



PUSH BUTTON INFLUENCE™

BROADCAST YOUR BRILLIANCE

with Alex Mandossian & Steve Olsher

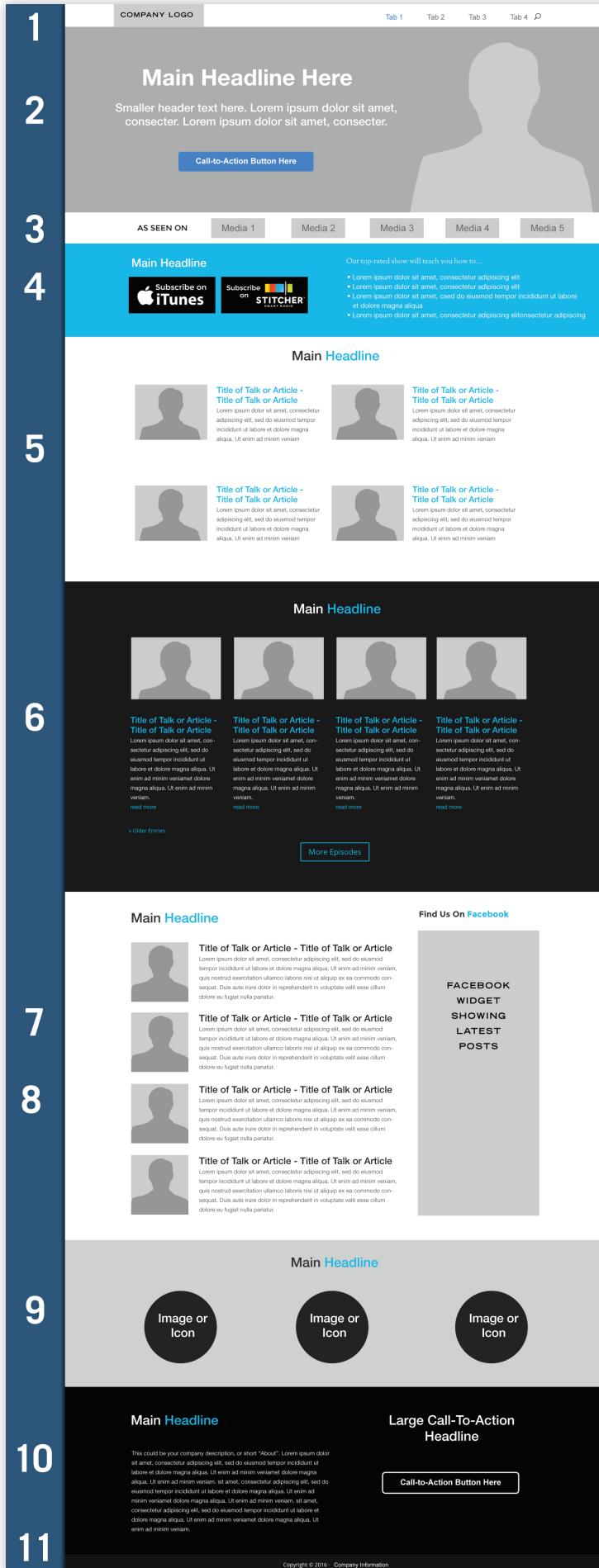


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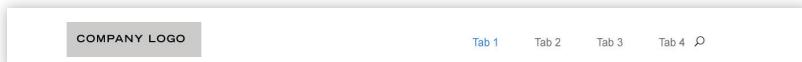
The Anatomy of a High-Conversion “Authority Website” Proven to Capture & Convert Opt-Ins

THE ANATOMY OF A HIGH-CONVERSION “AUTHORITY WEBSITE” PROVEN TO CAPTURE & CONVERT OPT-INS

WIRE FRAMEWORK:



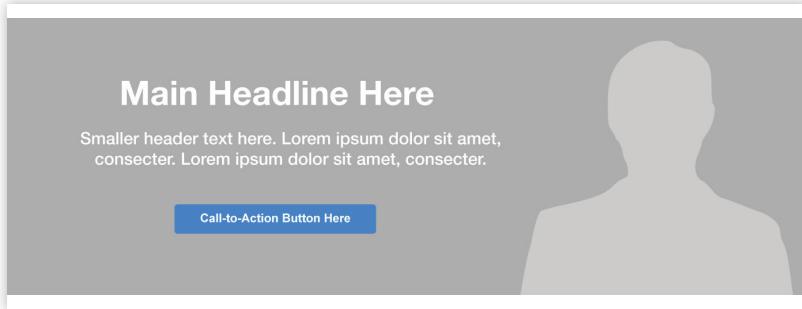
SECTION #1 – NAVIGATION



Why is it critical to put Navigation at the top “above-the-fold”? The answer is simply because you want to give your first-time, and return, visitors “situational awareness” of where they are on your site. Confused visitors don’t opt-in no matter how appealing your “lead magnet” or “ethical bribe(s)” may be.

