking feelings of your reader. What emotion does it evoke? Most sales pages have some kind of bonus section. Some get out of hand and have 50,000 bonuses for this one product. I'll reserve my opinion about that because, guess what? What does work for me, doesn't work for other people and the same is true in reverse.

That's probably the biggest challenge of a sales page, in and of itself, for your perfect customer. If you get 10 of your perfect customers lined up, they're not all gonna prefer audio over video. They're not all gonna prefer text over audio or video. Their tastes are gonna be different, their preferences are gonna be different, even though they are all your ideal client for what you're offering. So trying to reach people with the information in the mode that they want to be reached in...

Me, I will not sit and watch a video sales page. I won't do it. You give me text to scan and I'm all over it. But video? Forget it. And video's supposedly all the rage. Not all the rage for me.

**Patsi:** Different strokes, right?

**Suzanne:** Exactly, so you're depending on the nature of what you have to offer and how you're trying to offer it. You may need to meet more than one set of needs as far as how that information needs to be conveyed to reach everyone. It's not that you're trying to reach a wider more diverse audience per se because you still want to be directing your message to a defined group of people. Don't stray from that but that same defined group of people may have different preferences of how they care to receive information. And there maybe somebody like me in there who says, "Video Schmideo, don't give me video, I don't have time for that mess."

**Patsi:** Yeah, you do have to offer a choice you know?

**Suzanne:** Yes.

**Patsi:** Add a little audio.

**Suzanne:** Make sure you are giving a variety of... And that also helps the interest level of your page as well. Because somebody who loves the video will sit there and watch it, well, me I'll be scanning down the text beneath the video. And we both can meet at the next section you know the bonus section or the order button or wherever. So yeah, it's good to...

**Patsi:** And then there are some of us that even scan everything - skip everything and go directly to the bottom of the page.

**Suzanne:** You know that's what they say. Statistically we go straight to the p.s. so you had better have one. Because lots of people go straight there and if you don't have one to look at they don't know what to do next. You know it's like oh gosh do I scroll up and start at the top. There's a building up of value that section is kind of nebulous as well. It could be testimonials as I have got here on the slide. It could also be considered bonus, the bonuses could be considered the build-up of value.

Although what really is going on there in my opinion is...By this time you identified who you are trying to talk to, you have shown them what you are offering, you have established your creditability, you have outlined the benefits and the features of your product, you've offered some bonuses. Now its time to really make them want it.

And there's a variety of different ways to do that. Testimonials being one of them, even within testimonials, do you have an opinion, Patsi, about what should be included testimonial-wise for effectiveness?

I mean I believe a picture, the testimonial itself and a real name or....And of course, this depends on what you are offering, because some people aren't going to want to give their last name and an email address for, you know, Viagra or something like that. You know.

**Patsi:** I was thinking about my executive coach clients, they have often wonderful warm fuzzy email testimonials from their clients who cannot share their names because of anonymity and ethical requirements of the profession.

So there are different requirements and different needs but I was going to answer that question Suzanne a little bit differently. What a person should say in a testimonial and some people in the Internet marketing field ask their clients to write a email or a testimonial that gives results: "After working with Suzanne for three months my sales skyrocketed and I am now earning seven figures."

That sort of thing, that depends on your audience because I like to read those testimonials of people that tell a warm and fuzzy story. So there are two ways to go about it with financial figures and real time results or to how things really changed your life around and made a difference on sort of a big picture level.

**Suzanne:** And I would caution anybody writing or asking for testimonials of a specific that involves specific money or specific growth amounts etc, etc. to be really cautious. There are new laws in place here in the US that prohibit us from making what might be considered outrageous claims and you can't only show your best results. You have to show representative results and so, because of that, and also I'm more like you: I'd rather hear the story from the person rather than the facts.

I'm not just a facts person because of that I would caution people to be careful how you write or ask for testimonials to be written where you're trying to show specific results.

**Patsi:** Very true, so if anyone has questions on that, we're not going to go into it right now because it's kind of long and complicated. But "Google" the new FTC requirements for testimonials on the web and you'll get that information.

**Suzanne:** A direct route to that, you can Google it, there's a lot of results that come up. The actual document, I have a post on my site, <http://www.suzanne-bird-harris.com>. Search for FTC and it will come up.

**Patsi:** Great.

**Suzanne:** OK, ordering, [laughs] we definitely want the ordering section on your sales page, the call to action. This in my opinion is one of the places that gets messed up the most because we are so timid we don't want to be like a bull in a china shop, we don't want to be overbearing on our call to action, but I promise you guys ... There's a difference between "bull in a china shop" and "clear", OK?

Be clear, be obvious, don't make people work to give you money or give you their email or give you whatever it is you're asking for. Make it simple and obvious, like a two-year-old could get it and do it.

**Patsi:** Suzanne, how many times do you recommend putting an "order now" button on a page?

**Suzanne:** I don't have a number I recommend. I think it's good if you organized your sales page as it flows down the page by addressing...like some people are going to want to know what the features are, what the benefits are, and that's good enough for them. They don't care what other people say about it. So put an order button or a link that will drop them down to that button after that section, so then the people who do want to continue scanning and looking at testimonials or find out what the bonuses are or all that, they can do that.

After the testimonial section, put a button to order because it's going to be different things that satisfy different readers of your page. Having order buttons peppered throughout at those places where you move from one section to another, that's helpful because then they can take action, they don't have to feel like they have to sit and listen to the whole presentation before they can take action. If they want to give you money, give them a way to do it.

