

THE SCREW WORK ACADEMY

2014

MODULE 3:

Make a website that sells

Tonight

- The simplest layout imaginable for a website that can make you money
- How to describe what you offer in a way that wins the maximum number of sales
- What's next...

Still finalising your idea?

Remember: The best idea is one that...

1. You think you'd enjoy doing
2. You bring something to it (your assets & areas of genius)
3. Addresses an interest, want or need people have
4. Other people are getting paid for it (proving that people are willing to spend money on it)

Make a website that sells

Don't use your lack of website as an excuse

- Facebook page/event/group
- LinkedIn
- PeoplePerHour/elance/odesk/fiverr...
- Meetup.com / Eventbrite
- Ning membership site
- Ebay/Amazon shop
- Udemy for courses

Your own website: What to use

- Self-hosted Wordpress (as in our website offer)
- If really tech-phobic, squarespace, weebly, blogger or similar

What is your website for?

- ONE: To sell stuff - so make sure there's something to buy
- TWO: To build an email list - so capture email addresses

Simple website layout

HOME [OFFER] BLOG ABOUT CONTACT

Simpler website layout

HOME ABOUT CONTACT

Example: ScannerCentral

SCANNERS NIGHT

[Home](#) | [What's a Scanner?](#) | [Italy](#) | [ScannerBlog](#) | [About](#)



Home

The last ever Scanners Night

John Williams here with an important announcement.

After 5 fantastic years, July Scanners Night was the last ever.

What started as an informal chat with 6 people in a bar turned into a sell-out event with renowned speakers and up to 70 attendees. Scanners Night ended up being reported on in The Daily Mail and several glossy magazines and even spawned Scanners Night Italy.



But it's time for something new...

To get all the latest article and info from me on how to make a great living as a scanner, enter your email address below (don't worry you can unsubscribe at any moment with one click).

GET FREE INFORMATION ON HOW TO MAKE A LIVING AS A SCANNER

First Name *

Email *

Submit

search

LAST POSTS

- [It takes a scanner to appreciate a non-scanner](#)
- [So you want to run an event? 5 classic pitfalls to avoid](#)
- [Finding it difficult to get your stuff done?](#)
- [Welcome To The New Scanners Night](#)
- [How to have a satisfying & rewarding life as a scanner](#)

SCANNER BOOK

SCREW WORK LET'S PLAY

How to do what you love and get paid for it

[Screw Work, Let's Play](#)

John Williams

Best Price **£3.63**
or Buy New **£7.69**

Buy from [amazon.co.uk](#)

[Privacy Information](#)

- [Download FREE chapter](#)

Simplest website layout

HOME

(One long sales page
with buy button / contact details)

Example: 30 Day Challenge

THE SCREW WORK LET'S PLAY 30 DAY CHALLENGE

With bestselling author John Williams
and a global team of 200 people



Find A Money-
Making Idea You
Love and Launch
It In Just 30 Days!

What Do YOU Dream Of Doing?

- > Making a living without a job?
- > Getting paid to do something you love?
- > Find a business idea that really excites you?
- > Selling your art, products or skills for the first time – your first 'Playcheque'?
- > Writing a book and selling your first copy?
- > Starting something fun you could turn into an income stream – a blog, an event, public speaking, or performing live in front of an audience?

Here's How To Get Started In Just 30 days

The Screw Work Let's Play 30 Day Challenge is a **UNIQUE** global experience with over 200 participants where we lead you through finding a money-making idea you love (if you don't already have one), creating a version of it that you can launch quickly – and then making it happen within 30 days.

