

Daniel Hall Presents



Episode 42

10x Email Lead Generation Using These Under-The-Radar Blog & Website Strategies with Bob Jenkins

On today's episode, my mission is to share with each of you how to get 10x more leads from your website with a few hidden places to generate those leads. **You can't just survive with a few landing pages.** You can't just survive with a sidebar opt-in form. There are a lot of different places where you could maximize your website's results in the sense of lead generation, and of course, with that lead generation being targeted, get better results from the other side, as they become customers.

Real Fast Processes

Of course, to get real fast results, you need to have real fast processes. You need to have some automation in place. You need to have some things that are operational so that you don't have to spend all of your time hunting down people and talking to people on a one-to-one basis. That's always a great way to go, but it takes a lot of time. **So, with online and digital marketing, we want to be able to utilize a few really cool ingredients to make sure that people can get on your list, and can find out more about who you are, what you offer, and what your products can**

do for them . It all starts with them finding out who you are and joining your email list.

It doesn't matter how big your social following is. It doesn't matter how many people you have the business cards of. **All that really matters is how many people are reading and opening up your emails on a regular basis, getting value, and then saying yes to buying your products.** That all starts with getting them on your list.

5 Tactics to Improve Your List Building on Your Website

I'm going to assume that you've heard some of this lingo before. For instance, it's assumed that you've heard of things like an opt-in page, an opt-in box, web forms, auto-responders, and maybe you have a sense of how marketing automation works so that we can dig into that a little bit more. **The end of the story is that you're going to be able to have on your website more than one thing that you give away, more than just one place to give it away from, and you're going to be able to test out which of those things are working so that you can feed more energy into those areas that work.** Alternatively, you can try and avoid spending too much time on things that aren't working.

I'm going to give you at least five different ways to improve your list building on your website, and the goal is that you would then be able to multiply your results.

Tactic #1 - Blog Posts

One of the things that I want you to do is to take a look at the five most profitable blog posts that you've ever written. This, of course, is assuming you have a blog. If you don't have a blog, you obviously want to start writing those. In that case, it would be your first five blog posts that you would want to do this with. Ideally, you would want to take a look at your five best posts of all time, which would be the ones that you love the most, the ones that you've had the most comments from, and the ones that get the most traffic.

Hopefully, you have had your Google Analytics on and/or your AWStats inside of your cPanel. I know that's the geeky stuff, but you can ask someone to go review that for you, if you need to. **You'll want to know what your best five posts are,**

and once you have identified them, go into each of those five posts and think about why people love those posts. Also, think about what questions people still have, or would have, after reading each post. A lot of times, you can find some questions in the comments made on your posts. **From there, what I want you to do is create a lead magnet based upon what you found out about your blog posts.**

So, there are two types of lead magnets that I want you to create. One will consist of your five best posts. Put them all into one little PDF. Just take the content, zap them right into a Word document, and make them into a PDF. This is very easy to do. If you want to use some cool software, there's a software called Beacon, which will just suck in blog posts and turn them into PDF's; it's really cool.

Next, you take your five best blog posts, put them into an eBook, and within each of those five blog posts, you can say, "If you love this post, you'll love my top five posts of all time," or you might say, "my five most popular posts," or whatever adjective you want to use. You are going to put an opt-in form on your posts, and as a lead generation person, I would say, "Let's make it a lead button. Let's make it a button, and when they click on, it shows an opt-in form which allows them to download that lead magnet." **For each of your top five posts, you'll want to put in this opt-in opportunity.**

People often say, "Why would I need to give people a means to access my material offline when they can go find it on my site anytime they like?" That's not exactly true. You have to understand that people love possession, and they want to own the thing that you have. If you're worried about why they would download it when they can just see it for free on the website, you should take note that [Seth Godin's](#) entire book career has been built upon him taking his blog posts and turning them into books. This is true for every single one of his books, with the exception, I think, of one. To my knowledge, they have all been previously blog posts, and they became something that people would want to possess. So, we're just talking about this idea of an opt-in form that you put into your top five posts.

Tactic #2 - Content

The second place is also inside of your content. Now, this content can be on your own blog, and it can also be on guest posts within other people's websites. Either way, it works the same. **We're going to do what I call a "content upgrade"**. This is where you take your blog posts, and let's say that you have a blog posts that's like, "The Top Five Steps to Do X"... Well, you want to make a

checklist, or you want to make a mind map, or you want to make some upgraded version of that content that people can have so that they can take action on what you just taught them in that post. Your favorite resource to grow a business, if you have your favorite resources about something else on that same post, put this kind of content upgrade right there on the post.

