



SPI Podcast Session #78 – Rapid Audience Building for Accelerated Hypergrowth (From Scratch) – Landing Pages and Conversional Optimization

show notes at: <http://www.smartpassiveincome.com/session78>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #78.

Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host who gets really nervous before public speaking but does it anyway, Pat Flynn.

Pat Flynn: Hey, what's up? This is Pat Flynn and yes, I still get nervous even after all these years speaking in public. And there's something to be said for that. I'd get scared if I wasn't nervous. And I was probably the most nervous I ever was this past week in front of a crowd of a 180 people here in San Diego and it was a speech I've been really, really nervous about for over a year now but also, looking forward to.

It was a best man speech for my best friend and you know what, this is going to sound silly but I prepared for it in the exact same way that I would a conference presentation. And no, I didn't have a PowerPoint or a Keynote presentation although thinking about that that actually would have been really funny. Here are five reasons why I think this couple is perfect for each other.

No, but I mean thinking about what I wanted to achieve with the speech first, that was a big part of it, techniques for grabbing people's attention during the speech. The first thing I did for example was get everyone's attention by having everyone clinked their glasses and when they clinked their glasses, the couple kisses and that was sort of an intention-grabber for me.

I even went into the room early to see where I was going to speak so I wouldn't be surprised by anything so I knew exactly where to stand. And the DJ actually gave me a mic to practice with. And man, it totally paid off. I mean once I got on stage, I wasn't nervous anymore. I just did my thing. And what was really cool was a number of people came up to me afterwards and was like, "Pat, that was one of the best, best man speeches I've ever heard." And I was so thankful for that because I really wanted to deliver for my best friend and his new wife.

And so, to Neil and Joy, I don't believe you listen to my podcast but if for some reason you ever stumble upon this one, I love you both and just know that my family and I will always, always be here for you no matter what.



And for those of you listening out there, thank you for giving me a moment to share that with you. It was a really important for me to deliver the speech in the way that I did. And these are really, really important people to me so I just wanted to give them a shout out here in the podcast.

And now, let's get down to business. This particular episode, I'll tell you, seriously gives all other episodes I've recorded thus far a run for its money as far as the best podcast episode to date. I mean I know there have been a lot of favorites. I mean you may have your own favorite from the past 77 episodes but many of those favorite ones or the ones that I know are most favored are these sort of inspirational, motivational ones – things that you make you get off your seat and get stuff done. And those are incredibly important of course. But I know also, a lot of you truly like the exact strategies that will get you results too. And that's what this episode is about.

I'm very happy to welcome my good friend, Clay Collins, on the show today. Clay is the co-founder of a very, very successful company called [LeadBrite](#), which helps people generate more email subscribers through various tools that he and his team has built. And these are amazing tools. And through his products and his collection of data – with his products, I mean he's been able to see exactly again, through data what kinds of strategies and methods and headlines and colors and buttons and everything that converts the most website traffic into email subscribers.

I mean we're talking all about conversion optimization today. And again, specific strategies to help you turn the traffic you already have or the traffic that you're going to get in the future into more subscribers. And you'll hear in the beginning an example of what this kind of mindset, what this kind of thing can do for you. I mean a lot of people who want more email subscribers and we all want more email subscribers. We'll try to get more of that by getting more traffic to our site and that makes sense, right?

I mean you do campaigns and guest post and push via social media and all that kind of stuff which is fine. But thinking about what happens when your traffic comes to your site can help you get even more subscribers because converting more – I mean just think about it, it's much easier to double your conversion rate than it is to double the amount of traffic you get.

And again, Clay will go over that and the kinds of things he has learned along the way that we can implement too. One of Clay's tools which we will talk a lot about during the episode is called [LeadPages](#). It's an incredibly wicked tool to help you create landing pages where you can go and collect email subscribers whether you have a WordPress site or not, you can use this tool, you can select from a library of templates of all sorts of different types of landing pages from ones that allow you to put a video on it with an email opt-in form, others with lead magnet like an eBook or an opt-in bribe of some kind, webinar registration pages, thank you pages, download pages, 404 pages, I mean it's crazy what this tool can do.



And I have to tell you, a few things about the relationship that Clay and I have together just before we go on and also to be completely transparent with you. For one, I've recently come on as an adviser for Clay and his company and I'm super stoked about that because I have a unique opportunity to truly guide at least a little bit the direction of LeadPages and how it can help entrepreneurs like us which is really cool.

And secondly, I wouldn't come on as an adviser, I mean this is the first time I've ever done anything like this with another company although I have been asked to become an adviser for other companies before and I've declined. And I declined because I didn't truly believe in the products and I didn't really know the people behind them. However, LeadPages, I feel and what Clay is doing here in this industry is a huge game-changer I feel. It has been for me already and I'm using it right now as we speak. I'm using LeadPages.

Now, I don't want you to think this is just a show to help promote this tool. I mean I'm talking about it and I yes, I use it. Of course, I'm going to promote it because I know it's going to help. But in this session, Clay goes over several specific conversion optimization strategies that will help you increase your email opt-in rate whether you have or ever get LeadPages or not. And you do not need LeadPages in order to do these things that we're going to talk about.

But he did say something interesting during the show and you'll catch this sometime when you listen. He said something like, and I don't know verbatim what it was but you'll remember it. He said, "If I find new strategy that helps you increase your conversion rates, please don't blame me for putting it into LeadPages to make it easier for you to implement. That's what it's there for." And he's right. I mean that's what this tool is built for. So I'm just letting you know.

And I mean it's like this tool is like the difference between doing keyword research manually with Google AdWords keyword tool which you can do and become very good at and you don't need anything else versus doing keyword research with something like Long Tail Pro or Market Samurai. It can all be done for free but these tools help you do it faster and better.

If you want to see LeadPages in action right now, I actually have a couple of them set up promoting an event that Clay and I will be doing together later this week, an actual conversion optimization workshop. We decided to put this together because we had way more that we could have talked about on this particular episode but we've run out of time. You'll see, I went a little over my usual time but you could chunk this up if you want but I recommend listening all the way through. It's so good. Plus, we wanted to show you visually on this webinar-type deal, the types of pages and the things that work instead of just mentioning like on audio.

So if you'd like to check out that webinar/event, it's totally free, head on over to SmartPassiveIncome.com/session78 and then register there. You'll see a link where you



can register for the event. There's actually a couple of links because it happens twice, once on Thursday and once on Friday after this recording is published. And that's so we could cover more time zone to get more people in there because I mean already, the seats are filling up fast. I've just mentioned it briefly in a blog post and on social media.

And also, you'll get to download all of the things that Clay is giving away in this episode. He'll mention all the things he's going to give away later once you listen through. And it's crazy. I mean he's thrown in so much stuff. And again, it's the stuff you don't even need LeadPages for. He's throwing in the HTML version of the highest converting landing page ever and other cool things like that that you can install.

So again, check all of that out at SmartPassiveIncome.com/session78. It's all there plus more. And I hope to see you on the webinar. And if you're listening to this in the future after the webinar has passed, the live one, the replays will be there at SmartPassiveIncome.com/session78 but you'll miss out on the giveaways that we're doing live on the broadcast. So I recommend you go on live if you can.

Anyway, I've talked enough here. Let's get right into the interview with Clay and he's going to start off by talking about how his company, LeadBrite, the maker of LeadPages and also LeadPlayer which I use as well and I know a lot of you use too. He's going to talk about how the mind shift or the shift from a traffic-getting mindset or mode to a conversion optimization mode made dramatic results in his bottom line. So let's get right into it. Enjoy and be prepared to take lots of notes.

All right. What's up, Clay, my man? Welcome to the show.

Clay Collins: Patrick, I am so thrilled to be here and excited for some of this content that we're about to get into.

Pat Flynn: Dude, I'm really excited. And for those of you listening, this isn't really an interview about Clay's story although we are going to get into his story a little bit, mostly about how he's grown his company from – I mean it's just ridiculous. He's going to tell you and share the exact numbers with you. But this is going to be sort of like Clay and I are just chatting like we're having a little Skype chat together which we often have. Actually, we have a Skype chat once a week. And you're just a fly on the wall listening in.

And actually, Clay was telling me about some of the stuff he wanted to make sure we go over. I mean this has the potential to be the best podcast in the SPI lineup so far. So I know that's saying a lot because there have been a lot of great interviews and I've said that a couple of times before but just – I mean you're going to see. I mean Clay was talking about giveaways and downloads and worksheets for you. We're going to talk about some really interesting sort of strategies for building your list, for lead generation. I mean that's what Clay is an expert at. That's what he's built software for.



Clay, just again, thank you so much for being. I mean why don't you just tell us a little bit about your company and the growth of it and how it applies to what we're talking about today?