**Patsi:** Very good.

**Suzanne:** The conclusion and P.S. are probably sometimes interchangeable as well. I'm not kidding, though, about statistically, there are a large group of people who, when they get to a sales page, they drop to the bottom. I'm not looking at the P.S. so much as I want to know how much it costs. I don't care about anything else usually until I know what I'm trying to justify spending. It makes me personally mad if you don't have the price on the sales page.

If it's a paid product or a paid service, I want to know what I'm going to spend here. Don't hide that from me and make me click "order now" based on how badly I want it. But that's just me, OK, everybody's not like me, thank the Lord above.

**Patsi:** I agree. The "order now" button is good, but there should be the price on the page itself. You shouldn't have to click away to find out what it is.

**Suzanne:** Yeah. If we can keep it manageable, do you think it would be a good place we have questions from people?

**Patsi:** Why not? Let me go in and allow them to do that, because I wield all power here. I'm going to put it on interactive so that all guests can talk. If you've already put yourself on mute, you may have to un-mute yourself by pressing \*7 to talk. If you're on the web and not on the phone, you can type in a question right there on the web and we'll see it. So say your name, where you're calling from and ask your question.

**Suzanne:** Wow. We're just doing such a great job, Patsi. Nobody has a question.

**Patsi:** We have them speechless.

**Caller 1:** Hello.

**Patsi:** Yes.

**Caller 1:** Can you hear me? I'm a live person. Hello.

**Suzanne:** Live from New York City.

**Caller 1:** OK. Here's the, here's the thing. I do Lesbian dating events in the city here. Now a sales page like that would probably be too long for what I'm doing, wouldn't it? I'm trying to make a just very simple thing with the keywords on it and my goal is to get them to opt into my mailing list.

What I am having a challenge with is what's the solution? What are these exact words? Right now, I have you know, real connection, real fun, real easy. This could change your life. Revolutionary. Tired of the bar scene. I'm trying to find what are the...To get to the point.

**Patsi:** You're asking them, you're asking for one action and that's sign up for your

newsletter, correct?

**Caller 1:** Well, not the newsletter. I'm asking them to sign up so that they're on my mailing list so they'll know I do live events, dating and, social and business networking.

**Patsi:** OK. But, what you want to do is appeal to their benefits. What are they going to get out of it? So, what are you going to give them for signing up for that? What's in it for them in other words? And that's really what you want to write about.

**Caller 1:** I know, and this is where I'm having the challenge. And I was going to offer some free dating tips, but it's getting too convoluted on the page and I'm just trying to find out. The benefits are they're going to definitely going to walk away with connections, maybe meet a future mate, have a chance to further having relationships. I'm just trying to find those words.

**Suzanne:** This is, this is where, in my opinion that what we talked about earlier of how long should your page be? Kicks in, because your page for this is not going to be as long as if you were offering a \$2000 two- year long membership.

**Caller 1:** Right.

**Suzanne:** Whatever.

**Caller 1:** Right or an affiliate program or something. I'm trying to, I'm trying like I said, to distill it down and I am just having a challenge with that. You know I'm saying this is an alternative to the bar scene. You don't know where to meet quality women.

**Patsi:** But, you're confusing the issue in the sense that you're talking about the benefits to joining your program. Your page, as I understood it is to get them to sign up for something. To become.

**Caller 1:** Right. Just, just, just. Signing up on the list. Yes. So don't miss out on the next event. Free, free to sign up. Don't miss out on the next great event. Something along those lines. So there's a big box to opt in.

**Patsi:** Right.

**Suzanne:** Well, I would say if that's what you're putting on the page and that's what your target audience is looking for, that's enough and you'll get email addresses. I would think. I mean, there is no magic copy. Trust me.

**Caller 1:** But, I'm trying to like ...what are my... When people do dating events, what am I solving? Solving their loneliness? Solving their connection? Solving... What is that like, you say, the heartfelt thing. Am I saving people from feeling isolated? Am I, you know, connecting people to...

**Patsi:** Another, another part is the picture here for a sales page when we talked about one specific action. It helps if that specific action is clearly defined. In your case, I think

you're talking about in general you want to be able to give them information but if you had a specific event or a specific newsletter or something specific, then it becomes easier to write your page because it's all about that.

**Caller 1:** I have specific events but then there will be dates when events happen.

**Suzanne:** Well, your specific for this then, sounds to me like it's being in the know...

**Caller 1:** Yeah.

**Suzanne:** ...Of what's going on here. Give me your email address so I can keep you informed. If what I have to offer interests you, give me a way to tell you about it.

**Caller 1:** Right. Then I have to distill from that.

**Suzanne:** That's actually pretty short.

**Caller 1:** Be in the know of what's happening.

**Patsi:** Yeah. Don't miss out on one more time.

**Suzanne:** Yeah.

**Caller 1:** So don't miss out on, on the next great...

**Patsi:** Have you ever have the feeling while you're sitting home that others are having fun and you're not? But, you just don't know where to go. Don't be left out again. Things are going on let's. Why aren't you a part of them?

**Suzanne:** Give me your email address and I'll keep you in the loop. Badda- bing. Badda- boom. There you go.

**Patsi:** And what I was talking about there, and that's kind of a sales technique, you're appealing to their sense of fear, sense of loneliness, sense of not belonging, sense of missing out. Those are very strong triggers to get someone to take action.

**Caller 1:** Right, so we're in that, like the...I can't remember the word specifically...Not deprivation but something.