Now, your top five posts, you can do the same thing for. In other words, if you want to go hardcore, every subsequent post that you do, every new post that you make on your website, try to make that next extra effort. It takes about 20 minutes or so, per post. **Imagine the effect of having every new post provide another opportunity for someone to opt-in.** The reason that content upgrades work so well is that when people come to your website, and they see that little sidebar opt-in that says, “Join my newsletter,” or “Download my audio,” or whatever...For one thing, as soon as they scroll down the page it’s gone. Secondly, if they see this post on social media, they are wanting to know about that specific topic.

Here’s an example. If my entire site was about how to do internet marketing, but one of my posts is about how to calculate sales growth using Microsoft Excel, they aren’t going to be interested in my little internet marketing toolkit. However, if at the end of my blog post I say, “Download this spreadsheet,” and it’s already pre-populated with all of the formulas so that all they have to do is put in a couple of numbers and it’s theirs for the taking, that’s going to be what people want from that specific post. That’s why we call it a “content upgrade” to your pages. **We want you to upgrade your content with on extra little bit that they can download, and possess, and be able to use so that it adds that extra value for them.**

People are in momentum. They are in this state of inertia. Going into Newtonian physics for a second, things in motion stay in motion, and things at rest stay at rest. **What you want to do is have people in motion.** They’ve gone to your blog post. They are in motion when they are reading it. At key points in your post have a link, and I encourage you to put this after the first paragraph and after the last paragraph, and if your blog post is more than 1,500 words, you might want to put one in the middle as well.

At the very least, you’ll want to have a link up at the top and at the end, that says something to the degree of, “If you want to take action on what I’m sharing with you download my,” and add whatever it is you want them to download, pertaining to the subject matter within that post. **Even though I’m only listing this as one tactic, these links added within a blog post are at least two additional**

opportunities to get someone on your list. Again, you want to add links to your posts which lead people to a content upgrade, which should be specific to the individual post it is within.

When you do this on more than one post, especially if you're using a dashboard like [Leadpages](#) has, you get at a glance how many times a specific lead box was clicked on, which tells you the interest level. You'll also know how many opt-ins you got from it, and there will be posts that will likely have 10, 20, or even 30% better results than the other posts. There will be stand-outs. So, when you're thinking to yourself what you should do your next webinar on, or what you should create an eBook about, or what you should make your next course about, you already have the market research in front of you telling you which content upgrades were the hottest.

It's important for you to track these things. So, within your email system, you want to make sure that you're setting up either a different list, or if you're using an email service like [Drip](#), that you're tagging people based on what they are interested in. That way, you can better communicate with those people after the fact and send emails out that are targeted towards just the people who downloaded one particular type of thing. You can also ignore the people on your list that wouldn't be interested in that particular aspect of what you're marketing. This, of course, helps your subscriber count and your sender score remain high since people are getting what they are asking for, or they're getting relevant stuff.

Tactic #3 - 404 Error Page

The third place, on your website, that I want you to use to increase your leads is what's called a "404 Error" page. You may not know this, but if you were to go to your own website right now, and type in `YourWebsiteDomain.com/blahblahblah`, unless you've written a post by the name of `blahblahblah`, you're going to find yourself on a 404 Error page. In case you didn't know, 404 is just the number that the computer geeks of the world came up with as the error code when a page doesn't exist.

Now, when I looked at this in my own business several years ago, I found that about 12% of the people coming to my website were hitting my error page. It blew me away. I had no idea that I had that much mistaken traffic. Why do people go there? They go there because they mistyped something that you might have said on a podcast, or something that they remembered hearing, but they added an "s" even though it wasn't plural, or they just misspelled it altogether. You may

have misspelled it in an email. How many times have you sent out an email where you made a link wrong and then have to go back and say, “Oops! I sent you the wrong link. Here’s the corrected link”?

All of that traffic, initially, is going to an error page. This can also happen if you’ve changed web host providers, and you’ve poured a bunch of pages over. Sometimes those web hosts don’t keep the same format of your link. There are kinds of reasons why this can happen. The point is that you can look inside of your dashboard and see how many people are hitting your error page, and it will be a big wake up call. **So, what you want to do is have a landing page for your 404 error page that helps you to capture some of that traffic, get them on your list, and also send them on to the right place.**

I’d love for you to have a 404 landing page that says the following:

“My Fault. Totally my fault. You’ve come to this page by my mistake, and I’m totally sorry about that. Now here are some options for you, but before you go, here’s a free gift that I want you to have for the trouble.”