Clay Collins: Basically, the premise behind what I'm going to share here is that back in the day, I wanted to double the revenue for our company and I wanted to do it in a short period of time. So what I did was, the first thing I tried to do was double the amount of traffic that we were receiving because the premise was that if I could double the amount of traffic that we get then all things being equal, I would double the amount of revenue that we receive.

So I went out and I did all kinds of like search engine optimization and kind of social media stuff and I even bought some ads. And what I found out was that it's actually really difficult to double – to quickly double to 2x the amount of traffic that you get you without spending a whole bunch of money. So I was like, well, that's not going to work.

So the next thing that I thought is that maybe we could double the amount of revenue we receive in our business by doubling the conversion rate on our sales pages. So I went out and I kind of went to the word processor and I started rewriting some of the sales pages and the sales videos. And what I found out was that like I actually hate doing that. Once I read a sales letter, I just don't want to touch it again like ever. So I – and then it was already kind of optimized so I realized like that it isn't going to be going the way that we double our revenue.

So what I finally settled on was I realized that if I could actually double – not double the amount of traffic and not double our conversion rate but if I could double the percentage of people who came to our website, who ended up opting in to our email list that that actually was the fastest way to double our revenue. So we actually did that. I went to our main opt-in page and I kind of just played around with it one evening. It took me about half an hour. And doing that just in that one evening, playing around with some things, I doubled the conversion rate on our opt-in page. And that month, we actually got a 5x increase in our revenue.

So I was like, "Well, if this works, maybe I should do this to more pages." So the next month, I went in and I tweaked some more of our opt-in pages and I actually added some more opt-in pages. And that month, we just about doubled our revenue again. And I was like, "Wow! This is fantastic." So then I went to more of our websites and I added more opt-in pages and I tweaked the pages that already existed. And that next month, we got – it was really through the roof. I can't do the math in my head. But we jumped up about 4 to 5 times.

So all told, we doubled our revenue then we tripled our revenue the next and then we doubled it again and then we tripled it again. So by the time we were done, I can't say that that math is right. What I can say in terms of doubled and tripled then doubled



and tripled because I'm bad at math but what I can say is that from the time we started this to the time we ended, we had a 22x increase in revenue.

And last month in our business, we did about a quarter of a million dollars just in that one month and it's recurring revenue so it only goes up. It's not like we had some launch and then it's going to be over with. Like that was our revenue last month, it was about a quarter of a million dollars.

Pat Flynn: Yeah, that's ridiculous. I mean – and you were probably seeing a little bit of an increase in traffic over that time, right? But you were saying that just doubling the amount of people who convert on to your email list and then you have a sales funnel through your email list that has been the main source of the revenue increase.

Clay Collins: Yes. And – so a big part of this is actually that we were doubling our – that we were getting increases in our traffic, not doubling. But we were increasing our traffic because we found out that when we email people about a new blog post for example, when we email them, they actually come to that site and they tweet about it and they share it on Facebook and – so they actually recruit more people to come to our website who then end up opting in.

So the next time we have another blog post or the next time we have something to announce, there's actually more people to announce it to and then those people end up recruiting other people on social media. So this actually was not just the fastest way to double our revenue all things being equal but this was actually what we found to be the fastest way to grow our traffic.

Pat Flynn: Dude, that is so, so awesome. I always tell people to email their list whenever they come out with a blog post. But this is huge. What else will you talk about today?

Clay Collins: Would you mind if I just share – because I spent – I kind of want to geek out on this. I was so stoked about having the opportunity to be on this podcast that I spent all morning kind of preparing a mini course about this stuff. So would you mind if I share a little bit about what we're going to share today on this podcast?

Pat Flynn: No, no, not all. I mean for those of you listening, Clay and I have been friends for a good time now and I'm actually an adviser for his company and we were both geeking out together about this podcast and so it's really funny to hear you say that you're geeking out and you actually created sort of a mini course to go into this podcast. I mean I didn't ask Clay to do that. He just did this on his own. And so, I'm really excited to hear what you're bringing.

Clay Collins: Yeah. And so, just for anyone listening, I know I sound super enthusiastic and a lot of times when people hear someone who's super enthusiastic, they're like, "Oh crap! There's got to be a sales pitch or something like that." And so, I



want to let you know that everything I'm teaching here like we're just giving away. There's nothing that I'm going to teach you where I'm like, "Oh, there's like four marketing secrets and I'm only going to tell you two of them so that you'll buy my book of marketing secrets and get the other two secrets." like I have no agenda here to hold back any information at all because I don't really sell information.

So for anyone listening, in the comments, if you have any questions, I will literally answer every single comment. And I have no motivation whatsoever to like not tell you something so that I can sell you a book or a course or a coaching program or whatever.

So here's what we're just going to give away. This is – everything here is going to be free. The first thing I'm going to give you is I'm going to [make available for download](#) our highest converting landing page across the entire lead pages business. So everyone uses these landing page templates with our software and we have the one that's on average, converting the highest amongst all of our customers. So the average opt-in rate amongst all of our customers across the entire platform is the highest for this template. And I'm going to give it to you to download for free and I'm going to tell you how you can get that in this podcast. So nothing required at all.

The second thing I'm going to do is we're going to talk about why actually hiding your opt-in boxes is going to get you more opt-ins, so making fewer places for people to opt-in on your website, why that's actually going to get you the fastest list growth.

The next thing I'm going to do is I'm going to give you the exact copy for the best converting lead magnet that we have. So I'm just going to actually tell you exactly what to write for a landing page to get the same kind of opt-in rates that we're getting.

And finally, we're going to in this podcast, build together a lead magnet and landing page that you can use in your business. So this will have all of the copy written. That's sort of my goal by the time we're done.

Pat Flynn: Awesome, awesome. And for those of you listening, the download for the best converting landing page, he's going to give that to you in HTML so you don't even need the LeadPages software in order to use it because it's right there for you in HTML. And also, the stuff about actually hiding your opt-in box, I mean that goes against what several of the previous guests have said and people who have been on my podcast and on the blog before who have mentioned, "You've got to put your opt-in box in more – in several places to get the most opt-ins." So I'm really curious to hear what you say about that.

And again, this is a little bit different than a lot of the podcasts that we've had. This is more of a course. So think about it like you're learning from Clay and I and mostly Clay of course because he's the lead gen expert about why things work. And the really interesting thing about this is Clay knows what works because his software and his company keeps track of the data across this whole platform of all the different



templates in their library so he knows exactly because of the data tells him what works and what doesn't, which I think is so cool because I don't know anyone else in this sort of lead pages or landing page, squeeze page sort of niche or industry who's keeping tracks of things like that. So I think that's really, really cool, Clay.

Clay Collins: Yeah. I mean we're really excited about it. I think historically, a lot of people have known what works for them and what I like about what we're doing is that we can actually tell you not just what works for us or what works for a friend but we can tell you on average across our entire platform what's working and what isn't. So we run these like platform-wide experiments where we kind of see what works for everyone on average. So it's not just sort of our opinion or like one used case in one market. It's kind of like generalized across the board and that's what's exciting to me about what we're doing.

Pat Flynn: Yeah, that's awesome.

Clay Collins: So, what should we get into? Should we just start off with the training?

Pat Flynn: Yeah. Well, I think even before we talk about lead generation and building an email list, we should probably talk about why that's important in the first place.

Clay Collins: Sure, sure. Well, I'd really love to – so I have my thoughts and opinions on this but I'd really like to hear your thoughts on this. I mean it seems like your audience and your email list, people might think the blog is your most valuable asset. I'm willing to probably guess that your email list is probably your most valuable asset. Would you say – would you agree or disagree with that?

Pat Flynn: Actually, I would agree with that because I mean for a number of different reasons. And those of you on my list know that I actually don't sell directly on my email list but I do use my email for marketing and I do it in sort of an indirect way and I do that specifically because of the market that I'm in and what people are used to seeing. I always try to do something different.

So I mean the email list is important for a number of reasons. One, it's probably the best way to drive a lot of traffic to your blog post. You were talking a little bit about that earlier. I know Derek Halpern has been going off about the importance of email to drive traffic. And a lot of people think they just need to collect email addresses to sell stuff. But you can actually use your email address or your email list and you should be using it to let people know that you have something worth looking at or something worth viewing. And that's something that I've recently learned because I've been holding back on my list quite a bit.

But lately, every sort of really important posts that I come out with, I share that through my email list and I'll get 20,000, 30,000 views in that single day simply because I'm sharing that through my email list. So, it's great for traffic building.



Secondly, it's very personal. People check their inboxes every day. Some people won't let an email go unread. And so, being able to communicate with your audience through emails is so valuable and you can communicate with people on a more personal, almost one-to-one level even if you're sending a broadcast email to hundreds, thousands, tens of thousands of people, that person who's getting that email from you and when you can like put their name in it and say, "Hey, (name) ..." and give them something of value, it's going to be worth a lot to you and your authority level in that person's eyes.

