



Ray Edwards Show, Episode 552 A Single Page Can Change Your Life

Announcer ([00:01](#)):

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Announcer ([00:10](#)):

The Ray Edwards Show. This is the podcast for prosperity, with purpose,

Ray Edwards ([00:18](#)):

How a single page can change your life. A single page of writing. Does that sound crazy? Maybe it does, but it's true. How can a single page of writing change your entire life? Consider that if my proposal that I just made to you, that a single page can change your life is true. And consider that if you place this page on your website and you position it correctly, it can change your financial future. Now, there is a formula for constructing these kinds of pages. It is not difficult to learn and once learned and implemented, it can be used to bring money to you almost at will. And while money is not the answer to every problem. It is the only answer to some problems. Often solving those few money only problems frees up your resources, both internal and external, to solve the many other challenges we face in life. Christ himself taught us, you cannot serve both God and money. Notice there is no prohibition against serving God while having money serve you. This episode is a rapid-fire guide on how you can use one of these almost magical webpages to become more of the master of your money and have it become more of a servant to you. It all starts with attracting the money you need to solve the problem only money can solve in your life. And hey, it may be crazy to suggest this, but maybe there's more than one such problem in your life. Now, while these money attraction pages can seem like magic to the casual observer, savvy business people know better. These are specific pages on your website engineered for one task- to persuade people to buy what you're selling. The typical website will convert one out of every 100 visitors into a buying customer. We call that a 1% conversion rate. That's one out of a hundred. 1% is normal. It is also a great way to go broke as a business person. In the digital marketing world, a two to 3% conversion rate or thereabouts is often considered to be pretty good. But again, this is cutting the margin way too fine for my taste and probably for yours. We look for between five and 10% conversion rates minimum on our special money pages. So what are these money pages exactly, and how do you get one? And are they legal? Some of you are probably way ahead of me, but let me go forward anyway. First and foremost, yes, they are legal. They are moral. They are ethical in every sense of the word. What we're talking about, what we're calling money pages are sales pages. These are singular pages on your website. Now when you print them out, they may be many pages long on paper, but on your site, they're one long

scrolling page. The reason being that making a presentation of selling your products or services may take more than 250 words, which is the size of a single printed page. So bear with me when I say one page, it's one long page, but it's one page. And this page has one purpose. It's designed to persuade the customer that buying your product or service to solve their specific problem or need is what they need to do. I'm going to skip the, the long admonition that this actually be the truth. And assume you are telling the truth that you sell a great product that serves people well. And those for whom the product is right, are happy to give you money in exchange for it. They're even happy after they do it. If that's the case, if that much is true, then all this sales page serves to do is to magnify and clarify the importance of the decision for them to buy from you and persuade them to do so. Now, if you say to me, I already have one of those pages, Ray, then I have this question for you. Are you getting at least the five to 10% conversions we mentioned earlier on that sales page? Many of our own sales pages and those of our clients convert at a level much higher, sometimes as high as 25%. Now those are special cases. We can talk about those at a later time, but 1% to 3% is not good enough, my friends, and you can do better in my belief. So I do sell personal services. I write copy for individual clients, very rarely, but my current price for doing so is \$250,000. Plus some kind of royalty or equity arrangement. Now I don't mention this to be impressive, but I want to impress upon you. There's a reason people are willing to pay me such amounts and they are willing to pay me such amounts. The reason they're willing to do it is because they know they're gonna get a return on their investment, or they have very much the feeling that the odds are in their favor. That because they've hired me to do this work for them, that I'm so skilled at, that they will get a return on their investment. Now selling those services is not the purpose of this episode. The purpose of my telling you my, some people would say outrageous fees is to underline the value of having one of these sales pages that works for you. You can get one for a lot less money than this. If you're interested in having a discussion about hiring me directly, you can contact my office for further instructions about how to apply, but that is not what we're here to talk about today.

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Today, if you want a sales page that converts at a higher rate than what you currently experience. Or if, as the case is with many people I encounter, you don't even have a singular page on your site dedicated to this task, we need to change that. You can get your own sales page, and I suggest you write one yourself as quickly as possible. I suggest you start by writing it yourself because I believe that every entrepreneur or business person needs the knowledge of what goes into writing a good sales page. And they need the experience of having actually written one and probably revise it a few times and see what you can do to tweak the response rate. So maybe you start with a one or 2% response rate and bump it up to five or 6%. Maybe get up to 10% yourself. Now you've begun to understand the principles of writing these sales pages, using the formula, which I'll talk about in a moment. And at some point you may want to hire a professional copywriter, but I suggest starting out by writing it yourself. There are a few essential elements in any sales page that will help you focus on the needs of the reader, which is the most important step, because most websites and most web pages focus on the person who made the product or the company that produces the product or service. And that's the wrong focus. People don't care. They don't care about your credentials. They don't care about how long you've been in business, they don't really care about much else, except do you understand my problem? And can you help me? So I'm gonna give you some questions now. These are questions that if you answer them in any sales page you write, will help you focus on the needs of the reader, which I said is the most important step and tell them the information they need to know so they can and decide to buy from you. Removing the friction from the buying process is really most of the work. People mistakenly think that you have to manipulate or hype people into buying. That's not really true. What we're really doing is removing the friction that stops them from buying to start with. The fact is when they show up to your site, when they show up to your sales page, they're already on your side. They