Hopefully, it will be a free gift that you don’t give away normally so that it can really feel like something unique to them. It could be something as simple as, “How Not to Screw Up and Send People to the Wrong Link”. I mean, it can be some kind of cheeky, clever, relevant type of thing. **But in addition to that, I’d love for you to also say on that page, “Most people hit this page because they are looking for one of three things.”** Then, you redirect them on that page to your support desk, your most popular blog post, and the third thing may be your best offer. So, if you have a special product that’s for sale, that you have as the winning product in your product line, then one of the links should be that sales page.

For lead generation, on that 404 page, you’ll want to make sure that you’re giving them the option to receive a “thank you” gift. I always take responsibility for that, even though it may be their fat fingers that messed up. You want to make sure that they feel like it’s on you and that you’re giving them a gift to help make up for that. On a 404 error page, I typically see a 10-15% opt-in rate. Again, that’s on a page that shouldn’t exist and for traffic that shouldn’t be there. Depending on what you see for yours, you might see higher or lower, but that’s a pretty darn good rate for just random people coming to your site, which otherwise would be totally lost.

How to Set Up a 404 Page

There are two ways.

1. If you are using a web host that has something called cPanel, and you will know that you do because you can go to YourDomain.com/cpanel. If it shows you a login screen, that's your thing. There's a special little button in there that gives you access to the 404 error dashboard, and it actually gives you access to the 501 error page, the 502 error page, the 503 error page, and all of these things that can happen on your website that people don't even know. What I'm saying to you about the 404 page applies to your 503 page too, which is too much bandwidth, right? Too much traffic and your site says no more. Well, you can customize that page. It's the same exact thing.
2. Another way, if you're using [Leadpages](#), we have a plug-in that's really cool. You can make any landing page that you make in Leadpages, inside of your WordPress dashboard, a 404 page. And, you only get one of those because there's only one 404 setting for your site. You basically put in your WordPress plug-in from [Leadpages](#), and you have your landing page that you've designed really quickly and easily with Drag and Drop Builder, and all of that kind of cool stuff.

You just simply designate it as a 404, and it overrides your WordPress settings, and automatically from that point forward, anyone who comes to the wrong page on your site will see that specific page. So, it's a really easy way to do it. The cPanel way is kind of easy, but it's a little bit more technical because you have to go in and copy and paste html and do all kinds of weird stuff like that. So, ideally, you'll want to use the easier route.

Just play around with it. **I've always found that the more help that I give towards the person that gets there and give them the options of where they were probably going, the less my conversion rates are for the opt-in.** So, you want to balance out usability and value with your list building efforts. If you just had a 404 page that said, "Sorry, you're on the wrong page. Here's a free gift for you." You're likely going to see a little bit more of a list build, but people might not actually go to see the other stuff that you have that they're really intending to get to. So, their sense of your relationship might be weakened a little bit.

I like to take that combo approach of giving people a gift but also giving them links to the most popular places on the site. In any case, you can have some fun

with your error page and not just have it be a dead end. Don't just have it be lacking in personality. It really helps. That's #3. Let's move on to Tactic #4.

Tactic #4 - Navigation Bar

I want you to have an opt-in opportunity in your navigation bar. You know how people have their header, and they have a graphic, and they have a big opt-in box in there? That's not what I'm talking about. I'm talking about having your home page, your "About Me" page, the contact page, and you have the "Products" page. Well, go ahead and have a link that says something like, "Webinar," or "Free Gift," or whatever. If you're using Leadboxes, you can actually make that link trigger an opt-in form. So, they don't even need to go to a different landing page. They can click that navigation link and an opt-in form will just appear.

Now, of course, you can send them to another landing page if you want to. **The advantage of sending them to another landing page would be to get more context and information for why they wanted to opt-in.** But, if you have a very distinct type of thing that can be described in two sentences and is very relevant to the rest of your blog, this is a great way to go about things. You can take your overall and hottest lead magnet and put it into your navigation bar, instead of having it be hidden somewhere else. A lot of people are not utilizing this. It's kind of a secret little trick that I like to use whenever I can.