But most importantly, I feel the email list is incredibly important because it's your list and you could take that anywhere with you and you have the most control over your list and your people that way. For example, back in March, my site went down for an entire week. And luckily, it came back up. But if it didn't, I still have my list to go with me wherever I went. So I could have set up shop somewhere else, set up a new website and just email my list and tell them, "Hey, my site is down. We got hacked. I can't bring it back up. But here's my new site." And immediately, I would just pick up from almost right where I left off.

And even during that down time, I was still able to communicate with my audience about what was going on and give them updates on what was happening. And also, continue to provide value through my autoresponder and broadcast emails at the same time. So those are really my top three reasons. And I don't really come from a selling background and I know that lead gen is perfect for that so I'd love to hear your thoughts and your reasons for the importance of building an actual email list.

Clay Collins: Yeah. So I mean, I don't think about it as much as lead generation. I know that our product is called LeadPages but I think they're more about audience building. And I think about sort of like what you said where your site went down but you still had your email list. And that's sort of what I found is that Facebook could shut down your page, Google could decide that it doesn't want to run your ads anymore, Twitter could suddenly decide that it wants to boot you out of the system or whatever. But at the end of the day and someone could file a complaint about your website or your hosting service could go down but at the end of the day, the only thing that you really can keep that's absolutely yours is your email list, right?

Like you can post something to Twitter and maybe some percentage of the people who are on Twitter at that time will like see what you're doing or maybe you post something to Facebook and the Facebook algorithm decides that you're like important enough to show it to some people. But at some point, that might not happen. And really, a much higher percentage of people who get your email will click through and check out your blog post or see what you're doing or engage in a relationship with you in some way versus Facebook or Twitter or an RSS feed or whatever is going on.

So in my opinion, the email address from a relationship building point of view, from a business building point of view, the email address is far and away like the most



important asset. I mean that's where people go to build personal relationships, to check on other people. And for us, we found that it's at the very like heart and soul of what we do is email. So I think that the story about your website going down kind of illustrates this perfectly.

Pat Flynn: Yeah, absolutely. And I've made some incredible connections with people through my email and the email lists that I collected. I mean I use my email to communicate with my audience as well and get information back from them that they might not necessarily share on public forums like Facebook and Twitter.

One of the first emails in my autoresponder sequence for example is asking people like, "What do you want me to write a blog post about or what are you struggling with?" And I get a constant stream of comments from people that answer that question and just tell me exactly what they need information about. So I don't even have to think anymore. It's just coming straight to me.

Clay Collins: Nice, nice. That's awesome. So maybe now, we should talk about if you're cool with this, I kind of just want to just share some like super valuable stuff and get into the nitty-gritty and just like super actionable things that people can do today. Actually, like today, I would encourage to implement this first step. I think there are a lot of people who chuck up business to like 100% like internal issues and sort of thinking through these big picture things.

But what I found, what's been my truth is that business has been a series of like very specific steps that I take that I held myself accountable to accomplish certain things. And what I want to share with you as sort of our first tip is kind of the highest leverage thing that everyone listening to this podcast can do today that is going to probably have the biggest impact on your business over anything else you could do this month. So maybe we could start off with that.

Pat Flynn: Yeah, let's go big. Let's start big.

Clay Collins: OK, cool. So the first tip and it's going to sound simple at first but it's kind of deceptive in that way. The first step is that I'm going to encourage everyone listening to create a resource guide opt-in page, a resource guide opt-in page. So what I mean by this is that a lot of people come up with huge courses that they give away or they want to ask people – they want to give away maybe a very long eBook. And what I'm going to encourage you to do is give away simply a list of tools or resources that will benefit your audience or your potential audience.

So basically, the highest converting evergreen landing page in our business is a page that says this, OK? Here's what it says, "Free report reveals the top five dirt cheap tools I use to create all my videos including my \$80 HD video camera." So people come to this page. It's got literally, one sentence of copy that took me three minutes to write.



And when they opt in, they get – literally, they get a list of five resources for creating videos. That's it.

It took me about 15 minutes to write down the list of resources that I recommend people have and it took me about three minutes to write the copy. And here's what kills me. I've literally spent a month before writing an eBook that people can get when they opt in to my list. So it's like a 50-page eBook. And I've spent about the same amount of time, about three weeks creating a free video course.

And yet, a simple list of resources, a simple list of five resources has built my list more than – and it took me again, 15 minutes to 20 minutes to do all this, the simple list of resources has gotten more people to opt in than a huge long eBook or a very long like a video course that had like worksheets and transcripts and all this stuff.

So why is this true? Why is a simple list of resources that we give away, why is this the best performing landing page we've ever used? Well, the first reason is that it doesn't require someone to process too much information, right? Someone doesn't have to watch a three-minute video or read an entire page of text in order to make a decision. They only have to decide if they want my list of the five dirt cheap tools I use to create my videos. Do they want it or not? So that's the first reason.

The second reason and this is really, really, really important, the second reason why this gets so many people to join my list is that everyone wants to know the tools that you're using. And here is why. As human beings, we have this belief that if we only have the tools that the pros use that we would get the same results that the pros used. And in a lot of cases, that's actually true. We would much, much, much rather acquire a tool than acquire a skill.

And if you look at the bestselling issues of magazines like Golf Digest and running magazine and camping magazine or like photography magazine, the bestselling issues of those magazines are the gear guides, right? The list of the top golf clubs if you want to hit a long drive and the list of the best like putting clubs or whatever or like photography magazine like what are the best lenses for nature photography, what are the best like point shoot cameras for a family vacation?

Like everyone wants to know the tools because we'd much rather acquire a tool than acquire a skill and because we believe that if we have the same tools that the pros use, we'd get the same results. And honestly, we like buying good stuff that's going to help us out because you can just make a lot more traction or get a lot further that way. So that's another reason why this works is because we're giving people specific tools, not ideas, not concepts but tools that we've actually used.

The next reason why this list of resources works so well is because a lot of people are experiencing information overload and the last thing they need is another like 50-page eBook to download or an entire like 20 minutes of video with a talking head rambling



on. They just don't want that. If they can get the same amount of value from a list of resources, they'd rather do that, right? Long content is actually perceived as a pain in the rear end to a lot of people because it just represents a greater boundary or a greater barrier to getting what they want.

Also, this kind of page, this resource list opt-in page outperforms video bribes because the perceived value of video is really going down a lot recently due to all the videos that are on YouTube or launch after launch after launch with 15-minute kind of boring talking head videos. This also – and this is kind of a really interesting thing here, this continues to blow my mind, a list of resources outperforms, get this, outperforms opt-ins to get a free coaching session. I tried this once.

I gave away literally, a half an hour of my time to everyone who opted in. And we actually got a higher opt-in rate for the list of free resources. And that just goes to show that there is no correlation between the amount of time it takes you to create a lead magnet and the opt-in rate that you're going to get. There is no correlation between the value of what you're giving away and the opt-in rate.

So I think a lot of times, people think that they have to like kind of lock themselves into a cave and create some like insanely huge free thing to give away which, there's a time and place for that. You've obviously found that. But in terms of just sheer list building statistics, this works better than anything we've ever seen.

And so, the time to benefit ratio for creating one of these resource list opt-in pages is huge. And if you're kind of getting – if this sounds really conceptual, we're actually going to – if you're OK with this, Pat, we're going to link below to an exact picture and the actually the HTML for one of these pages and I'm going to link to a few of these resource list opt-in bribes or lead magnets where you list a bunch of resources that are appropriate to your industry.

Pat Flynn: Yeah, definitely. I mean on the show notes, SmartPassiveIncome.com/session78, I mean this is going to be the podcast with the most resources ever. So you'll see that. And there are a few things I want to comment on really quick because this is really interesting. One of the points you mentioned about the list of the resources and the fact that people want the tools, I mean that's very, very obvious when you go to specific blogs and you look at their most popular posts.

A lot of the most popular posts for example are like the top plugins to use or 19 tips and resources to do this and that. And to put that behind an email opt-in just makes complete sense. And I love – I spent a lot of time on [eBooks the Smart Way](#) which a lot of people know is my lead magnet currently to incentivize people to join my list and that's been downloaded over 50,000 times. But I did spend about a month and a half creating that thing and it is a long guide and I'm pretty sure not everybody who opts in reads it or they might like you said, get it and see how much content there is in it because I would put everything into it, and then yes, they're going to be overwhelmed.



But I love this idea of creating just a simple list of five resources because I know a lot of people, a lot of you listening don't have a lead magnet and you should. And a lot of you don't have it because like you said, you might think that it might need a month of your time to create. But no, just like half a day, even just a couple of hours.

My question to you is how is this list of resources delivered? So people opt in. Is this on another page like a hidden page on the website? Is it in a PDF or how is it given to those who subscribed?

