

**WELCOME TO THE
“SCREW WORK,
LET’S GET RICH!”
ACADEMY**

**MODULE 2:
Make a website that sells**

Tonight

- Idea choice recap
- The simplest layout imaginable for a website that can make you money
- ...20 minute break...
- How to describe what you offer in a way that wins the maximum number of sales

Idea choice recap



The no website option

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

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

John Williams
**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

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- 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**



Want To Do Something You Love And Get Paid For It? Join Us Now And Get Started In Just 30 Days!

John Williams & Selina Barker with a team of 200 people around the world



What do YOU dream of doing?

- Making a living without a job?
- Starting a business (even if you don't yet have a business idea)?
- Getting paid to do something you love?
- Selling your skills, art or products for the first time – making your first 'Playcheque'?
- Writing a book and selling your first copy?
- Launching something fun that could turn into an income stream for you like a blog, an event, public speaking, or performing live in front of an audience?

Let's launch it in 30 days!

In the 30 Day Challenge we'll lead you through a unique Play Process to find an idea you love (if you don't already have one) and create a version of it that you can launch within 30 days.

You could even make money from it for the first time!

And that's **WITHOUT** quitting your job, **WITHOUT** spending a ton of money, and **WITHOUT** even needing an idea before you start!

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



Enter your name...

Enter your email...

Get Access Now!

Rule #1 for Websites

- Get the damn thing up!
- THEN improve it
- Everyone get a site up by next meeting, no excuses!

Domain names

- Easy to spell & remember - the pub test!
- If in doubt use your name
- Allow some wiggle room if you're not sure about your business yet
- .com is preferable unless you are location-specific

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

- Things to say and show:
 - Career highs, number of years
 - Prestigious companies worked at/for (eg big client names)
 - Show logos for companies
 - Inc press, media, books, publications
- Short testimonial quotes - eg David's.
Short, punchy, tangible is best.

Website reviews

- www.Theduallife.com
- <http://www.sundayartsalon.co.uk>
- <http://www.horsesittingsuffolk.com/>
- <http://www.thecomedyplatform.com/>
- <http://www.see-shop.net/>
- <http://authenticme.co.uk/>
- <http://www.janthonypackett.com/>
- <http://www.clutterconqueror.com/>
- <http://www.citysavvydogs.com/>
- <http://www.theaceofgrace.com/>

BREAK

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. **Describe any UCA** (unique competitive advantage) that’s relevant
5. **Name the price**

The sales page formula

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

Ideal testimonial format

- **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”)
- **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”)
- **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?

Q&A

A challenge for you

- Get your website up
- Ensure you have something for sale - ie make an offer!
- Try the Sales Page Formula

Coming up...

- Q&A Webinar on 23 October 7pm (UK)
- Drop into facebook community group regularly
- 30 Day Challenge kicks off on 1 November
- November 13th meeting:
 - Fast tribe & traffic building from scratch.
 - How to build an email list of 1000s on auto
 - How to write newsletters that really engage and make you money