

The Psychology of Writing High-Converting Landing Page Copy

Okay, let's talk about the psychology of writing landing page copy that converts.

We talked earlier about the importance of knowing where that reader is coming from. Now, let's talk about something equally important, which is where they're headed.

Here's what I mean by that. On the other side of any landing page, you get that person to sign up, you get that person to make a purchase, or what have you, they're going to be getting something.

They're going to be getting an e-book or maybe they're signing up for a webinar, or maybe they're even signing up for a free consult or an appointment of some sort. In order for you to effectively write copy that converts for that particular experience, product, or service, you need to use it first.

Let's say that you're writing landing page copy to try and get people to download a free report.

Well, in that case, read through the free report yourself and figure out what is cool about this. Get excited about it and say to yourself, "You know what, if I was going to write some bullet points to a friend telling them why they should download this free report, what would that be?"

And then, it's going to be much more natural for you to write that high-converting copy.

Or, for example, if you're advertising a service, maybe the client is giving people a 15-minute financial consultation.

Well, guess what? You need to get with the client and say, "Give me that consultation for 15 minutes." And, again, pull out what's great about this, what's valuable about this, what did I love about this that I can know turn around and write some fantastic bullet points selling it.

Whereas, if you hadn't experienced it for yourself, it would just come off as flat and generic. But once you've been through that process, once you've read through that report, once you've done that 15-minute consult or whatever it happens to be, you can now sell it authentically, and it will convert at a much higher rate.