

SKILL 14
DESIGN and
LANDING
PAGE

Market Your Genius
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STAGE II: PLATFORM

MODULE E: YOUR WEB PAGES

SKILL 14: DESIGN

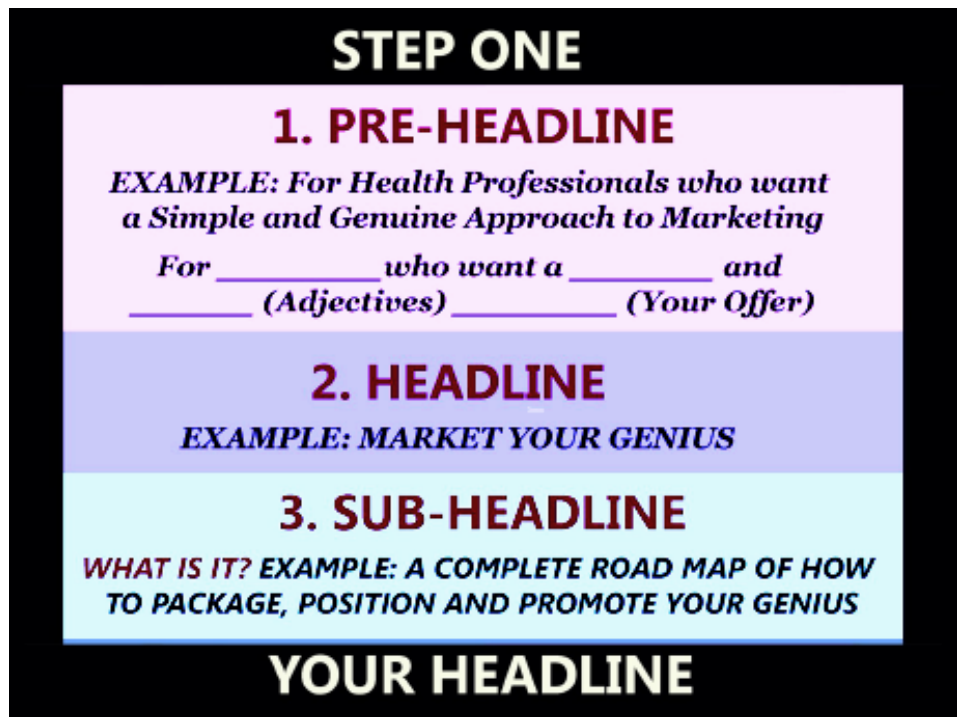
Here, you will learn some basics about Design. The maps, pictures and diagrams here can be used for designing a simple Landing Page. You can then expand on this model, when you design your Sales Page.

There are Four Steps to designing your Landing Page:

STEP ONE: HEADLINES

The Design for a Landing Page often includes three headlines:

1. Your **PRE-HEADLINE** goes above your main headline in smaller print.
2. Your **MAIN HEADLINE** announces your Product, Practice or Training.
3. Your **SUB-HEADLINE** goes below your main headline.



STEP TWO: LOGISTICS

You want to include essential information “*above the fold*”. Old-Fashioned Newspapers were traditionally folded in the center. Important headlines were placed “above the fold” to hook readers.

Today, people view your work through web pages. On a Landing Page, you want your Opt-In Box or Button to be visible “*above the field*”. This is similar to the fold line on a Newspaper. It should be entirely visible when you open the page. People shouldn't have to scroll down to see it.

STEP TWO

1. OPT-IN BOX

*Your Opt-In Box should be “above the field”.
Your readers don't have to scroll down to see it.*

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2. WHEN AND WHERE

*FOR EVENTS SUCH AS WEBINARS,
GIVE THEM A TIME AND A DATE*

3. DETAILS

*ADDITIONAL INFO GOES HERE. FOR EXAMPLE,
“FOR PEOPLE WHO CAN'T COME AT THAT TIME...”*

LOGISTICS

You also want important information to be easily accessed and viewed, such as the time and date, if your offer is a live event with a time limit. The critical logistics are all visible, below your three headlines

STEP THREE: PERSONAL INFORMATION

BENEFITS: List five to seven key Benefits your prospective customer will experience. Use bullet points. Don't talk about your program features. People want to know how they will benefit from your free work, first and foremost. You aren't selling anything here. You are offering a free gift. Get to the point.