**Patsi:** Yeah.

**Caller 1:** Lack, scarcity.

**Suzanne:** Yeah, so dealing with the scarcity principle here. So be in the know of what's happening, don't miss out on the next event. Sign up now. Does that get like right...?

**Patsi:** Thanks a lot. We do have a little bit more information to present to you, so if there's another question, speak up. Otherwise, we'll move on.

**Caller 1:** Yeah, I just said something specific because you're going to be selling a plug-in.

**Suzanne:** No, it's not a plug-in, thank you for asking that.

**Patsi:** Go ahead and explain that.

**Suzanne:** It's not a plug-in, that's very important to understand.

**Patsi:** Suzanne, why don't you go ahead and explain what it is so that people will have clarity on that because it's important.

**Suzanne:** Yeah, that'll help us move through these pods here.

**Patsi:** Yeah.

**Suzanne:** Everybody on the call is here... We made it very obvious that this is a call about creating sales pages in WordPress sites. Everybody is probably very well aware of great advantages of WordPress. It is easy to use. Search engines will index WordPress sites faster for some reason. It's lovely. I don't look that gift horse in the mouth, I just ride it.

WordPress is not, like Patsi said earlier, it's not just for blogs. I build entire websites in it, and I have yet to come up against a website requirement that I needed a website to be able to do that WordPress, that I couldn't find a way to do it in WordPress. So it's not limiting your choices of what you can do on the web if you build in WordPress.

Themes that you apply, that you upload and install on your sites, handle how things look and feel. It's the visual elements, the colors, the layout, those sorts of things.

Plug-ins add additional functionality, additional tools to your installation.

Both of those are a couple of clicks, upload, install, activate, there you go. You don't have to write codes to add extra bells and whistles to your site. So that makes it really nice for people who are not, like me, a programmer.

However, when it comes to creating sales pages, some of the very things that make WordPress so grand are really big drawbacks from a sales page perspective. That is the header, that sidebar, the footer. Why? Because they are full of things to click. Menus, we don't want menus on our sales page. We want people to read or go away. Read and click or go away.

**Patsi:** Someone once told me "either buy or die!"

**Suzanne:** Exactly! So the "blog" format of header, content, sidebar, footer, doesn't work for sales pages. As a WordPress developer, I have, up until last year when I created WP sales page template, I gave myself bald spots in my head pulling my hair out trying to, theme by theme, for myself and my clients, create page templates for each



installation that didn't have the header, that didn't have the sidebar, that didn't have the footer.

That made a skinnier content area than the whole 960 pixels that the blog theme wants to use up, which is great when you need room for a sidebar. But not so great, a wide page of content, very hard on eyeballs to read. So don't do that.

So I was looking for a solution for myself and for my clients because I was going crazy trying to write custom solutions for each theme that I ran across. So finally, in those solutions, here are the three main ones that I came up with.

I can either create a sales page in HTML, outside the WordPress installation, on the same domain, in that same hosting account for my client. But then I'm the only one that can edit it. I'm the only one that can change what it says. I'm the only one that can do anything to it, because I'm the only one of me and my client who knows HTML and how to mess with hosting accounts.

So not a great solution when I put WordPress forth as "Here, this is a platform you can build your website in that you don't have to be chained to somebody like me, a geeky programmer." And, quite frankly, I enjoy that too because sometimes I like to have a day off... [laughs] You know, I don't want to be called when you need to change a comma to a period.

You need to be able to do that yourself with ease, without code. So, having an HTML sales page outside of your WordPress installation is a solution, but in my eyes, not a good one.

You could also get one of the many available sales page themes available now for WordPress. And that is great, except if you just want to create a sales page for a product at your main site, where you have an About page and Services page, all these other pages, and a blog, and all these posts. You don't want to change your entire theme to a sales page theme. What? No. That's not gonna work. So that's a bad idea too.

It's a great idea if you are building a mini-site specifically for a particular product. That is a great idea. That's why sales page themes were invented, I'm sure. Because, they're great for that. But if you are trying to create a sales page at your main site, where you have a whole bunch of everything else there, a sales page theme is not gonna help you, it's going to give you a big headache.

And then there's always create another installation of WordPress and put a sales page theme on it, and put links to it from your main site. But I don't think it's really a good solution to have to create an entirely separate installation of WordPress for one page. That's madness in my estimation.

So those were the choices that I kept coming up with, apart from trying to figure out how to get rid of those elements on the screen that I didn't want to see in the theme that was

activated. So I came up with, finally, at long last, WP Sales Page. It is not a theme. It is **not a plug-in**.

And that is the number one question that I get when people buy this product: "I uploaded it and I'm getting an error". Well, there are very specific, simple, well explained, but very specific installation instructions for WP Sales Page.

Because what it is, is **a page template** that you can add to any theme that you have installed on your site that gives you the look and feel of a traditional style sales page.

There are nine different background colors available and as I have free time I create more. And people who buy it now get the new ones later. But it is skinnier. It's about 650 to 700 pixels wide, which is about the maximum width you want to make people read on a screen. And it's a blank template that you install when you go to create a page using it. You simply choose that template as opposed to the default page template that comes with your theme.

That choice is on the Page Edit Screen, over on the right, in the Attributes section; you'll see Template and a drop- down box. Once you have this installed properly, it's sitting there as a choice. It will be WP Sales Page versus Default, or some other themes have page templates called Sitemap, or Links, or Contact. There are separate templates for specialty pages that you can create within your site. That's what this is. It is **not a plug-in**, so don't try to install it as a plug-in; it will blow up on you.

