

# GUERRILLA LANDING PAGE TACTICS

LEARN EXACTLY HOW TO  
IMPROVE YOUR CONVERSIONS



HYBRID CHEAT SHEET

## Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

### **Getting Started**

- Determine free gift or service for giving away in exchange for the email address
- Find a suitable auto-responder (email list) service for your campaign
- Create a high converting landing page (squeeze page) to send traffic to
- Set up squeeze page on your hosting / domain and send traffic

### **Landing Page Success Tips**

- Offer a freebie of some sort in exchange for your visitor's e-mail address
- Professionally written landing page copy
- No distractions such as other links or offer – just your optin form and legal links
- Proven headline strategies – “sell” the benefits of your freebie or gift
- Constantly monitor your results and split-test everything

### **Simple Tweaks For Creating An Awesome Headline**

- Be specific – Instead of “thousands” use a figure like “2,587.21” to draw attention
- Keep your approach unique and original (headline, copy, etc.)
- Introduce urgency in your copy (limited, expiring, exposed, revealing, etc.)
- Don't be too direct, leave a level of mystery so they want to gain access
- Focus on connecting personally with people (using “YOU” vs “he” or “she”)

### **Avoid The Top 5 Landing Page Mistakes**

- Consistency between call to action and the landing page product (solo ads, etc.)
- Too many distractions (more than one link, too many buttons, graphics, etc.)
- No emotional appeal or no clear call to action (make sure there's a flow)
- Poor landing page design (proper size, simple form, offer is clear, etc.)
- Overly complex or invasive forms (keep it simple, repeat offer, collection essential information only)

## Resources List

### **Landing Page Builders**

- Profit Builder
- Thrive Content Builder
- Optimize Press 2.0
- InstaPage
- LeadPages
- Xtreme Builder