So make certain you have an appealing, brand-worthy logo and choose your Nav Tabs strategically. Here are a few examples of time-proven tab labels seen on the websites of world-renowned Influencers: Home, Show, Sponsors, About, Contact, Ask (Your Name), Start Here, Resources, Login, Products, Archives, Members, Store and Podcast, just to name a few!

SECTION #2 – CTA (CALL-TO-ACTION) BANNER



This section is the single most important element of any Authority Website because it’s where you convert your first-time visitors into email subscribers. The focal point of the page is also the focal point of this section - the clickable BUTTON that “pops-up” your opt-in form.

Warning: You must test which “lead magnets” work before choosing a proven winner. But, modeling other sites in your market niche takes the guesswork out of finding the right lead magnet with a high conversion rate.

If you have a compelling image or “hero shot” ... a headline that demands attention and a big call-to-action button that grabs enough interest and desire to take action, then your Authority Website will work hard (day and night) on your behalf scooping up opt-ins, even while you sleep!

SECTION #3 – CREDIBILITY LOGOS



If you want to become a “Push Button” Influencer, your aim is to borrow authority from other influential status-driven resources such as Television, Radio, Magazines, Newspapers, Blogs, Podcasts, etc.

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Your website visitors are human and respond faster to widely-recognized, highly-trusted icons of influence such as CNN, ABC, FOX, Huffington Post, Forbes, CBS, or any media, popular or newsworthy sources.

If you've been featured on any New Media or Traditional Media shows, then this section is where you can put those logos. If you haven't been featured, then use the Ultimate Directory of Influencers to start getting access to high-status Influencers!

Notice how these logos are positioned immediately below the CTA Banner section to drive the point of credibility at the “Point-Of-Action” or POA? Positioning your logos strategically puts you and your brand in position to convert more first-time visitors into highly-engaged, pre-qualified prospects. So if your lead magnet doesn't convince your visitors to give you their email addresses, this “credibility logo section” will!

SECTION #4 – SUBSCRIBE BUTTONS

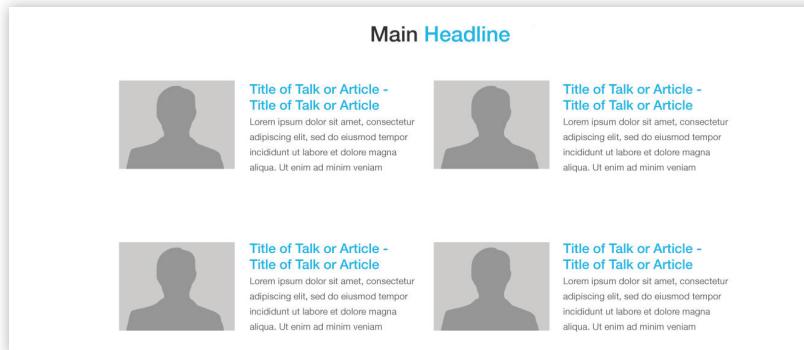


There's a difference between an “email” subscription and an “audience” subscription on iTunes or Stitcher. It's the difference between 10-20% “open-rates” of engagement with emails to 100% “open-rates” with audiences.

That's why it's so important to build your email list from your audience subscribers on iTunes and Stitcher (traffic coming from your iTunes Podcast show to your Authority Site) and from your Authority Site back to your Podcast show.

The subscribe section of your Authority Website is what makes this type of website blueprint so powerful because you're cross-pollinating your subscribers and causing deeper, stronger levels of engagement.

