

The Right Way to Think About Landing Page Copy

Years ago, I had a very strange job.

I worked at a car dealership. I would sit all the way in the backroom of the dealership with no windows. They would hand me a list of names and phone numbers, and they would say, “Danny, call these people up and try and sell them a car.”

So I did. And as you might imagine, a lot of people hung up on me.

Eventually, I got tired of getting ignored and hang up on, and I marched into my boss’s office, put the piece of paper down on his desk and I said, “Tell me more. Where are these names coming from?”

So he was a little taken aback, couldn’t quite figure out why I cared. He picked up the pieces of paper and he looked at the name on the top who just hung up on me just a couple of minutes earlier and he said, “Well, this one here came from kellybluebook.com.

So I said, “Okay, kellybluebook.com. Let me go through this process as though I were this person and let me see what they see so I can figure out what’s in their head. So I can figure out how to sell them a car.”

So I went to kellybluebook.com and I found out that that site is all about getting information about how much your car is worth so that when you take it to a car dealership and trade it in, you can get the maximum value.

So a lightbulb goes off in my head and I realized, “Okay, this makes sense. The person that I’m calling who came in from kellybluebook.com, they don’t care so much about buying a car. What they really wanted to talk about is the car that they’re trying to get rid of.”

Now, I would pick up the phone, call this person up, and I would say something like, “Hey, my name is Danny. I work at this car dealership and I see that you are thinking about trading in your ‘85 Toyota Corolla or whatever.”

Now, all of a sudden, they’d be very interested in talking. They said, “Yeah. Well, I am thinking about doing that. How much do you think the car is worth?”

And I would say, “Well, you know, we really need to get to look at it. So, maybe we can make an appointment where you can come in?” All of a sudden, my success rate skyrocketed.

Writing copy for landing pages works the same way.

When you are writing a landing page you can’t just think of it as a standalone item. You need to think of it as an extension of something. Okay?

Just the same way nobody ever ends up talking to a car salesman by accident, nobody lands on a landing page by accident.

That person clicked on something. It may have been a link in an email or it may have been an advertisement, or it may even have been a search engine result.

They might have searched for something on Google, the result comes up, they click it. So, you need to know what that journey looks like in order to figure out what to write on your landing page.

For example, let's say you're writing a landing page copy for some kind of gym membership. Now, your client may, unbeknownst to you, be running Facebook ads targeting only men or targeting only women.

So in that case, you really need to find out and say, "Hey, what's that journey look like? Where are these people coming from? What are they gonna see before this landing page? What's the context?"

Or maybe they're targeting men and women. In which case, you need to make your copy fit both and be a little more generic.

So it's always really important before you ever write a single word, get with that client, get your detective hat on and say, "What is the context? What's the story? How are they finding this page? What are they clicking on? What are they reading beforehand?"

And that will help you crystallize your approach and write awesome copy.