There are a couple of different ways to do this. Assuming that you use WordPress, you have the ability to create a menu on that platform, and when you do, you simply create a link to your opt-in form. That depends on what service you are using. Of course, if you are using [Leadpages](#), you'll get a nice little link for that to pop up. Also, you could put the same sort of caliber thing inside of your theme header, if you want to get a little nerdy and put it in there with some more pieces. **Either way, it's pretty easy to do.**

Tactic #5 - Thank You Page

The #5 way to add stuff to your website to build your list is... We're going to talk about your "thank you" page. So, your "thank you" page is a place a lot of people ignore, but when you are thinking about how to get more people on your list, and you spend all of your time optimizing your landing page, you spend all of your time optimizing your opt-in form, your lead boxes on your website, and all of this kind of stuff, and they say "yes", what do they get to on the next page? **For most**

people, when they are not paying attention, it's the default "thank you" page of the email provider that you have. This has to be so generic that it can be appropriate for everyone of their customers, right? That doesn't work for you as a brand. It doesn't work for you to build confidence.

I'm going to take this from two angles. One is that it's not enough to get people on your list, right? You have to actually get people to read your emails after they are on your list. So, if you send them to a generic "thank you" page that has no personality, as no source of confidence in them, and it doesn't tell them that they are going to get what they are promised, they're never going to go to their inbox to actually read your emails.

One of the things that you might not know is that if you send an email out to someone and they don't opt-in it, it impacts their ability to be seen in their inbox again. So, especially if they are using Gmail, or any of these other services that have the promotions tab or any of these other, sort of, self-filters in place, if your emails aren't opened the first and second time they come in, these email services will think that you're not really relevant to that person and they will start putting your emails into their promotions tab.

One of the things about "thank you" pages are that you have to communicate to people is why it is so important for them to go to their inbox and get the thing that they just asked for, which means that you're not giving away the thing they just asked for on the "thank you" page. **Please resist the temptation to have a big download button on your "thank you" page that accesses the actual file that you're giving away.** If you do that, it's nice and easy for the person, but they may never, ever get your emails again.

What is the service to them if they never hear from you again? What is the service to them for them to never hear the wisdom that you have or to get the other bits of information that you have to share. **So, it's very important that you don't include the thing that you're giving away on the actual "thank you" page.** If you don't resist the temptation, make sure that you say, on that same "thank you" page, "By the way, I've got another bonus for you that I've sent to your inbox." You can do that hybrid approach, but the most important thing to do on your "thank you" page is to give them gratitude and get them to their inbox.

That's one part of the "thank you" page. The second part of the "thank you" page that I think people ignore is that this is where people have said "yes" to you, and so a lot of people will tell you that you should turn your "thank you" page into an

offer for something else. Okay? For the next level of the product. And, I don't really disagree with that, but I think the priority may not need to be there at that time. It's kind of like, "Here's my free thing, now buy my thing for a lot off the price." That can work in some markets. I'm not going to deny that. It has worked for me in a lot of different ways, but I would rather give more attention to my free gift. **So, what I would rather see as a Step #2 to your "thank you" page is "Share this with other people".**

Have the ability for people to say, "I'm excited about this, and I want to tell other people about it." In this way, you can turn every new lead into an ambassador for your brand. I've seen that about every 2-3 out of 5 people will do this. They will come to a "thank you" page, and they'll see this request and favor. Right? It's being treated as a favor. "Now that I have given this to you for free, do me a favor and share this with other people," or "Do your friends a favor and share this with them."

Here's the trick. Your sharing buttons, which I would highly recommend Facebook at a minimum, Twitter would be my next pick, and then LinkedIn, depending on your market, might be a priority or it might be the third best. Any of those three, or all three would be great. Here's the trick. **You can't just have a regular sharing button on that page because what page are they going to share?** They are going to share the "thank you" page.

With [Leadpages](#), we have a certain designated code that's already built in. So, you can set up the "thank you" page buttons back to the original opt-in page, or back to the original blog post, or back to where it was that they originally signed up from. This is all behind the scenes for the user. I opt-in to your list, and I decided to get something, so I am going to my inbox to check it out. If I click on the "Share" button for Facebook, it's going to share for me, automatically, the link that you want me to share. That's your opt-in page instead.