SECTION #5 – FEATURED GUESTS

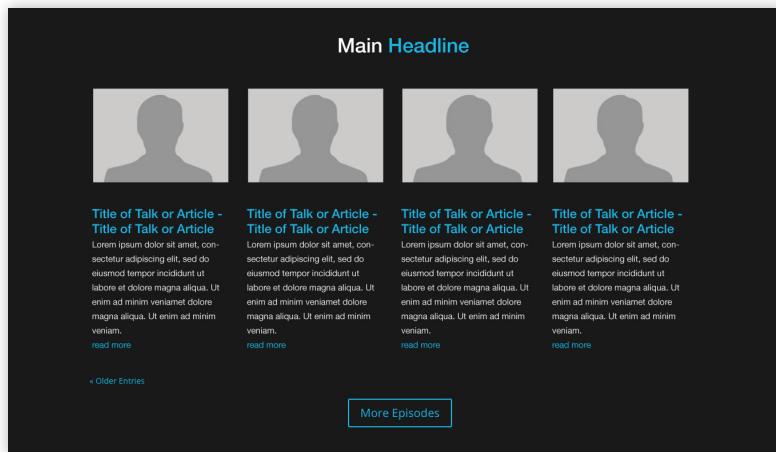


Borrowing authority is one of the hallmarks of building relationship capital. The Authority Website Blueprint does this in Section #3 with the Credibility Logos and it does it for you again here in your Featured Guests section. It doesn't matter how influential your guests are, as long as they're relevant to your audience(s), you're borrowing their influence and authority.

An additional bonus this section brings to you is often the guests you feature on your weekly (bi-weekly or even daily) show will feature you on their Authority Websites as a gesture of reciprocation for you featuring them on your Authority Website. Now that's a big win-win for everyone involved!

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SECTION #6 – LATEST EPISODES

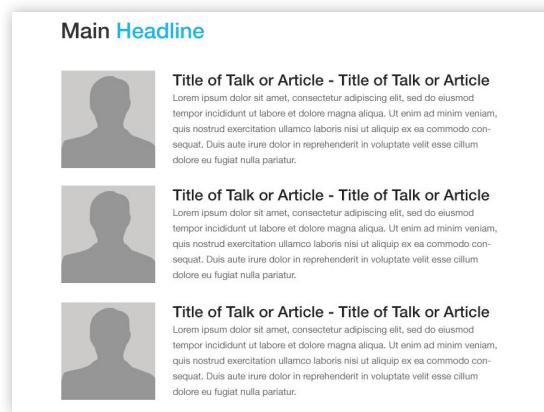


This section is similar to the format of any blog that features posts in reverse chronological order. It's the section on your Authority Website that provides value worthy of the devotion of your first-time and, even return, visitors.

Each episode is like a hook to clarify, capture and confirm the attention and interest of your visitors and give them reasons to keep coming back. This section also reinforces that your Authority Website is relevant, timely and a credible resource that oozes with “authority” for your audience by simply highlighting the relationship capital you have with other Influencers in your market niche.

This one section can insinuate the level of following you have and could make you the “go-to” person in your industry simply by posting a few pictures and episodes of thought leaders in your space. Borrowing influence has never been easier!

SECTION #7 – POPULAR EPISODES



Right under the Latest Episodes section is what we recommend to be called the Popular Episodes section. This is another excuse for you to display your level of relationship capital to your market niche and the rest of the world.

Some of the Popular Episodes may be identical to the Latest Episodes, which shouldn't be a concern to you. The key reason why this section exists is to display more Influencers on your Authority Website by featuring the names, faces and topics of the Influencers from whom you're directly “borrowing” authority.

SECTION #8 – SOCIAL MEDIA WIDGETS



This section is all about providing value and connecting your social media presence with your Authority Website.

The world's top Influencers send traffic from their Authority Website to their social media channels; and from their social media channels like Facebook, Twitter, YouTube, LinkedIn, etc. back to their Authority Website.

Don't make the mistake of thinking that you're sending traffic away from your site in this section. What you are doing is providing your visitors more “social proof” of how much of an Influencer you are by giving them access to your communities in each of the social media channels on which you prefer to engage your audience.

SECTION #9 – HOW TO CONSUME

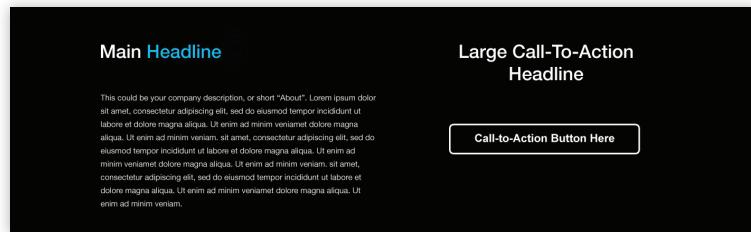


It's important to remember that not all audiences have the same “consumption” preferences. Your show is a “consumable” product and every business is ultimately an information marketing business! (That's true whether you want to believe it or not.)

