SUPER AFFILIATE SYSTEM

6 Elements of a good presell page, and presell pages analysis
4th of June 2020

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Importance of a presell page

WHY IS THAT IMPORTANT?

That's where most affiliate marketers get it wrong.

Unlike the actual advertising (Google, Facebook, YouTube), this **isn't** so tricky! You just need to follow the guidelines on this handout.

- Your Presell page is a crucial step, since it's the bridge to the product, a gateway to the actual sale.
- Minimize the chance to lose the customer, before they get to click your hoplink!
- The presell page is owned by you (unlike google search, or the vendor's sales page) and you can use that fact to collect information about this visitor of your page.

Principal 1: Headling

- **Make sure you have a clear, outstanding headline, that is <u>relevant</u>, gives a general <u>idea</u> and <u>interesting</u> enough, to get users' <u>curiosity</u>.**
- **It's the first thing people see and mostly the only thing they read.**
- **It's the most crucial attention-related part on your page, the customer either stays or leaves, after encountering your headline.**

Principal 2: Avatar

- **Make sure your page has a clear avatar for the product that you are trying to sell. It must be seen when the page is <u>loaded</u>, and must look <u>professional</u> and <u>interesting</u>.**
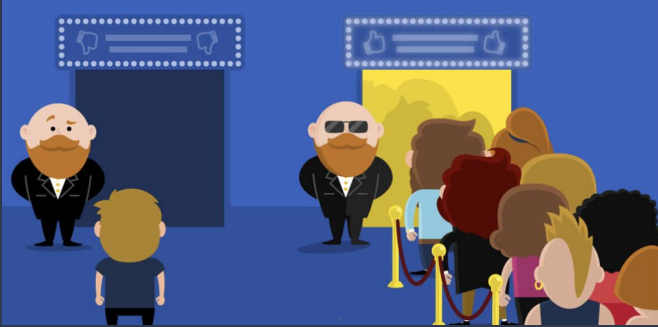
Principal 3: Bullet Points

- **Bullet points make features, advantages and options stand out. Make these lists <u>short</u>, <u>concise</u>, <u>clear</u> and <u>appealing</u>.**
- **Avoid long texts, use short paragraphs if you must use texts, with breaks in-between.**

FIND OUT NOW THE BENEFITS OF LEPTITOX AND HOW IT DIFFERS FROM OTHER EXISTING PRODUCTS

- ✓ Lose weight easily and with natural ingredients
- ✓ Stop your body from storing excess weight
- ✓ Eat all your favorite foods like pizza, pasta or sweets
- ✓ Water hack from malaysian island will allow you to lose weight safely and with all natural ingredients
- ✓ Worldwide free shipping

- ✓ Boost your energy
- ✓ Increase sexual Health
- ✓ Decrease belly fat
- ✓ Support new healthy arteries, fertility joints and bone strength
- ✓ Real Scientific References

Principal 4: Social Proof

- **Having social proof in the form of: Testimonials, Reviews, likes, 5 star ratings, subscribers, # of users etc, gives your product and page reliability and authority, and it is <u>the strongest and most important principal.</u>**
- **7 out of 10 buyers, will <u>NOT</u> buy a product, unless others have purchased before and they have feedback and "safety" feeling about it.**
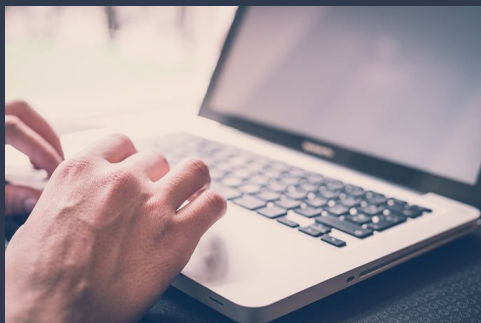
Principal 5: Call To Action

- **Case study:** Having a call to action button with the text "Click here to start NOW", gets 30% more clicks, than just the action button by itself. Important psychological command.
- Have a clear call to action, make it crystal clear for people what they need to do or where they need to press to get info or get the product now.
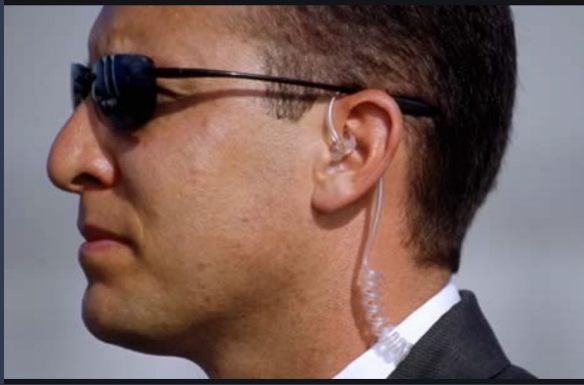
Principal 6: Risk Reversal

- **<u>Risk reversal</u> makes people feel confident about their purchase.**
- **State a clear refund policy, a promise you can live up to, customers should feel safe to go on through the funnel.**

Pro

Tips

Pro Tip 1

- **Tracking**! [Here's the Facebook Pixel webinar](), and here is the [handout]().
- Tracking the visitors of your presell pages will allow you to re-target them later on and collect data based on which you can improve targeting in the future!
- Therefore make sure your Presell Page contains a pixel!

Pro Tip 2

Direct checkout

- You can <u>bypass the vendor sales page step completely</u> by providing a sales page with a **direct checkout hoplink.**
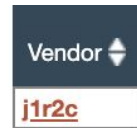- Here is a direct checkout link to any Clickbank product:

http://item.affiliate_vendor.pay.clickbank.net

- **Item**: Item ID
- **Vendor**: Vendor ID
- **Affiliate**: Your Affiliate ID.

Example for the SAS Checkout:

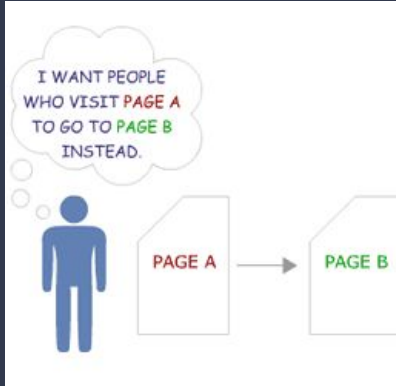http://45.ilyagur_j1r2c.pay.clickbank.net/

- You can get the **Vendor ID by** looking on CB Hop stats:

Vendor ⬍

j1r2c

- You can get the **Item ID** by checking the current vendor order form:

🔒 ssl.clickbank.net/order/orderform.html?time=1591283897&vvvv=6a317232636item=45&vtid=endwebbysp&coupon=2020SPECIAL&coupon_paylink=true&cbski...

Pro Tip 3

Redirect

- **Facebook & Google don't like affiliate links inside your presell page.**
- **To avoid that, <u>use a redirect</u>.**
- **Example Wordpress plugin: <u>Redirection</u>.**
- **That way, you can redirect yourdomain.com/slug to your hoplink, and avoid adding your hoplink on the presell page.**

- **<u>EXAMPLE</u>: https://saspanel.com/sas**, can lead to my SAS hoplink: **<u>https://099ff7rrd8-mbt1beih7excv72.hop.clickbank.net/?cbpage=sp</u>**
- **Then I can just put <u>https://saspanel.com/sas</u> under the call to action button on my presell page.**