**Patsi:** OK, so, Suzanne, for the benefit of you non-techies. I used to call myself a techno-idiot. I don't do that anymore. But I am going to repeat what Suzanne said in non-techie terms. Not that she was particularly techie with that. In other words, I have a WordPress blog. I actually have two. And I'm not going to install this product as a plug-in. I'm not going to touch my theme.

In fact, I'll tell you a secret, I had my virtual assistant install it for me, and it's all ready to go. So now, next time I go to create a sales page, I'm going to go create a page, just where it says, add a page. And then, before I publish, I'm going to go over and find the template.

Correct?

**Suzanne:** Yeah. We're looking at the slide now. The four steps to creating a sales page with this template. You upload and install it, according to the directions that are included. You create a new page just like you always do in WordPress. Go to pages, add new. You write your copy.

And in the package that comes with this template are examples of all prewritten HTML code that you can copy and paste that use, like turning your bulleted list into green checks instead of bullets. There's that kind of stuff embedded in the template that you can draw out and use if you just copy and paste the code examples that I give you.

And there's a whole little PDF eBook that explains what's going on if you're somebody like me who has to know not only what you're doing but why you're doing it.

So you can really dress up your page and make it look really snazzy as well without having to know anything but copy and paste.

OK? I'm not trying to turn you guys into programmers. I promise.

And then, the last thing you do before you publish your page, is you do exactly what Patsi just said, you look over on the right hand side of the screen in the attributes section of your WordPress page editor screen, and you'll see it says, template, and it has a little drop down box, and you drop that baby down and you pick WP sales page.

Whichever color you want. And you update or you publish your page. And you go look at it, and it's this beautiful sales page. Like, for those of you on the web, there's where you can get it.

And all these slides will be sent to you after the call.

Now here's Patsi's writing on the web website. Here is a sales page that she did for the call she did with Michael Martine back in May using WP Sales Page. See how it doesn't look anything like her web page? It doesn't have the same design, the template, it's different. It's a sales page.

**Patsi:** Now originally, I tried to create it as a page on my WordPress site, and it looked awful because it had the same header and sidebars. And the thing about this and why it's so important is that you want your sales page to look like a sales page. You want your blog to look like your blog. You don't want to confuse readers.

Readers are very sensitive. If the slightest little thing in formatting goes wrong they don't know if they can trust you. They're not going to buy, they're not going to sign up if there's something that doesn't look like your standard registration page.

I just think it's really important. You have a lot of room for creativity. But at the same time, there are certain standards that people follow in formatting a sales page.

**Suzanne:** The most generic of standards is if you copy that whole code example that I include in with the template, and paste it into your page, that's like the standard template for a sales page of all the ones that I've seen out there. But you can see in these three examples here in the slides if you're on the webcast, this second one, here's my website on the left. And that's the home page of that site.

Here's the sales page that I created for my free eBook. My DIYSEO eBook, which happens to be one of the bonuses you get with this page template because not only do I want your page to be pretty, I want you to know how to get search engine attention for it as well in WordPress. So you get my eBook with that.

And this is the page that I created using my own template to get people to download it.

It tells about the eBook, it has a couple testimonials on it. That's an example of using it an instance where you're offering something free.

And then here is the site where you get WP sales page from, and here's the sales page for the sales page template product. How about that? How's that for circular?

You can see they're all different, a little different in that Patsi's got a header at the top with her and Michael's pictures. Mine don't. But this last one, I have my caricature up there.

You have freedom to be flexible and show your style and your personality. At the end of the day, this is all about connecting with the right people and offering them a solution to the problem they're looking to solve.

**Patsi:** Yeah, absolutely. So there's room for creativity and branding within a certain parameter that builds trust and confidence in you as a business professional.

**Suzanne:** Yep. Whoo! Do we have questions?

**Patsi:** Shall I open it up again?

**Suzanne:** Yeah.

**Patsi:** Hang on.. If you're on mute, please press \*7 to talk. Say your name, where you're coming from and what your question is.

**Sara McIntosh:** Suzanne?

**Suzanne:** Huh?

**Sara:** This is Sara McIntosh.

**Suzanne:** Hey, Sara!

**Sara:** Hi. I'm just thinking about this could be used on my shoe website as a kind of a special event or a special offer.

**Suzanne:** Absolutely.

**Sara:** Yeah. So then would I... In order to drive people to the sales page, would it appear in the menu? What would I...

**Suzanne:** It can.

**Sara:** Yeah, how...

**Suzanne:** In the example ...I don't know if you're looking at the web.

**Sara:** Yeah, I am.

**Suzanne:** But in my example of the one I created for my eBook download, that's actually accessible from my menu. It's also accessible by clicking the little eBook cover on my front page. It actually has a couple of ways to it. I've also done sales pages where there is no visible way to get to it just going to the site, but I'll send out an email with a link directly to the sales page or the squeeze page. There are lots of different options of how to get people to it and, no, it doesn't have to be glaringly obvious that's your site, or it can be.

**Sara:** Well yeah, I was just thinking having a current special offer or something like that, and maybe even creating a button somewhere on the front page or the home page to take me to it.

**Suzanne:** That's a great application for it, yep. And I've even used this to create mini-sites for a particular product where I don't even install a theme. I just use the default theme every page I create because it's only going to be the sales page, a thank you page, maybe a disclaimer page and a contact page; usually, about four pages. I use this template for all four of those pages and don't even install a theme. I just use the default theme that comes with WordPress, so that's an option as well.