Squeeze page

JUST ONE PAGE with an email signup box

Example: 30 Day Challenge video series optin

Squeeze page

THE 30 DAY CHALLENGE

**HOW TO WRITE A BOOK, START A BUSINESS, OR CHANGE THE WORLD
- AND START RIGHT NOW**

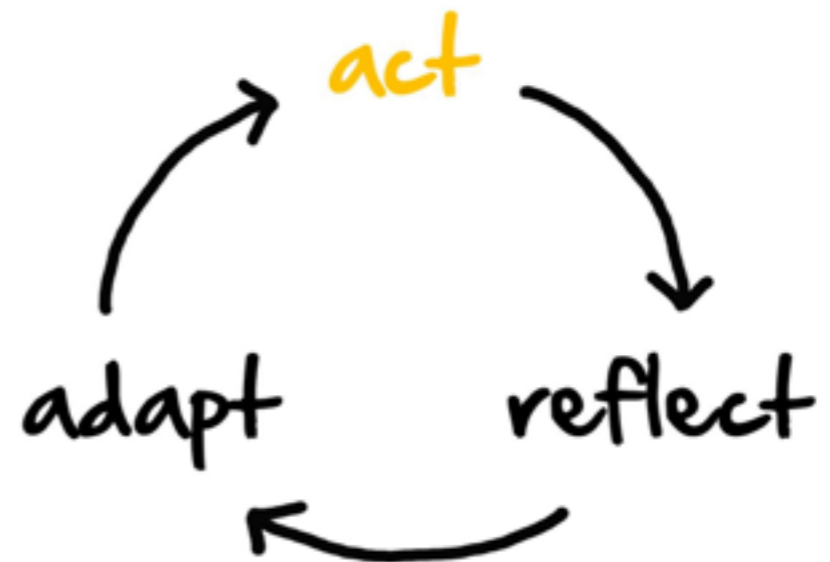
FREE VIDEO TUITION SERIES with JOHN WILLIAMS, bestselling author of SCREW WORK LET'S PLAY



Get Access Now!

Rule #1 for Websites

- Get the damn thing up!
- THEN improve it



- My challenge to you: if you don't have a site yete, get some kind of page or site up within the next 30 days

Domain names

- Easy to spell & remember - the pub test!
- If stuck use your name
- Allow some wiggle room if you're not sure about your business yet
- .com best unless you are location-specific
- Avoid dashes ideally though one is not too bad
- **Any domain-related questions?**

Cut to the chase

- You only have 1/2 a second to get your message across
- What is it? Who is it? Where is it? Why should I care?
- State the bleedin' obvious
- Don't make me think!

About page

- This is where you big yourself up
- 'I' not 'we'
- Include your name AND a photo

Status building

- Show people why they should take you seriously
 - quickly and prominently
 - Prestigious companies/clients worked at/for
 - Show logos for companies
 - Career highs, number of years
 - Inc press, media, books, publications
 - Short quotes from press/known clients/others

The sales page formula

1. **Name target market + problem**
2. **Describe solution state**
3. **Give a success story/testimonial or other “social proof” of what you offer**
4. **Say why you’re capable and/or Describe any UCA (unique competitive advantage) that’s relevant**

The sales page formula

5. **Pre-empt any possible objections and address them**
6. **Create scarcity** – a deadline or limited offer. Eg 20 hours' coaching this month / 3 places left / limited pre-launch offer
7. **Give single, clear call to action** to move the reader one step closer to buying

The sales page formula

8. Give a **contrast frame**
9. Then name the **price**

Ideal testimonial format

- 1. Describe what state client was in before (paint a picture, include feelings – eg “I couldn’t get enough clients and was worried my business was going to fail”)**
- 2. then describe the end state after they worked with you (“now I’m turning away clients and I’m so much happier to have money coming in”)**
- 3. describe what you did specifically that helped (“John showed me what I was doing wrong in describing my services and found a better way that gets clients to call me straight away”)**

Sales page reviews

Any volunteers?

www.frogslegsontoast.com

Q&A

A challenge for you

- Get a page or website up
- Put something up for sale - ie make an offer!
- Try the Sales Page Formula

Coming up...

- Implementation Webinar on 19 Nov 7pm (UK)
- Our late October newsletter!
- Idea review if you haven't done it yet

**Our focus for the next
3 months:**

Making money!

Academy months 4, 5 & 6

MONTH 4: Build your tribe

- Fast tribe & traffic building from scratch.
- How to build an email list of 1000s on automatic
- How to write newsletters that really engage and make you money

MONTH 5: Launch with a big splash

- How to make £10k in 24 hours
- 3 secrets to launching your business/product/offer with a splash and making the maximum income in the minimum time
- How to fill a live event/workshop/course

MONTH 6: Scale to a 6 figure business

- The secrets of scale & leverage - making more money for minimum extra work