Clay Collins: Yeah. I recommend a PDF and you email it to everyone who opts in. So the first email that they get after they opt in gives this to them. So there's – I mean we've automated for our LeadPages – you don't have to have LeadPages to do this, for our LeadPages customers, we've automated the giving away actual lead magnets but it's something that you can do with everything including AWeber, whatever you're using where you can send out an email that goes to everyone who opts in that has a link to a file that people can download or it can be an attachment to that email as well.

Pat Flynn: Yeah. And what I love about that is more often than not, these tools are going to help people get immediate results. I mean for my opt-in lead magnet, it's an eBook about how to write an eBook. And you can't write an eBook in a week. It takes a long time. So people aren't going to see immediate results from it. Whereas, a list of five resources, I mean a few of them might – people might be able to just use them immediately and see results. And what that's going to do is it's going to help your subscribers be like, "Wow! This guy knows exactly what he's talking about or this person just knows exactly what I need. I'm already seeing results. I can't wait until the next email."

Clay Collins: Yeah. And I think it's important to know that the head space of someone who is just getting into something is very – it's like they're confused, right? Someone who wants to create a blog like how do you create a blog? Like what hosting company should I use? And then they don't even know that there's such a thing as WordPress and that they need to have plugins installed.

And so, just getting people up to speed with all the things you've tested and used is just an immense value. Some people spend like weeks or months just playing around with different technologies. And if you could say, "Here's exactly what you need to get started. Here are the free things. Here are some of the things that cost some money. And if you do have to pay for this, here is why I recommend it." But just catching people up to speed with what they need is really important.

Like I think about when I started yoga like I didn't know anything about yoga. Should I get special pants? Is there a pad? Can I use the exercise mat that I normally did? Do I need to do – like there's just all this confusion about the gear because that's the first thing that people think about is like what specifically do I need to get started? And you



can become a pretty quick authority by just giving people sort of like the easiest, cheapest, kind of baseline entry level list of things they need to get started. And that builds a lot of trust and it also delivers a whole lot of value.

Pat Flynn: Yeah. I mean I just ran a half marathon a couple of days ago. I'm actually still feeling it in my knees. But if I were to create a site about marathon training, I can imagine one of these giveaways, a list of resources as being the top five resources to help you through your next race and that could be the right shoes, the right sort of pouch to wear that holds your stuff, the right sort of, what do they call it, these energy GU Gel things that you have during the race, so all those types of things. Things I wish I knew. And if they're all in one easy to grab spot, I would definitely trade my email address for that.

Clay Collins: Yeah, for sure. So that actually brings up a really good point. Like let's talk about how people like just sort of copywriting around this and I'll make sort of this list of titles for different industries. I'll make this available just as part of the course that we're creating here sort of live as we move through this material.

So if you're – sorry, go ahead.

Pat Flynn: Oh no, I was going to say this is good because I know the copywriting piece of it is one of the most difficult parts. I mean people can create one of these opt-in things but how to really say the right words to get people to want to download it, that's what's really important. So I'm really glad we're getting into this. Sorry.

Clay Collins: Yeah, totally. So I think it's really good to hear a lot of examples. So let's start out with like the real – like let's say, you're a real estate agent. If you're a real estate agent, you might, and I just came up with this off the top of my head. I'm not a real estate agent. But I might create something like this. This would be the one sentence of copy on my opt-in page. It would say this, "Resource Guide: The top 5 safest credit-boosting home loans of this year." Like I recently wanted to buy – got a house – bought a house and I wanted to know like how should I think about home loans? Like what should I do here? And so, if someone put a list of those together, that would be awesome.

If you're a dentist, you could do something like this. "Buyer's Guide: The top five electric toothbrushes of this year including the one that I use." If I were on my dentist site and he's like, "Yeah, here's the best electric toothbrushes to use and here's actually the one that I use." I would completely opt in to get that. And then after that, I would continue to do this newsletter and I'd always think of him whenever I had a tooth problem.

If you're a life coach, you could do something like this. "App Guide: The top 4 iPhone apps for increasing your productivity including the one that I use every day or the ones that I use every day."



And here's this last kind of headline for this or copy for this is actually like the most effective. So let's say you're a fitness expert. You could do something like this. This would be the copy for you page. "The only 3 pieces of exercise equipment you need in your home. (Hint: They all weigh less than 5 pounds.)" And the reason why that's so powerful is because you've seen something very counterintuitive. You've said that the list of the three pieces of exercise equipment people need, you've said that all these things weigh less than five pounds. And that's counterintuitive. We usually think of exercise equipment as weighing a lot.

And so, when you say something that challenges people's assumptions, it sort of tells them that they're going to really truly learn something new when they opt in. The biggest killer of conversions is when people think they already know what you're going to tell them. And so, if you can say something counterintuitive like, "Hey, all of these pieces of exercise equipment weigh less than five pounds." That makes them think, "Maybe there's actually something new and of value here." So that sort of counterintuitive thing really drives opt-ins.

Another example of a counterintuitive headline is something like this, and a marketing agent you might do this or an SEO company, so "The top 5 digital marketing tools for local businesses. (Hint: The 3 best ones are free.)" It is counterintuitive to think that the three best resources would be the free ones because we usually assumed that the best resources cost money. So it makes people think, "Maybe I'm going to learn something here that's new." And so, those kinds of like counterintuitive spins can really have a huge impact on the opt-in rate.

Pat Flynn: So, OK. I've noticed a formula, a little bit of a formula in each of these. In the first set, you mentioned what the thing is, buyer's guide or resource: and then what it is, and then a hint or some little addendum to that thing which kind of I think is probably one of the most important pieces of the headline because it just sort of piques my curiosity a bit.

Clay Collins: Yeah. I mean that's actually sort of the most important part is at the very end, you put in parenthesis, (Hint: The 3 best ones are free.) or (Hint: The very first one on this list is the one that I use.) or something like that where you pique people's interest and you don't tell them exactly what the thing is but you tell them that it's going to be a little bit different than what they expect.

And so, that's absolutely important. And everyone listening to this is probably going to want to go to the notes on this episode and actually look at these headlines because the formatting of them is important the way you use a colon and what you put in parenthesis versus not. We've tested these extensively and you're absolutely right that we have come up with a formula for doing these. And so, we'll include kind of that formula in the – I guess, in this course.



Pat Flynn: That's cool. That's cool. I mean I'm even thinking right now on *eBooks the Smart Way*, which isn't a quick resource, it's kind of an extensive guide but a headline for that could be something like whatever the headline might be, hint or whatever the parenthesis is at the end, you can do this for under \$5.

Clay Collins: Yeah.

Pat Flynn: Which is true.

Clay Collins: Yeah.

Pat Flynn: Something like that would be a really quick thing I could add to my existing copy to really increase conversions I think. And that might be something I'll test out although I am going through a site redesign so I'm sort of waiting on any changes until that happens. But yeah, for those of you who have a list already and you have a lead magnet, if it's one that you want to keep or you want to go with one like Clay suggests. Just think about your headline and how you're getting people to be curious about what it is that's on the other end.

Clay Collins: Cool. Yeah, totally. And so actually, I want to – I want everyone to take action so I want everyone to do this. So I'm going to do something that I think is kind of cool. I'm going to give – I want people to come up with just that one sentence headline for the resource guide that they're going to give away and leave it in the comments. And I'm going to actually pick – I'm going to pick three of them or I'll let Pat pick three of them.

Pat Flynn: We'll pick them together.

Clay Collins: We'll pick them together. And the three ones that we like the most, we're going to give a lifetime membership to [LeadPages](#) to the people who leave sort of the three best headlines for their resource guides. So you don't even have to write the opt-in or the lead magnet like the thing people download. I just want your headline and we'll go from there and we'll give away three of these. I think that's kind of cool.

Pat Flynn: So head on over to [SmartPassiveIncome.com/session78](#). You could pause right now and put it in there if you want. I think it's a really cool exercise. And even those of you listening in the future, I think – how long do we want to give people after this goes live, this episode goes live? Like a week?

Clay Collins: Yeah, we can do a week. That's fine.

Pat Flynn: OK. So if you're listening to this after a week since this episode goes live, I still think it would be beneficial for you to go there and even just practice and leave your own headline. And also, see – we'll share our favorites in an update, the ones that win the lifetime access to LeadPages. But you can see everybody else's there too and I



think that would be really fun and educational to go through those and kind of see what people are using for their headlines.

Clay Collins: Yeah. And in addition, I kind of do want to incentivize people who go through this process afterwards. So for a while, maybe for a few months after people – when people post these, I’m going to actually respond and I’ll try to give you some hints or maybe rewrite what you’ve written. So you’ll get some free copywriting training when you go ahead and leave a comment and state what your thing is going to be.

Just remember, don’t say they’re ideas or steps, nothing conceptual. You’re giving away tools or like specific resources like real things like websites, like the top websites or the top apps or the top like home loans, the top piece of exercise equipment. Keep it concrete and real because that’s going to convert the best.