**Patsi:** Anybody else with a question? Suzanne, do we have any written questions? Let me try to find that page.

**Sara:** Yes, I'm trying to find out. Can you put your A Weber opt-in form in the middle of this page?

**Suzanne:** You betcha. Yes, you can. You can put video, you can put audio. Anything that you can put on a regular WordPress page, you can put in this page because all this template is doing is changing how it's presented on the screen. It's not limiting you in any way about what you can put in the page. If you can put it in a regular page, you can put it in this page.

**Sara:** What are you offering it for, Suzanne, and do we get any tech support with this?

**Suzanne:** The template is \$37 and it comes with nine different colors. And support is handled through the site. And I have, oh lord help me I'm going to say this on a line with all these people listening. If you really get stuck, and can't get it installed properly, contact me and I will help you get it installed as well. It's really clear instructions included with it, but I also understand that there are some of you out there that have never seen FTP, and wouldn't know it if it bit you. I understand.

**Sara:** And if we have multiple sites, do we have to buy the sales page for each website then?

**Suzanne:** Nope. Nope, you are one person, you buy it once, you can do with it what you like on your web entities.

**Sara:** Cool.

**Suzanne:** Thank you.

**Patsi:** I have a question on the line, or on the web from Adele in Princeton, who would like to know if this program can be used as an opt-in page for obtaining email addresses, without any other program other than Word Press?

**Suzanne:** Absolutely. Well, what are you going to use to capture the email address? I'm presuming you've got a plug-in that you're using to gather email addresses, and send emails from your Word Press site?

**Patsi:** We don't know.

**Suzanne:** Too bad Adele is not on the phone with us. Darn it.

**Patsi:** Yeah.

**Suzanne:** Adele, you are welcome to email me, Suzanne, S- U- Z- A- N- N- E, at Suzanne hyphen bird, B- I- R- D, hyphen Harris.com, with that question. So I can get more information, so I can properly answer your question.

**Patsi:** Generally, you need some sort of system to organize your database, AWeber...

**Suzanne:** Yeah. Yeah usually a third party server like AWeber, Constant Contact, iContact, all those guys.

**Patsi:** MailChimp, KickStartCart. Here's another question from Bing in Singapore. Does this work for WordPress.com websites as well?

**Suzanne:** Not it does not, because you do not have access to upload anything but pictures to WordPress.com sites. You cannot add page templates, or plug-ins, or anything like that. So it has to be a **self hosted Word Press site**. Good question. Thanks for asking that.

**Patsi:** Well, here's one from Peggy in Centreville . She can't see the slides on her computer. She refreshed the page. I don't know what to tell you.

**Suzanne:** No. And we're about done, so we will be sending the slides out along with the recording, so you'll get those via email. And it'll be a Pdf file.

**Patsi:** Here's Susan in Denver. I want to sell eBooks, build a list, give away eCourses, and write a blog. I'm trying to decide on a WordPress.com account or WordPress.org linked to a website. Is there another option?

**Suzanne:** OK. Read that again, Patsi, please.

**Patsi:** I'm trying to decide ... I want to sell eBooks, build a list, give away eCourses and write a blog. I'm trying to decide between the self hosted and the hosted Word Press account. Is there another option?

**Suzanne:** Staying within the Word Press world? No. It's either WordPress.com, or you host it yourself.

**Patsi:** Yeah. OK...

**Suzanne:** And I definitely recommend hosting it yourself, because WordPress.com... Actually in their terms of service I don't think you can do business transactions on a WordPress.com site.

**Sara:** I have a really quick question. When you put the page in, and then you go into the back end, are you then clicking on the HTML editor to make the changes? And then do you have to upload each... Like the graphics for the arrows and all that that have to go into the media file?

**Suzanne:** That's part of the installation instructions. So that'll be already done by the time you're creating a new page. But to use the HTML examples included with it, yes, you will have to flip over and use the HTML editor tab, when you're in the page. But again, you're just copying and pasting. So you do have to copy and paste. You have to paste the HTML code into the HTML editor. If you do it in the visual editor, it's not going to work. It's going to, you're just going to see code.

**Sara:** So you paste the code in and it will show you... I want a text to be red so you paste the code in. And then put the text in that you want to be red. And then what about the graphics?

**Patsi:** I think a lot of that will become clear once you've got it installed.

**Suzanne:** Yeah. That's all explained in the eBook inside the package. Yes.

**Patsi:** Kim Dray from Farralon, Akron, Ohio. Do I need a webmaster when I use WP? How do I locate a good free merchant account? Those are really two questions.

**Suzanne :** Yes. Do you need a webmaster? Depends on what you're wanting to do and how much you know how to do yourself. Good free merchant account? PayPal is the way I fly.

**Patsi :** And from Laura Butler in Columbus regarding length. I've heard a lot of people complain about having to take so much time to read all the stuff before getting to the price. I think we talked about that.

We like to see the price I don't know if I'd put it in the first paragraph because remember the most important thing you want to do is to get their attention and their interest and start talking about the benefits. What's in it for them? You start talking about prices, you're getting off track.

**Suzanne:** Prices. Price is a consideration. Absolutely and like I shared, I, if I'm not sure and I don't know this person, the first thing I go and see is what is the price of this thing and because that will determine. I don't have that much money at my disposal to spend



today. I'm not going to sit there and read that whole page. So but that's me.

**Patsi:** So, we're getting a lot of noise in the background so if you're doing something, breathe and relax. Stop moving. Another question from Mar in New York City. How is this and are... Here we go again. How is this plug-in different? Well, it's **not a plug-in**. ... from the Squeeze Page Maker in SqueezeFlex or WordPress Fire?