Viewers love to consume videos or the “visual word.” Listeners (often commuters) love to consume audio content or the “spoken word.” And, readers love to consume ... you guessed it, the “written word.”

Giving your audiences a choice to consume with visual word video (YouTube), spoken word audio (iTunes) or written word copy (blogs) makes you more relevant and credible to the mass media, your social media followers and your email and audience subscribers. Make the most out of this section and utilize it at full tilt!

SECTION #10 – EPILOGUE FOOTER



The Epilogue Footer is designed to engage visitors who have reached the bottom of the page and haven't clicked on anything yet. Just like Popular Episodes (Section #7) can often reconfirm your relationship capital, the Epilogue Footer gives you the opportunity to grab your visitors' attention.

Most Influencers do this with providing new content fodder such as Sponsorships, another “opt-in” button opportunity, information about an upcoming event or workshop, or anything you'd like to feature that you haven't yet exposed in the previous sections.

In a simple and organized way, you're showing visitors everything else your Authority Website has to offer and empowering them to choose what action to take. Simultaneously, you have a built-in optimization tool that allows you to test what works and what doesn't. Again, it's a win for your visitors to get new content and it's a win for you to test which content your visitors want most.

SECTION #11 – LEGALESE

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This section is not glamorous, but it's necessary. Check with your attorney about what to put here to protect yourself but be warned ... don't guess, get legal advice. To paraphrase what Abraham Lincoln once said, *“Anyone who represents themselves as their own legal counsel has a fool for a client.”* Re-read honest Abe's quote and get the legal templates or advice that protect you and your business interests. Enough said.

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FINISHED EXAMPLE:

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- Effectively leverage the power of new media
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Featuring **NEW MEDIA** Influencers Such As ...

PBI 003: Internet Dynamics & The Shift In Online Behavior With Neil Patel
Neil Patel, co-founder of Crazy Egg, Hello Bar and Kinstemetrics on leveraging the power of today's internet dynamics and the pending shift in online behavior.

PBI 002: John Lee Dumas Creating A Powerful Podcast
John Lee Dumas of Entrepreneur on Fire sat down with Alex & Steve to share the journey of creating one of the world's most popular podcasts.

PBI 001: Russell Brunson - Proven Strategies For Generating Traffic And Conversions
Russell Brunson, internet marketer extraordinaire who is the author of Dot Com Secrets and the creator of Click Funnels

PBI 000: What To Expect On Push Button Influence
Alex Mandosian and Steve Olsher meet and greet the world's leading influencers as they candidly share closely-guarded strategies that maximize brand exposure, marketing reach and visibility by leveraging the power of new media.

Watch & Listen To Our Latest Episodes (Below):

PBI 010: Sales Conversion With Lisa Sasevich
Lisa Sasevich tells how to get your message out and enjoy massive results, without being "salesy"
read more

PBI 009: Creating Community And Successful Summits With Ocean Robbins
Ocean Robbins shares how he mobilized 250,000 people for healthy sustainable, humane and delicious food
read more

PBI 008: Social Media And The Growth Of Livestreaming With Joel Comm
Joel Comm talks about social media and the growth of livestreaming
read more

PBI 007: Proven Online Marketing Strategies That Convert With Perry Marshall
Perry Marshall shares how to work less and make more with his sales and marketing strategies
read more

More Episodes

Popular Episodes

PBI 001: Russell Brunson - Proven Strategies For Generating Traffic And Sales
Russell Brunson, internet marketer extraordinaire who is the author of Dot Com Secrets and the creator of Click Funnels

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Tweets by @PBIinfluence

Mandosian & Olsher (@MandosianOlsher) | TUNE in as the Queen of Sales Conversion! #SalesConversion #PushButtonInfluence. @pushbuttoninflue...

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Push Button Influence, where you can meet and greet the world's leading influencers as they candidly share closely-guarded strategies that maximize brand exposure, marketing reach and visibility by leveraging the power of new media. Alex Mandosian and Steve Olsher bring you today's most recognized icons of influence who have the power to create and move online communities to take action with the push of a few buttons.

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