Pat Flynn: Yeah. I mean it just seems like it would be so easy to create something like that. Now, are you sure you want to do that, Clay? Because they’re going to be hundreds of comments on this podcast, I guarantee it.

Clay Collins: Yeah.

Pat Flynn: I mean maybe you just pick a few over time.

Clay Collins: Sure. But you know what? Maybe I’ll set the window for those to be for six weeks. So for six weeks, I’ll do this. I won’t – it’s not like I can always respond within 24 hours but I’ll make a note of every week maybe taking a 5 to 6-hour chunk of time and just sitting down and critiquing people’s headlines. And I think that’s something that would add a lot of value. And so, I’m happy to do this. I normally don’t do this but I just – I love what you’re doing, Pat, here and this is a huge opportunity for me.

Pat Flynn: Well, thank you, Clay. I mean that’s very, very, very, very generous of you. I mean I’ve warned you, everybody heard me, I warned you but that’s awesome, man. Thank you.

Clay Collins: Totally, totally. So I mean my wife might get a little upset with me because she might not see me for a like a couple of Saturdays but I think it will be fun.

Pat Flynn: Oh, definitely. OK. So we talked about the lead magnet and the headline for that. I’m sure I’m going to speak for everybody listening, we want more tips on how to increase our conversion rates.

Clay Collins: Totally, totally. OK. So let’s move on. So the second thing that I encourage you to do and this is a fairly quick tip but this is something that’s really helped us out, is to optimize your 404 pages. So in every website, there is a web page that you get when someone types in a URL that’s wrong. And what we did and what’s



really kind of helped us out is we made our 404 page, the page not found page, we made that an opt-in page on our website and on our blog.

And so, what that means is – oh, let me tell you the back story behind this. Back in the day, a fairly prominent blog linked to us and I was like, “This is my shot like this is awesome.” This is like years ago. And I was like so excited and yet the post went live. They emailed their list. Everything happened. And it sent every single one of those people to a 404 page because the blogger who wrote the post used the wrong URL. They screwed something up.

And by the time I went to them and asked them to fix it, it was already too late like I kind of had missed the boat on that exposure. And yeah, some people went to the route of the website and some people kind of Googled and tried to find it. But most of the time, when someone goes to your page and they find out that it doesn’t exist anymore or that the page they’re looking for doesn’t exist anymore or there’s an incorrect link, most of the time, people just leave.

And so, it’s a huge loss to you when this happens. So what we did is we created this landing page template. And again, I will make the HTML for this page available to everyone. You can set it up really easily in LeadPages but we’re also going to make the HTML available for download so we’ll link up to that below. But I suggest, you set up a page that is your 404 page that says something like this. OK. So I’m just going to read you the text from ours.

Pat Flynn: Cool.

Clay Collins: “404 Error Oops!” So that’s that heading. And the subheading is, “The page you’re looking for could not be found but don’t leave empty-handed. Get this free lesson.” And then you give the name of the lesson and this is the biggest letters and say, for ours, it’s, “Free 4-step tutorial. How we created a high converting lead magnet and our best performing landing page.”

So everyone who comes to our site, they get the wrong page, it said, “Hey, you know what? The page you’re looking for isn’t here. But don’t leave empty-handed. Opt in to get this free lesson or this free report.” or whatever we’re sort of cycling it to be at the time based on our landing pages.

Now, there’s probably going to be some questions about technically how to do this. So there are two ways to do this. One, is you can hire a programmer to do this. Maybe go on to vWorker or something like that. But this is actually a feature inside of LeadPages where you can set your 404 page to be one of the landing pages in your account.

So there are two ways of doing it. Both of those exist. So I just want to make sure everyone knows that there is multiple ways of doing this. I’m not like coercing you into doing it our way. But this is something that we’ve tested. The opt-in rates for these



pages are very, very high and it insures that we don't leak any opt-ins, that we don't leak any traffic.

Pat Flynn: Yeah.

Clay Collins: And so, we're capitalizing on every opportunity.

Pat Flynn: That's very, very smart. I mean I have an optimized or "optimized" 404 page because a lot of people are finding my 404 page. And on mine, I have, "I'm sorry. The page you're looking for is not here. Please use the search function or the links below to help you find what you're looking for." So I've a search box in case people were looking for something. They could just type it in again to try and find it and a list of the most popular posts, a list of the categories, and a list of the tags. And that's been working pretty good. I don't lose as many people who go on the site as opposed to if I didn't have an optimized 404 page.

And I remember when I created this, I tried to do it on my own. I tried to hack WordPress. If you go into WordPress and themes and then editor and then you go to your 404 page, that's where you edit the code. I didn't really know what I was doing. So I had to hire somebody to do this for me. And it's so cool that LeadPages could do this for you too. But either way will work. And when the redesign comes about, I'm definitely going to put an opt-in on that page and have a lead magnet there too.

Clay Collins: Yeah. I mean, so we've experimented with different ways of doing it. One of the things we did was what you're doing where you sort of provide a list of top articles and give people some – a search box and some navigation options. But what we found is that when most people come to our site and they get the 404 page, they're usually people that are new to that website and new to us. And saying, "Hey, you can search for something," doesn't work so much or saying, "Hey, you can navigate the site in this way." We found, at least for us, didn't work so well because people who are coming to you for the first time don't know the core of what you have to offer. They don't know who you are.

And so it kind of helps to take a little leadership and say, "Hey, you didn't find what you're looking for. But this is one of the highest value things that's you can get out of this exchange now that you've come to our website."

Pat Flynn: Yeah.

Clay Collins: So, that's sort of what worked for us.

Pat Flynn: Is there a way to track how many people are actually ending up on our 404 page?



Clay Collins: Yeah. Well, I mean you can do it in Google Analytics. I know you have a LeadPages account so if you just set up that 404 page in your LeadPages account then LeadPages gives you analytics on all that stuff as well just sort of out of the box.

Pat Flynn: OK, cool.

Clay Collins: Yeah, totally. Cool. So that's tip number two and that's kind of a quick one. But it can be high impact and it's fairly easy to implement. So the third tip that I want to give to folks is to give something away with every blog post that you can give something away that people opt in for.

Pat Flynn: Something new away?

Clay Collins: Yup, something new away. And so obviously, if people – OK. So the one objection people have to this is like, "Why should I have my – the people who are on my email list, why should they have to opt in over and over and over again to get this thing I'm giving away?" So the answer is that if you do give something away with a blog post, include a link to it or at least attach that file or whatever you're giving away to the email that you emailed to your list so those people don't have to opt in again.

Pat Flynn: OK. But for everyone who's come to that site for the first time, have something that people can get that is custom, specific to that blog post or to that piece of content. So this could be for example, a list – like a checklist. So if you tell people how to do something, you can go into Microsoft Word and you can checklist based on what you taught. If you have a worksheet, if you can turn your blog post and create a summary or a worksheet that people can use, maybe and Excel or maybe you just like type it up in whatever processor you use, even Google Docs will allow you to save stuff as PDFs.

So you can create some sort of a worksheet or an exercise based on what you talked about or what you did. And you can even hire a VA to do this. Like if you were a health blogger, I would recommend giving away recipes that people can opt in to get. So get the recipe there on the blog post but if they want to like keep it on their computer and people have this psychological need to like physically possess things, so they can always go back to your website but if they want to download the recipe, they can enter in their email address and get that PDF.

Another thing that works is like we said, resource guide. So we talked about resource guides earlier. But honestly, one of the highest converting things we've ever given away is simply an eBook with all our blog posts in it. So we just took our existing – I guess this wouldn't work for – that would work for like a site-wide thing. But it's sort of the version of that that works in this example is if you're really at a loss for what to do, you can just take the text of your blog post, cut and paste that into a word processor and save that as a PDF and give that away. And you might be surprised, in fact, you probably will be surprised that people actually opt-in to get that but people do.



So this is one of those cases where most people's intuition about whether or not this is going to work is actually wrong. Like people will opt in to download. If it's a good blog post, they will opt in to get a PDF version of that so that maybe they can put it on their Kindle or they can read it on the road ...

Pat Flynn: Or print it out.

Clay Collins: ... or whatever is going on. Yeah, or print it out.

Pat Flynn: Yeah, that's interesting. I mean it just seems that would be sort of all for nothing because that blog post is already there. But I can see how it might work and obviously, the only way to know if it will is if you test it. Now, I have a couple of questions here regarding this strategy.

Clay Collins: Sure.

Pat Flynn: So does this mean – so I'm giving something different away with every post and I think that's kind of a good idea because it would just increase the sort of credibility of that post. It would have more things to go with it. It's just not a blog post but it becomes like a resource and there's a way to get that resource which is going through your list. And this is as opposed to just putting a link in your blog post for that.

Clay Collins: Yup.