**Suzanne:** OK. I think you're referring to FlexSqueeze theme that has five embedded sales page templates in it. It is different in the fact that you do not have to install a different theme in order to use this. It's like being able to take one of those sales page templates out of FlexSqueeze theme and put it in no matter what theme you have installed so that you can get the visual look and feel of a sales page no matter what theme you're using.

That is what WP Sales Page is. That is why it's **not a plug-in**. It is simply an extra page template with it's own, CSF file, Cascading Stylesheet File, that tells it how to look, what colors to use, what pictures to put where when you activate certain HTML codes. It has its own.

That's what drives the look and feel of the theme is the CSF file that comes with it. Well, this template has its own CSF file. That's how it can look different than your theme.

**Patsi:** OK. Nancy from Briarcliff Manor. Is there one element that is more important than others or do they work together in synchronicity? Things work together in synchronicity.

**Suzanne:** Yeah.

**Patsi:** That's so true and really what we're talking about is so comprehensive that you can't have a good sales page that gets results unless all of the elements are there and they're working together.

**Suzanne:** Yes.

**Patsi:** Deb. Hi. Totally agreed with the price thing. Makes me annoyed when they don't put it. OK. Is there an ideal length for a sales page? This is a frequent question. I've seen some that are over 20 pages long when printed out. My answer is please don't print out.

**Suzanne:** Yeah. Really.

**Patsi :** Yeah. But, yeah. We did talk about that. And oh, Fred in Memphis wants to go over the PS thing. What goes in a PS?

**Suzanne:** Most usually I see a restatement of the most compelling...A restatement of the problem and the fact that this is a solution and the most often way I've seen it done.

**Patsi :** Right. Now here's an important point and I'm glad Victoria from Palm Beach

Gardens, Florida brought this up and let's clarify this right now. She says, I thought this webinar was specifically going to address doing this on WordPress. I already know the basics of creating a sales page. Good question.

**Suzanne:** And the specifics of doing this in Word Press are using this template gives you the ability to create a traditional looking, by looking I mean style, no header, no sidebar, no footer, just the sales page, inside your Word Press installation as a page, like when you click on pages inside your Word Press site and you see the list of pages that you have in your site, if you are using this template on a sales page in there it's going to be listed right there with all your pages.

But when you go to look at it on the web it's going to look different than every other page in your site because it's a sales page using this template. Using this template is how you can get a sales page integrated in with the rest of the pages in your Word Press installation without having to go outside Word Press, without having to change your theme that you are using, and without having to create a separate Word Press installation just for your sales page.

**Patsi:** And I guess one major point that we have been trying to make today is if you use your Word Press without a specific sales page template, it's going to end up looking like your blog. It's going to end up with a lot of things that you don't want on it, it's not going to look as professional as it could or should. And so, if you are trying to create a sales page, using your blog platform on Word Press, it is going to be complicated and take you much longer than it should. And it's not going to look right.

And that's why Suzanne invented or developed this product and that's why if you don't use hers you should use someone else's. You want your sales page look professional and to do the job that it's designed to do, to get people to take action.

And anything that interferes with that, anything, will lower your conversion rate.

**Suzanne:** Yeah. And I am one of those tell your own story because this was driving me crazy, not being able to create traditional looking sales pages in Word Press. That was one of the... I really get irate at people who look down their nose at Word Press sites. That just gets all over me.

So one of the most common areas where that happened when I talked to people about Word Press sites and building their website in Word Press is that, well, you can't make sales pages, because you got the sidebar in the way. It was true. I could not figure out to get rid of that for the longest time and create just the content part, not the sidebar, not the header, not the footer, until this. I figured this out. I solved my own problem first and then holy cow, man. This will solve a headache problem for a whole bunch of other people using Word Press.

**Patsi:** And we've all gotten used to being able to run our own sites on Word Press. They really make it easy for you. So why should creating a sales page be such a hassle?

**Suzanne:** Exactly.

**Patsi:** It shouldn't. Here's a question which is a good one. She raises a good point. Deb says, "I personally find the PS annoying as it's all so sales-y. Do statistics say we really need to have a PS?" Before we answer that, Suzanne, I want to address this because it's a good point. It's "all so sales-y." Now, there's a right way to do it and a wrong way. If your content is coming across as sales-y then you are probably not doing it right. I think the important thing is to use the PS and the rest of your copy or content to connect with people and sales-y to me doesn't do it.

**Suzanne:** So the reason to have a PS is because there are a group of people out there who that's the place they head first. And if you don't have one, they don't know what to do with themselves. And they'll likely go away.

**Patsi:** Basically you can repeat your offer and repeat the length of time it's available. Make a short little summary.

**Suzanne:** Make it a "Twitter version" of your whole sales page.

**Patsi:** There you go. Great idea.

**Suzanne:** Yep.

**Patsi:** Let's see. Next question. "I'm on a roll for things that annoy me [laughs] regarding the sales page. But what is really getting me lately is the urgency thing." And that, again, if it's not done right then it really sounds stupid. "I hate being pushed", Beth says; "Is the sense of urgency really needed or do you think I could perhaps leave that out?"

**Suzanne:** Experiment. We can't answer that for you. We don't know your audience; we don't know what your offer is. I can tell you this, though. The less well you know your audience, the more you need to use all the tools in your toolbox to get them to pay you or to give up their email address.

**Patsi:** And also, the thing is, if people can put something off, they generally will. So if there isn't some sort of built-in schedule or deadline, then they won't. They'll come back later and then of course they never will, and that's a problem. But experiment. I want to see if you can get the same amount of responses without any sense of urgency.