MEET YOUR HOST: You also want to introduce yourself and establish some connection and some authority. Include a picture, so people have a visual image of you. Include a short bio (biography) of yourself.

BE BRIEF: Your Sales Page can go into more depth. But, this is a Landing Page. You are offering a Free Gift, so you want to make it as easy as possible for your readers to click on the link and enter their email address.

STEP THREE

1. BENEFITS

*Here's a taste of what you'll discover:
(Five to Seven Bullet Points Below)*

- **Arrange items by the length of each line.**
- **Your eye naturally follows the list,**
- **As each line becomes shorter,**
- **Down the list slowly to**
- **The Opt-In Box.**

2. MEET YOUR HOST(S)



*Place a picture of yourself
on the left and a short bio
about yourself on the right.*

PERSONAL INFORMATION

STEP FOUR: BOTTOM OF THE PAGE

A SECOND OPT-IN BOX: Include a second Opt-In Box at the bottom of your Landing Page. Include final details, such as the option of watching the video playback of your event, if people can't attend your live event.

OPTING IN: They need to enter their email address, in order to receive the playback feature. Don't give them any reason or excuse to say "No"!

STEP FOUR

1. SECOND OPT-IN BOX

*Include a **second Opt-In Box** with a link at the **bottom of your page**. Repeat details here. For instance, **free recording for those who can't attend**.*

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2. FINAL DETAILS

*Place any final details at the **bottom of the page**. For instance, **"You must register your email address to receive the free recording"**.*

BOTTOM OF THE PAGE

V. OTHER CONSIDERATIONS

You now have a **format** for your Landing Page. On the next page, there's a **Ten Step Blueprint** for your Landing Page. You may want to hire a designer. Consider these factors when investigating their work:

1. **LOGO:** An Archetypal Symbol of your Brand Identity.
2. **FONT** Size, Color and Style. Look at fonts on your computer.
3. **VISUAL IMAGES:** Look at the Color, Shape, Form, Value, Lines, Space and Texture of your page.

MAP OUT YOUR LANDING PAGE

Use the information in Skills 13 and 14 to design your Landing Page.

PRE-HEADLINE: _____

HEADLINE: _____

SUB-HEADLINE: _____

OPT IN BUTTON (WHAT DOES IT SAY?) _____

LOGISTICS: DATE AND TIME _____

OTHER DETAILS _____

FREE GIFT _____

BENEFITS _____

1. _____

2. _____

3. _____

4. _____

5. _____

YOUR BIO _____

DESIGN YOUR LANDING PAGE IN 10 STEPS

USE DIFFERENT FONT STYLES, COLORS AND SIZES

1. PRE-HEADLINE

*EXAMPLE: For Health Professionals who want
a Simple and Genuine Approach to Marketing*

*TEMPLATE: For _____ Who Want an (Adjective)
(Noun: What are you offering?) _____*

2. YOUR HEADLINE (TITLE) HERE

Example: Market Your Genius

3. SUB-HEADLINE: WHAT IS IT?

*Example: A COMPLETE ROAD MAP OF HOW TO
PACKAGE, POSITION AND PROMOTE YOUR GENIUS*

4. An Opt-In Box (link), so they can sign up now.

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Your Opt-In Box (above) should be "above the fold". Your reader doesn't have to scroll down to see it. This term came from printed newspapers. Big stories needed to be above the folding line, where the newspaper was folded.

5. WHEN: Give them a Time and Date

Tuesday October 1 at 12 Noon, PST / 3:00 PM, EST

6. FOR PEOPLE who can't come at that time:

*(We'll send you a recording if you can't be there,
but you must register to receive it)*

7. Place a BACKGROUND PICTURE above this line.

8. BENEFITS: Here's a taste of what you will discover: (5 to 7 Bullet Points below)

9. MEET YOUR HOST: Include a picture (left side) and bio (right side).

10. A second Opt-In Box with Link. Repeat the "free recording" offer.

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*(We'll send you a recording if you can't be there,
but you must register to receive it)*