Pat Flynn: And if it's something that's useful, people who are on your list or people who want it will subscribe. But how does this conflict with a maybe a site-wide giveaway or an opt-in form that has a lead magnet on the sidebar?

Clay Collins: It really doesn't conflict. I think that a lot of times, people believe that they can only have one of these, only one opportunity to opt in. And what we found is that there are multiple personas or types of people that come to your website that are interested in different things.

So for example, when people come to LeadPages, some people are interested in optimizing what they already have so they're interested in like A/B split testing and optimization. Other people come and they're starting their business for the very first time. So they have different needs and different agenda. Other people come to our website and they are really just – they know that we publish a lot of split testing data and they are looking for just sort of the latest of the latest of like hard experiments that have been done.

And so, for every website, there are different types of people that are coming to that website and it would behoove you to have a bunch of different opportunities for each of those people to get what they want. There's no one lead magnet that you should give



away as you build your business like start out with a resource guide but add stuff as you go along. And these individual posts where you're providing something to download are a great opportunity to test different types of lead magnets.

So if something really works like let's say you give away a recipe and that really, really works, you're like, "Well, maybe I should add another site-wide giveaway with a list of my top 10 favorite recipes." So it's a good kind of test bed for tracking what people are interested in.

Pat Flynn: OK. A couple of other questions – and actually, before I get to the questions, I mean this just seems like it's a perfect opportunity like with what you just mentioned to sort of segment the type of people who are in your audience and put them on specific different lists that you can speak to them in the language that they need, give them offers that they might need, maybe you have products that are for beginners, so that's the list that those people go on because you know that they're subscribing on those posts that you write that are more geared for beginners and they have these beginner type giveaways. And then you have the other one for the more experts and the more advanced people. I mean that just seems like a perfect opportunity to do that.

Now technically speaking and I know LeadPages will do this, but even if I wasn't using LeadPages, I'm trying to determine how I would be able to easily create a different giveaway with every blog post. I'd have to have a new list, right? Like for example, I'm in AWeber, I need to create a new list for each and every individual blog post?

Clay Collins: Yeah. I mean so that is kind of what complicates things a little bit from the technical perspective is that if you're doing this without a tool like LeadPages, for everything you give away, you have to create a new list for people to sign up for and then you have to create a new form that's associated with that list for people to opt in to. And then you have to create an email that goes out whenever someone opts in to that form and then in that email, you need to link to the digital file that maybe you've uploaded to your server or Amazon S3 or something like that.

Pat Flynn: Yeah, that's crazy.

Clay Collins: It can get a little laborious. We actually did this for a while and it drove me crazy. So again, you can do this without LeadPages. We just told you how to have to create a new list for each opt-in bribe or lead magnet.

Pat Flynn: I mean I think the solution would be to not maybe have a different – for those who aren't into LeadPages or maybe don't have the budget for it right now, it might be to have maybe just three different types of opt-ins.

Clay Collins: Sure.



Pat Flynn: One for each particular segment of your audience perhaps. And then at the end of your blog post, maybe have a different form just one for each of those ones. And that way, you only have to manage 3 instead of 60 over 60 posts.

Clay Collins: Yeah. I mean something that some people do to make this happen is they'll make the resource available on their thank you page. So after anyone opts in, they use the same thank you page across of all of these opt-in boxes and the thank you page has the download link for these resources.

Pat Flynn: And it has even all the previous ones ever mentioned.

Clay Collins: Yeah. So it's a monstrous list of everything. The problem with it – and it's OK. Like this is an OK – this is a serviceable solution.

Pat Flynn: Right.

Clay Collins: The problem with this is that because these lead magnets aren't delivered via email, it's possible for someone to get them all without opting in. So they just opt in and then the thank you page sends them to a huge downloadable list of everything. And then if someone gets that URL with all the things, they can share it on a forum and everyone can download it. Now, that's not the worst thing that could happen. It's not like, "Oh, everyone got them without opting in." Like it's not the worst thing that can happen but it's not the best solution either.

Pat Flynn: Right, right, right. OK. Yeah. That makes sense. I'm just trying to think if there's any other technical solution. I like the thank you page idea and like you said, it wouldn't be the worst thing in the world and hopefully, those resources would be good enough where people who get them even not the legit way, would come back to your site anyway if they're created in that sort of way. I mean you want people to get them obviously.

I think what's really cool about this idea of giving something different away with every single blog post, worksheet or something like that is that once you start doing this and people start noticing that you're doing this after every blog post, they're going to be really excited about your next one and they're going to keep coming back a lot of times in particular just to see what that giveaway might be.

Clay Collins: We started with our own blog. We started occasionally giving away landing page templates like HTML versions of some of these, not all of them but once in a while, we give one away. And we found that people started coming back every single time we published a blog post just to find out if we were giving another one away.

And the opt-in rate for this custom opt-in for blog post is the highest we've ever seen. So what I've told you about before is sort of like our highest converting pages for like a global opt-in across the entire site. But these custom opt-ins for individual blog post,



the conversion rate on these is like the highest from just a raw percentage point of view. These are the highest because it's custom-tailored to that content. It's not like here are some general things that may or may not be the reason why you came to this blog post in the first place. But if you have something that's like specific to that blog post, everyone who gets to the end of it will likely want it, right? Or a high percentage of them at least will.

Pat Flynn: Right.

Clay Collins: So it's a way of providing like a laser-targeted value and coupling that with your list growth.

Pat Flynn: Cool, cool. Yeah, I'm definitely going to have to experiment with that actually. And now, that I have a LeadPages account and this allows me to easily do it, I definitely will try it out.

Clay Collins: Cool. Yeah, so that's awesome. And just for everyone, like I just want to make – I just want to be upfront here. For everything we're describing, we've – I think Pat has done a really good job of – or at least we have collaboratively, of saying like sort of like a normal way to do it and then we've also mentioned LeadPages as well. But nothing we're talking about here requires LeadPages. We've just automated some of this.

So the fourth tip – are you ready to move to the fourth tip?

Pat Flynn: Yeah. I mean just going off with what you just said. I mean that's why you built LeadPages just to make this easier but you don't have to have it because I don't want this to seem like it's a sales pitch or anything.

Clay Collins: Right.

Pat Flynn: I mean I have four pages of notes already based off of what we talked about and I'm sure there's going to be more. So let's move on to the next tip for optimizing conversions.

Clay Collins: Yeah, yeah, totally. And for everyone listening, like we're giving away sort of the worksheets and all these HTML pages so I just – I pray to God, you get enough value.

Pat Flynn: Dude, like there's way plenty of value in this podcast already let alone all the giveaways you give away. So ...

Clay Collins: Awesome, awesome. So the next thing is that you should start doing webinars. So here's the thing about webinars. Whether or not you ever get anyone to show up on a webinar ever, ever, ever, even if nobody ever shows up on a webinar you



do and even if webinars don't explicitly grow your business like even if nobody kind of like buys your thing on a webinar or even if it doesn't generate any new business in and of itself, you should still start doing webinars because webinars as a category of landing pages, webinars on our platform outperform everything.

Our top performing webinar registration page is getting an average of 54% in terms of the conversion rate and that's across thousands of customers, hundreds of thousands of page views, 54%. And this includes, this average that I'm telling you, includes lots of newbies who don't know how to write copy. It also includes people who have written a lot of copy.

But right now according to the hundreds of thousands of opt-ins that we've generated and all the conversions that we had, all the data we have across our entire platform, nothing is out-converting webinar registration pages. So you should do them even if no one ever attends, even if they don't grow your business in any way, you should do them to grow your audience, period.

Pat Flynn: Yeah, and you I are going to do one together this week, actually.

Clay Collins: Absolutely. I'm already looking forward to it.

Pat Flynn: And we're going to use LeadPages to set that page up actually. But anyway, yeah, I mean I know. I mean everything you've just said I heard thousands of times before. We've had Lewis Howes on the show before talking about the power of webinars and actually going through the process of actually conducting a webinar. So for those of you who actually set up a webinar and actually get people to come on, you would want to listen to episode 29 with Lewis Howes. He goes over all that stuff and really, really actionable items there for sure.

But keep talking about webinars. I mean what – is it industry-specific? I mean I think some people might not even know what to do in a webinar.

Clay Collins: So my core message that I just said is like do them even if you don't know what to do. But here is what to do with them like even if you don't know what to do on a webinar, that's OK. I recommend that you just bite the bullet and just teach something on a webinar, just answer people's questions even if you just do a Q&A.

That will help you out because in this day and age on the internet, when else do you have an hour to have someone's attention and to directly answer their questions? It's rare. It's rare that someone will say, "I'm going to set a time – set aside an hour for this. I'm going to get on and I'm just going to pay attention to this."

The only way to replicate this is by putting on a live event. And Pat, as you know, putting on live events are super – it's super expensive to do especially if you're just getting started.



Pat Flynn: Right.