**Suzanne:** Who was that, asking that question? Beth?

**Patsi:** Yeah, Beth.

**Suzanne:** I'll tell you. My version of what really gets me going, where the urgency thing is concerned is... I'm buying an eBook and they say: "There are only 367 copies left". Really? Of a digital product? Are you serious?

**Patsi:** Yeah, that's what I meant.

**Suzanne:** Don't insult my intelligence, please. You may say, it's far more integral to say I'm only selling 500 copies of this and here's how many have been sold. But don't tell me there's only these many, period. I know better. It's a digital file, for goodness sake.

**Patsi:** Here's a question from Gale in Santa Barbara: "How do you set up a sales page on WordPress? If one goes to WordPress.com, will it be evident what one has to do? Does a person need a webmaster-type person to do this?"

**Suzanne:** Can't do it at WordPress.com without... I don't think they have a sales page theme available to choose, for your site, at WordPress.com. So you're gonna be stuck with the headers, sidebar, footer problem. And, no, you don't need a webmaster if you're at WordPress.com because that's why it's a free service. They are your webmaster. They take care of all that stuff.

**Patsi:** Right. Another question: "Is a sales page updated for WordPress 3.0?" That's a good question.

**Suzanne:** Yep.

**Patsi:** Oh. Ready to go? OK.

**Kim in Austin:** "I've blogged, had websites on WP for a couple of years. Love it. I'm also multitasking and bought and downloaded Suzanne's \$37 offering while listening." Good for you... "I haven't had a chance to view it but it rocks, I can tell already". Well, thank you, Kim.

**Suzanne:** Thank you.

**Patsi:** Here's a question. No name. "Can you demonstrate just to see how it works?" I thought we did just see some examples for the end results. And then, the other part of that question: "Is this like FlexSqueeze?" Again, with the FlexSqueeze.

**Suzanne:** Well, FlexSqueeze is the theme that I bought in my search to solve this problem for myself. But even FlexSqueeze made me upset because I didn't want to build every site I'd build forever, from that point forward, using that same theme. It is similar to FlexSqueeze but it is not a theme. It's not a full-blown theme; it is a page template. It is a layout choice that can be added to your installation.

**Patsy:** Doreen Mitchman in Germany: "Could I use this for adding an Amazon shop?"

**Suzanne:** Yeah, you sure could. You wouldn't have your navigation on that page but if you don't want it, certainly you could do that. Anything you can add to a regular page in WordPress, you can add to this. The analogy here is you create a new page. WordPress, your theme, tells you what clothes your page is gonna wear. This is giving your page a change of clothes. That's all the more it is. It's putting a different coat or a different look and feel on your page. But your page is still in your WordPress installation

and all you have to do to make it look like a regular page is go back and change the template back to default and the fill page is gone. The header, sidebar and footer are back.

**Patsi:** OK. Here's a question. "Can you put video on this page?" I think, yes.

**Suzanne:** Yep, yeah.

**Patsi:** OK.

**Suzanne:** Same way you put it on anything else.

**Patsi:** Yeah. "Regarding sales page examples, in that you mention about not making blog and sales page look the same. Do you not want your sales page to look like your blog, for branding rather than different?" I would say you want to keep some branding, but you don't want your sales page to look like it's a blog.

**Suzanne:** Exactly.

**Patsi:** In other words, it should look like a sales page. But yes, I mean, for example, the header or a headline; if you want to put your picture up there and keep some elements of your branding, definitely.

**Suzanne:** Yep. In one of the examples, I use my caricature as I design every single site I have. So that's the connective tie, so that you know that it's me and my stuff there. Now, that's certainly not as full-blown as using the same theme. But that's the point: I don't want to use the theme. I don't want sidebars and all that.

**Patsi:** Yeah.

**Suzanne:** Though I put my little caricature at the top of most of my sales pages.

**Patsi:** Right. Here's one from Roxanne in Denver. "WordPress is both for blogs and website pages. Can I also use the sales page as an email newsletter announcement to my email subscribers?"

**Suzanne:** That's a very fine question. I would have to try that and see.

**Patsi:** Yeah, interesting. This is from Alex in the U.K. "Is the attributes that contain pull-down menu where you select your sales page found in the "Publish" menu on the top right?"

**Suzanne:** No, it's below the "Publish" menu. The section is called Attributes, although let me look in WordPress 3.0.

**Patsi:** Oh, yeah.

**Suzanne:** Because it may be something different now. Yeah, I want to get to page... I

mean the page ...

**Patsi:** We've got a lot of questions still. I want to make sure we address the main ones.

**Suzanne:** It's "Page Attribute" section, over there on the right where "Publish" is though. Look in that area over there.

**Patsi:** "Can you please share more about the copy and paste of the HTML code? Is that really easy to do, how long does it take to design the page? Thanks."

**Suzanne:** The eBook included with the page template goes all over that and exactly how to do it. How long it takes? If you do the whole page, copy the whole page and paste the whole page. It takes about two seconds. But then you have to change the text that you've copied from my example to reflect your own. So I find, the sales page for this product itself took me about six hours to do. Writing the copy, tweaking how it looked. The formatting was the easiest part. But tweaking the copy and saying just the right thing in the right place was the part that took the longest.

**Patsi:** Yeah, it just takes time to refine that. Here's a question. "How do I get the WP sales page template? Is it already in WordPress, or is it something I get from you?" It's something that you get from Suzanne. And let's...

**Suzanne:** Yeah. And for those of you still on the webinar, there is the shortened URL for it. It will also be in the email that you get this recording with.