So, on LinkedIn, on Twitter, on Facebook, all of those things are going to be very important for you to get more traffic from, more visibility from. And, your "thank you" page is the best place to put that. Again, that's because they've already said yes, and they are excited about getting a free things, so they'll want their friends and family members to be able to get it to.

This is a great thing to test out, and the way I look at it is, "What's the priority?" The priority is that I want them to go to their inbox and get every follow-up email that I send. That's my #1 thing. **My #1 thing as a business**

owner is to have my list be my list. Now, as a human, I want to help people out. I want them to get the value that I am giving to them in this free gift, but I know that my free gift is not the end of the story. So, on the short end, I'm thinking that I want to get my stuff into their hands, and I want them to share it. You might get some shares, but your priority might be your email list, which is the follow-up process that really grows your business, that gets put third in line. So, for me as a business owner, communication, long term, is the priority and then the value to my customer is next. That is, knowing that they will cycle back and forth and spin on top of each other, right?

The third priority is the sharing. So, that's why I highly encourage the three-part approach. Again, if you want to have the temptation of just giving it away on the "thank you" page, please make sure that you incentivize them going to their email to check the rest of it. I'm not talking about confirming, or single opt-in versus double opt-in. Either way, that's up to you. You can decide what you want to do about that, but it's just some kind of bonus. If I gave you a resource guide of five things, then "Here's two more things that I think you would really love." Or, one of the ways I that I grew my business in the beginning of my entrepreneurial journey was that I gave away these free tools and then I was teaching people how to use them. So, if you have a quick guide about how to use one of those tools that you're giving away, or whatever your lead magnet is about, this adds that extra level.

Again, this isn't about being a humanitarian. I'm a big, soft-hearted guy, but I know that I can't help somebody out if I can't keep communicating with them. **So, as a business owner, my priority is to get my emails opened and get them excited about seeing my emails in the future.** That's accomplished by using this method on my "thank you" page.

What is a Lead Magnet Exactly?

Back in the day, when I was first getting started online, everybody was talking about ethical bribes, and freebies, and opt-in gifts, and things of that nature. I love the term "lead magnet" because it is an attractive thing. **In metaphorical terms, it's something that is attracting someone to me so that they become a lead, and I can continue to communicate with them.** So, it's anything that you are giving away. A lead magnet can be a file. It can also be a webinar event. It can be a Google Hangout, or anything else you are using to attract an opt-in, or to attract that email address that's coming in.

Connecting With Bob

One of the things that I would love for you to do is to share with me on social media which of these five tactics you're going to put into action first. You can do that on Twitter. I'm @BobTheTeacher. You can do that on Facebook ([Facebook.com/bobtheteacher](https://www.facebook.com/bobtheteacher), [Facebook.com/bobjenkins](https://www.facebook.com/bobjenkins)). My personal account is what I'm on most of the time, if you want to connect with me personally.

Of course, as a marketing educator, and Manager of Marketing Education here at Leadpages, I would love for you to take a look at the links that Daniel has for you. To take a look both at [Leadpages](#) and our email platform [Drip](#) because I do a lot of the webinars and a lot of the training. I have free courses on different aspects of marketing that I know you would love, and it all starts with you just reaching out and saying, "Hey, I really loved this one thing of the five."

Go ahead and share that with me, and if you want a bonus point, a gold star, I'd love for you to share a link with me on social media to the thing that you put into action. That way, I can see that you actually listened to what I said and took action on it. As you may know, I'm the author of [Take Action! Revise Later](#). It doesn't do me any good to spend some nice time with each of you if you don't take action on what I shared. I would love to have you share with me what you used and give me a link pertaining to it. I would love to check it out.

By the way, [Drip](#) is a relatively new offering at [Leadpages](#). It actually started back in 2013. Leadpages, as a company, bought and acquired Drip in July of 2016. It was just a short time ago, and we are extremely excited about it. We actually switched from HubSpot to [Drip](#) ourselves as a marketing team. So, our entire company hasn't only bought it because we saw the opportunity as a business, as it was scaling, but it's so full-featured and the price point is really, really great. You get to do some really cool things with tagging and visual workflows. No more confusion about how you're making your campaigns. Everything is just really nice and beautiful, and laid out, and the delivery is great. So, even though it's new to us, it has actually been around for a few years. It really gets high praise from a lot of great people, and I'm excited that we can offer it.

Resources

- **Bob's Book:** [Take Action! Revise Later](#)
- [LeadPages](#)

- [Drip](#)

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