Clay Collins: So, sort of the inexpensive way to do this and to get that level of engagement and to connect with your audience at a deep level that can only benefit you financially is by doing webinars. And kind of the biggest reason to do these for, at least for people who are getting started, the biggest reason to do these is because it is the cheer-all for content block or writer's block.

If you say you're going to deliver some value and you set a specific day and time and you invite people to show up, even if only ten people sign up, that's ten people that have blocked that off on their calendar, that are going to show up and it is rude of you to not deliver. So at that time, at that pre-agreed time, you need to stand there and you need to do something.

And what I recommend people do is use this again to maybe create a lead magnet or maybe create a course that they're going to sell later. So record it. So take the webinar, invite people, record it, and then based on that recording, maybe you can have that recording transcribed, maybe you can have a worksheet created from this.

And even if it is not something that you might not want to sell, it's something that you can give away. It's something that you can – so, so many people have trouble just sort of like standing, they're nervous, and this is a great way to sort of – it's a great motivation hack to getting you to actually produce.

Pat Flynn: Yeah, yeah, definitely. I think having the specific time and day and once you see registrants start to come in, sign up for the list, it's definitely a huge motivator to get stuff done. Yeah, absolutely. And then recording it and using it later whether it's going to be something you sell or something for free, maybe it is a lead magnet, I don't know, is a great idea.

And I know somebody who's been really successful with that and that's Cliff Ravenscraft from PodcastAnswerMan.com. If you go to LearnHowtoPodcast.com, his video tutorial that will help you walk through exactly how to set up a podcast was actually taken from a webinar, I believe. And he just – he cut it up into chunks so it's more easily manageable and people can watch one video at a time instead of the whole 2-hour thing.

It's been tremendous and absolutely has helped his bottom line because he uses that to help promote his Podcasting A to Z course, which is a \$2000 podcasting course and I think it sold out almost every time and it has 100% success rate, which is pretty incredible. But that's a side thing.

Clay Collins: Cool.



Pat Flynn: But yeah, a webinar is definitely.

Clay Collins: Yeah. I mean I think there's a whole lot of things built into a webinar that's really powerful like one is the content block or the writer's block. But another thing is that when you do a webinar, you can't edit yourself. And so I know a lot of people who've tried to create like courses or video courses or things like that and they get stuck because nobody is there and they'll say something wrong and then they'll like rerecord and then they'll rerecord and then they'll edit and then they'll rerecord. And the next thing you know, they've produced like 15 minutes of content and it's taken them 2 hours.

When you do a webinar like you just have to power through that and it removes all excuses and you end up almost always producing something better than you could ever have thought possible. It's kind of cool in that regard. So one of the things – here's what we found by doing webinars that's really kind of – I think it's kind of ground-breaking honestly, from a conversion point of view. We started experimenting a while ago with two separate opt-in boxes. And this is huge.

On the majority of our webinar registration pages, you do not see the opt-in box when you first go there and you only see the opt-in box when you click a button that says, "Click here to claim your spot." So you click on that button and then immediately a popup appears where you can opt in.

And there's a whole bunch of reasons why this works, why not allowing people to opt in initially creates on average, around a 30% increase in opt-in rates.

Pat Flynn: OK. Let me just get this straight because I was kind of coughing when I was listening to you. Oh, that was weird. Maybe I will edit this out. It's kind of crazy. But you're saying, instead of showing at the point where an opt-in would happen or people would fill in their name and email, there will be no fields. It would just be a button that says, "Click here to get whatever or click here to subscribe."

Clay Collins: Yeah.

Pat Flynn: Interesting.

Clay Collins: So yes, so you actually put that opt-in box one layer deep. And I kind of have the idea for this when I was at a swap meet and I was asking about a t-shirt. And I saw like the smalls and the large but I didn't see a medium. And I was kind of interested in that t-shirt but not like incredibly. So I went to the person, I said, "Do you have this in medium?" And the second I did that, he reached below the table and he handed me a rolled up medium t-shirt. And I was like, "Oh!"

And it kind of just shocked me that I just said, "Hey, do you have this in medium?" and then bam! He gave it to me in medium and I bought it because there was this thing



where I just said, "Do you have this medium?" He put it in my hands and I was like, "Oh!" and if that shirt were just there immediately on the table, I probably would have browsed and saw it and like second guessed it and then like maybe walked away. But I bought it.

And what I found is that when people go to a website or a web page, they make an immediate determination about whether or not it's giving page or a taking page. And when you have an opt-in box immediately there from the second someone arrives, it looks like you have your handout. And so, by only offering people the opportunity to opt in after they've asked for it, you just get a dramatic increase in opt-in rates. So it's – there's a whole lot of reasons for this again.

One reason is that it creates a "yes ladder." So if someone is willing to say yes at a pretty low level of commitment by clicking the button, the likelihood that they're going to say yes to opting in is much greater. If you can get someone to commit to clicking a button, then the likelihood that when you immediately show them the opt-in box that they're going to opt in is just raised because they're kind of in this like a pattern of behaving. There's kind of like this behavioral momentum that's established.

Another thing is that it just creates urgency. Like when you're at a web page and there's an opt-in box, you can decide like you can browse around that page and just decide to leave or you can ignore the opt-in box all together. But when you click that button that says, "Click here to claim your spot." And the opt-in box appears in a little popup right there, you have to make a decision. You have to make a decision whether or not you're going to opt-in. You can't say, "Maybe I'll ignore this or maybe I'll read some more text." Like you have to decide right then whether or not you want to opt in.

And if everyone who visited your website was forced to make a decision about whether or not they want to opt in, your opt-in rate would go through the roof. People don't opt in to your list because they haven't made a decision about whether or not they want to. So 100% of the people who don't make a decision about whether or not they want to opt in to your list, will not opt in to your list.

Pat Flynn: Right. I mean this sounds like – the language you just used sounds almost like a popup, right? Where a popup comes up out of nowhere and ask you for your name and email to subscribe to get something, right?

Clay Collins: Yup.

Pat Flynn: However, the difference with this is you have them taking – clicking a button before that happens.

Clay Collins: Right.



Pat Flynn: Which is huge and I think that might be the perfect solution actually although, and I will say and a lot of people out there listening know this, who are a little bit experienced, we often here, "The more steps required to do something, the less likely someone is to complete the task."

Clay Collins: Yup.

Pat Flynn: But this makes perfect sense.

Clay Collins: Yeah. I mean I think there's a lot – so yeah, with regards to the popup, I know there's a lot of people have a bad taste in the mouth when they hear the word popup. So there's a difference between the popup that interrupts you when you're trying to read a blog article and then this popup appears and it's like, "opt in" and you're like, "I was just trying to read this article."

Pat Flynn: Right.

Clay Collins: There's a difference between that and a popup appearing the second you asked for it. And so, that's the difference here. And in terms of the multistep thing, there are lots of instances in marketing where actually adding more steps increases conversion rates. So a good example of that is the launch, where you drip out content over time, people watch these videos and then eventually the product is for sell.

Also, on like sales pages, we found that when just embed the order form in the sales page and it's immediately available like you go to the sales page and you immediately see the order form, that lowers conversion rate. But by putting that info on like the "Add to Cart" page, that increases it.

Also, I mean there's kind of a dating analogy here too. Like if – back when I was in college, if I went to a bar and I just went up to someone, I was like, "Hey, can I have your phone number and then do you want to make out with me?" That would be just like creepy. But if you talk with them first, you engage in a conversation, then maybe you add some value and then at the end, maybe you ask them for their phone number and then maybe you have a date.

But if you try like close the deal on the very first date and I don't mean that in a kind of perverted way, but if you try to like accomplish everything you want to with regards to the opposite sex like when you first go up to them, like that's just not going to turn out very well.

Pat Flynn: I love the language you're using. Just sticking for clean, that's so funny. But yeah, I mean I love the analogy. I know what you're trying to say there.

Clay Collins: And there's kind of a – there's a poor man's way to do this. So with everything we're doing here like just taking for granted that if I know something that's



going to increase conversions, I'm going to put it in my software. So please don't hold that against me. So – but the sort of like an alternative way to do this to just add another step is to – maybe on the side of your blog, rather than just have an opt-in box that's immediately there, you might have a banner that offers something of value. And when people click on that, they go to another web page where they can opt in, right?

So the conversion rate on – as the percentage of people that go to – that click on that banner on the side and go to the page like those people are going to opt in at a much higher rate than people who just see the opt-in box and it's always there. So they start reading the article and from the second they start reading an article on your blog, they started ignoring that opt-in box. And they have this experience and then – but if you have a banner there that offers something cool, they might decide to click on that and then you take them to an opt-in page.

And so, I'd say this is something to split test. We actually have both. We have an opt-in box on our side bar of our blog that's kind of below the fold but we also have a banner that offers something of value. And when people click on that banner, they end up going to a page where they can opt in. And that page gets us the majority of the opt-ins on our website.