**Patsi:** Yes.

**Suzanne:** And you know what, we want to make sure that we put that in the email, and don't make them open up the PDF to get it.

**Patsi:** Here's a good question. "Can the WP sales page be deleted when the offer finishes?"

**Suzanne:** You can unpublish the page, sure.

**Patsi:** Yeah. "Can you use PayPal or other payment methods?"

**Suzanne:** Yep.

**Patsi:** Sure. How do they get back to the main part of your web page?

**Suzanne:** Well, they can use their back-button. And that's about the only way, unless you put a link on the page somewhere that directs them back there. But that's kind of the point of this is...Once they click on something indicating there's an offer. This sales page, its job is to get them to buy it, sign up for it, give you their email address and join your mailing list or go away. So.

**Patsi:** Yeah. Can you program in your own colors through HTML?

**Suzanne:** Yes you can. You can. If you know HTML, you can go to town. Just like you can in, in a regular page.

**Patsi:** Judy Stevens. My download link has expired. How do I get a new one? OK. She purchased December 11th, 09. Why don't you send an email to Suzanne.

**Suzanne:** Go to the site and...Or, send me an email to Suzanne@Suzanne- Bird- Harris or go to the site and use the contacts form there and I will get you a, a download that you can use.

**Patsi:** Johnny in Tampa. Sometimes HTML does not look predictable when used on a WP theme. That is.

**Suzanne:** That is correct.

**Patsi:** Formatting and font size. Is that a problem or is this HTML friendly?

**Suzanne:** Well, that problem you're describing is with WordPress itself, and that brings up a point. There are some themes, Thesis being one of them. I know that Thesis, you can create your own page layout without headers, without sidebars, without footers. So, you may or may not want to use this template if you are using Thesis as your theme on your site but if you do and this is, OK, I'm going to preface with this is techno jargon about to come out of my mouth so only those who know HTML are going to understand.

If you are using Thesis and you are trying to use HTML, either be it from the examples I give with the package or you're writing your own, you will probably have problems getting blank lines to appear where you want them to on your page. I don't know why. It's some kind of conflict between Thesis, WordPress and, and it just doesn't work great. There is a workaround.

The workaround is at the WP sales page site and it's very simple. And I think I probably even put it in the documentation now too. If I didn't, I will, but it's really simple. It's just a line of code that you can effect getting a blank line to appear. Like when you want it between paragraphs and stuff sometimes and Thesis is not the only theme I've seen do that.

I've seen free themes do that. I've seen paid themes do that. It just happens to be some quirkiness with WordPress and how that, it renders HTML and how it does it so I don't spend a lot of time asking why. I just find a way to fix it and go on.

**Patsi:** Here's a, a question. When you say "host it yourself" Do you mean having your own domain name and having your ISP provider host the site?

**Suzanne:** What I mean when I say host it yourself is own your own domain name and you have purchased a hosting account with a hosting company. I use Bluehost. There's GoDaddy. There's Dreamhost. There's a whole bunch of them. Hostgator; all those guys. And that's where your website is.



Now, I have not seen any ISP and that's Internet Service Provider for those who don't know what that is. I have not seen an Internet Service Provider provide hosting that will accommodate WordPress yet. I have AT&T. They don't that I know of. You have to get a hosting account from a hosting company and they range in price from five bucks a month to up to 14, 15 bucks a month depending on who you're using and what you're getting.

**Patsi:** Yeah. Is it expensive to change from a GoDaddy site to a WordPress type site?

**Suzanne:** A GoDaddy site meaning, I'm guessing, probably their "Website Tonight" template-driven thing. I do conversions of HTML sites to the WordPress platform but they're quoted on an individual basis because every site is different. So you're welcome to come to WebsitesinWP.com and check out the options that I have available there and use the contact form to get a hold of me, I would be happy to talk to you about that.

**Patsi:** OK good. What is a WP self hosted account, and do I need third-party web host?

**Suzanne:** Yes and [laughs] the second question kind of answered the first one. I think we have just answered that previously. A web hosting account, you get from a web hosting company, and yes you do need one to run a self hosted WordPress site.

**Patsi:** Thanks for staying with us, if you're still on the call. Suzanne and I appreciate your questions and your desires to learn all you can to grow your business while making your marketing tasks faster, easier, and more effective.

Both Suzanne and I, working from our two different backgrounds, are passionate about helping others **get found, get known, and get clients** with the ease of Web marketing. ...And usually "ease" means Wordpress!

Armed with the right tools, good instructions and the right mindset you can manage much of your marketing tasks yourself, or at least know what to outsource to your V.A.

Please check out the WP Sales Page Template, and a good way to do this is to examine either my download page here, : <http://www.patsipickswpsalespage.com>, which I created using the WP Sales Page template, or Suzanne's sales page, which she also created using her template:

Here, I'd appreciate your using my affiliate link: <http://bit.ly/b0vTbG>, so both Suzanne and I can cover our costs and maybe buy each other a cup of coffee!

The WP Sales Page template, complete with instructions, and bonus files with all the graphics you'll need, is an investment of only \$37. (Far less than you'd pay for someone to do this for you, for sure.)

How to create great sales and landing pages with Wordpress

(Please note: I don't endorse but 4-5 products, and this one definitely has the "Blog Squad Seal of Approval!")

Thanks for attending the call or listening to the audio file and Suzanne and I wish you success in your online marketing.

Blog on!



Patsi Krakoff, Psy. D. aka The Blog Squad

My Book: [Content Marketing with Blogs](#)

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