Pat Flynn: Right. I think the opt-in form on the side bar is sort of the low-hanging fruit.

Clay Collins: Right.

Pat Flynn: The people that are there who come to the site, who are going to subscribe anyway, and that's how you capture them. Just make it incredibly easy for them to do so without – the least steps as possible. But I can tell you, my side bar opt-in form has an extremely low conversion rate compared to the ones that are on specific landing pages that I have that are currently not set up through LeadPages because I just started getting the software and started using it.

For example, if you go to *eBooks the Smart Way*, it's "a landing page." I mean it has a lot of elements that shouldn't be on there like the navigation bar and a lot of other distracting things. But that particular page, when people land on it and they get there from either listening to the podcast or clicking on a button that is on a post somewhere, the conversion rate is like 75%.

Clay Collins: Yeah, that's awesome. That's incredible. That's insane.

Pat Flynn: And it would probably be even higher if I were to optimize it or have a better lead magnet perhaps. But yeah, that is awesome. And there are so many great tips here. So as far as the "poor man's way" to do the 2-step opt-in, I mean I like that idea of the banner. I mean there's probably a way for someone to create a script or



something too, right? Or there might even be something out there, a WordPress plugin even perhaps. I don't know.

Clay Collins: Yeah. I mean I've seen different things that you can do like you can have a link that when someone clicks on it, it triggers Java script that then makes an opt-in thing available. So a lot of people at the end of blog post say, "Hey, did you enjoy this article? Why not opt in to get more?" If you actually took away that opt-in box and said – and just had some text that said, "Hey, enjoyed this article? Want to get more information? Click here to get updates whenever we put them out." And when they click on that button, boom! Immediately that triggered some Java script that made the entire opt-in box there available.

There are different ways of doing it. But the tip is that you don't have the opt-in box available immediately. But there is a call-to-action to get something and when people click on that, immediately, the opt-in box appears.

Pat Flynn: Yeah.

Clay Collins: So that's sort of what makes it happen.

Pat Flynn: I want to test that in the new design for sure. I think that makes complete sense and I'll definitely report on those numbers. Now, I know a lot of you listening are listening to all of this and probably getting jazzed about it but there's also some probably missing elements because a lot of what Clay is talking about is very visual. You almost have to kind of see it in action to understand exactly how it works although a lot of the stuff here can already be applied.

And again, we are hoping that you go to SmartPassiveIncome.com/session78 and leave a comment there with your updated headline for your lead magnet. But this is the reason why Clay and I want to get on to a webinar.

Now, if you're listening to this in the future, a replay will be available but I will tell you that for those of you who are going to be on, if you're listening to this before the webinar goes live, there's going to be a special gift for you that we're going to give away just at the tail end of the webinar there, which I'll talk about leading up to the webinar anyway later.

But Clay, I'm so excited to have you on that webinar because we're going to go and talk about even more strategies. I mean we're already an hour and a half into this podcast. So I want to sort of close it up because we obviously have a lot to talk about and a lot more to talk about which we could do visually on the webinar, which is going to be Thursday, August 29th at 6PM Pacific and we're doing a second one actually so we can get more people on there in different time zones, August 30th, 11AM Pacific Time. And the registration links will be at SmartPassiveIncome.com/session78 and you can get all the downloads there too.



Clay Collins: I mean what's cool about a webinar, I mean podcasts are great because you can listen while you're driving but what's cool about a webinar is that I can get in here and I can show you stats from our business and I can show you all the pages and you can kind of sit there and watch all this as it's happening. And we can have a visual element perfectly correlated with what's being talked about. And so, I think a good way to approach this is actually doing like a workshop where we'll actually create some of these things live as we're doing the webinar so you'll come away with the work product.

Pat Flynn: Cool. Yeah, that would be awesome. And a lot of you know now because I published a blog post about this just the other day that I just published my coming soon sort or prelaunch page to build buzz for my Food Trucker site and it's just going to be a matter of optimizing that page and driving traffic to it which I'll be talking about in the next coming weeks before the main site goes live. It's supposed to be going live September 16, 2013. So a lot of exciting stuff happening.

Clay, are there any final words you want to say? I mean obviously, you've given us a lot already. Check out LeadPages. My affiliate link for that is SmartPassiveIncome.com/LeadPages. But of course, you can go on the webinar to get a sort of demo of what that might look like. And also, just for more strategies, just like what Clay mentioned today. Any final words, Clay?

Clay Collins: Yeah. I'd say that we've talked a lot about stuff here and lots of conversion rates and numbers and things like that but I really want to encourage everyone to just make that resource guide lead magnet. Leave the title on the comments below. I'll critique it if can, if it's within a few months and it will be at a fairly high frequency at first so I'll go in and review every ones but later, I'll catch up from time to time. But just go and do that. Just go and create your headline.

So, free report reveals the top 3 pieces of exercise equipment for losing weight or getting more energy. Like whatever version of that you can create for your market. Create that today. Create it before the sun goes down. Write your headline and write your list of resources and it doesn't have to be in like a crazy list. You can literally just list them on a page like just give the title and a link. And those can actually be affiliate links if you want to as well.

So I would just encourage everyone listening to this, before you go to bed tonight, write your headline for your page and write just in a word document, write down the 4 things or 5 resources that you want to tell your audience or your potential audience about, save it and just start implementing. Just implement. Just – if nothing else, just implement that thing alone.

Pat Flynn: Awesome. And for the comments, all we need is your headline. We don't need links or anything.



Clay Collins: Right.

Pat Flynn: If there are links then it's going to be held in moderation, which we don't want to happen so just the headline there. But like Clay said, take action. Create that resource. Think of those top tools and resources and make stuff happen. I mean this is awesome. I mean I bet so many people are going to see a huge increase in opt-in rates. And like we were talking about, bringing this all the way back to beginning, it's a lot harder to double your traffic. It's a lot easier to double your conversion rates especially when you're just starting out and you have yet to optimize things.

Clay Collins: Yup, absolutely. And remember, everyone who gets on your list later is someone who can tweet and share and promulgate your stuff on social media. So this is actually an amazing traffic strategy as well.

Pat Flynn: Yeah, definitely, definitely. OK. So if people want to find out more about – I know you have a fantastic blog. I'm on your list, Clay. Where should they go?

Clay Collins: You know what? I want to track – you see, I track everything I talk about so I want to track everything from this. So just go to LeadPages.net/Pat and you can find out more. We also have a blog at Blog.LeadPages.net.

Pat Flynn: OK. Do you mind if I link LeadPages.net/Pat on the show notes?

Clay Collins: I would love it if you do that.

Pat Flynn: OK. I will do that. All right, buddy. Thank you so much for coming on, a lot of value on this podcast. Thank you so much. Check out the downloads and all the fancy resources and stuff that Clay has generously given us at SmartPassiveIncome.com/session78. Have a wonderful day, Clay.

Clay Collins: You too, Pat. Thanks so much.

Pat Flynn: Man, I'm just completely blown away from this interview. I just actually re-listened to the whole thing to make sure I get all the show notes. That's what I do. I re-listened to the whole episode and I just learned ever more the second time around here. Hopefully, I've been able to compile the notes for you at SmartPassiveIncome.com/session78 so you can go there and you get a recap of all the tips and also go there and download all the goodies and giveaways and HTML files and headlines and all those things that Clay mentioned he was going to give.

Also, you can register for the upcoming webinars which are going to be again, on August 29th at 6PM Pacific and again, Friday, 11AM Pacific Time so that you can – we got even more strategies to share and it's going to be a little workshop. You'll be able to see things happening visually. I mean this is just so cool.



I've actually already implemented a lot of these strategies since recording this session a couple of weeks ago with Clay on my Food Trucker site. I have created a lead magnet using the tip about creating just a list of resources. It didn't take very long to put together. We are testing various headlines and we're going to be driving traffic to that landing page that we have, which is again, set up through LeadPages. And I'll be talking all about that in detail in the future when I get into more Niche Site Duel 2.0 posts and I can't wait to show that stuff because things are moving along. That page is live and things are happening.

And yeah, I just can't wait to see you on the webinar. Again, head on over to SmartPassiveIncome.com/session78. You rock! Thank you so much for sticking around. You are the best. I hope you got some value out of this. I know I did listening to Clay when we are talking together and then re-listening to this again. Just great stuff. Thank you so much for all the kind and honest reviews.

If you have any comments, questions, go to the blog post and I hope to read your headlines so you can have a chance to win a lifetime copy of LeadPages, which is crazy, which is huge. And there are three chances available. Leave that headline on the blog post and Clay is going to read them all, I'm going to read them all and Clay is going to be more than happy to at least for a little bit comment and help you structure your headlines so it's as optimized as possible.

All right. That's enough. I will talk to you in the next session or actually hopefully see you on the webinar or on the replay if you're watching this in the future. All right. Take care. Thanks. Love you. Bye.

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