already want you to be correct. They already want you to have the solution to their problem. Think about what I just said. They have a problem. It hurts. They want it solved. So they want you to have the answer. Your job is to not screw that up. Your job is to show them you do have the answer. So think of these questions I'm about to give you as questions your reader is asking you, and answer these questions in plain, easily understood everyday language, and you'll have a much better conversion rate than you probably do right now. Your reader or potential customer is asking you these questions.

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Number one- Who are you, and why should I trust you? Now the way you answer this is going to play a critical role in how they receive everything else you have to say. So you have to be careful to answer it correctly. Not too egotistical, please. Not too pushy, please, but do have some confidence. Maybe even have a little swagger depending on your audience.

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Number two- What do you that can help me with my problem? This is your customer asking you, what have you got that's gonna help me? Cuz I need help.

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Number three- Do you understand my problem and the pain it causes me? This is key. The famous marketer and copywriter Jay Abraham has gone on record as saying that if you can describe the problem your customer experiences and the pain it causes them more articulately than they can themselves, they automatically assume you have probably got the answer to the problem.

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Number four- How does your solution to the problem help me? In other words, how does it work? What's the mechanism.

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Number five- What makes your solution different than everybody else's and why should I buy from you instead of them? Now don't get into bashing your competition, simply state your advantages. And if you have a unique mechanism that nobody else has for gosh sakes, make sure you talk about that.

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Number six. How can you assure me this will work and what happens if it doesn't? So this is where the customer, the potential customer is asking you put me at ease. I'm afraid you might rip me off. Tell me how I'm gonna know that's not gonna happen.

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Question number seven your readers are asking you, you want to answer on your sales page- How much does your product cost, and is the speed and effectiveness of your solution. Good enough to justify my paying that price? That is a big question. There's a lot packed into how you answer it. I don't have time to go into it here, but I'll point you to a place you can get more answers to these questions for yourself in just a moment.

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Finally, question number eight is, how do I get started? How do I pay you? And what happens then? This is more important than most people give it credit for. People wanna know, once I press that button and put in my credit card information on your website, then what happens? When do I get the stuff? How does it arrive? How do I use it when it gets here? How do I know it's gonna work for me? There's so many questions you can answer that will reassure them and get them to go ahead and make the purchase to begin with.

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Now, some other things to consider when building your sales page. This should be a page with a singular purpose and one call to action. That call to action is click here to buy now. That's what all the copy on this page leads to. This page should be free from other distractions like ads and links to other pages or sites. You don't want to distract your customer with those things when you're trying to get them to focus and make a decision on the problem you're going to help them with. So you want them to be thinking about the problem you help them with, how you help them solve it, and why the time to make the investment is now. A mind focused on a single decision, like whether or not to buy your product, can make that decision rather quickly. A mind that is confused by many different things to choose from often ends up choosing nothing. So keep them focused. Keep their eyes on the prize. Now those are some basics. That's a pretty fast outline of how to start writing a good sales page. But frankly, there's a lot more to it than that and there's a formula to creating these pages that works- a proven recipe. It's a bit more complex than simply answering eight questions. Every sales page you create is a mixture of your creativity, your unique giftings, your unique products and methodologies and the right words to motivate your customers, and some proven science that we have built into the structure of our sales pages that we produce for clients and for ourselves. The way you construct and present your sales page is critical, and this is a lesson that I learned through years of trial and error. Now here's where it gets good for you. There's no need for you to repeat my failures. I can save you that pain. Rather, just take the fast track of success. Use my formula. And I would like to share my formula with you for creating high-performance sales pages. It has been proven to work consistently for all types of products and services. From the grab you by the eyeballs headlines, to the flow of the text and the graphics,

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it all comes together and forms a map that leads your customers to the checkout page, the purchase destination. If you have something to sell, let me show you exactly how to create your sales page using my formula and has generated more than 400 million in sales so far, by our best estimates. The best part you can get your sales page created with my guidance live for much less than my private client rate of \$250,000 plus royalties. I know, you're saying that's good. I didn't have 250 grand in the budget for this week. I will help you write your sales page. Your personalized, only you have it sales page for a single payment of \$97. No need to be coy. That's a great price. This is a limited time offer. Part of a market test we're conducting and there is no guarantee it will ever be available again.

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So to get this one-time deal, this one time access to the 5-Days to Your High Converting Sales Page Challenge, go to 5daysalespage.com and register now. Just to be clear, that price isn't just for the know-how, for the info. It's for finishing, ready to deploy sales pages live in our group. You can see the class schedule and a few awesome bonuses and details I'm throwing in by going to 5daysalespage.com. I would do this now. Did I mention you should hurry? Did I, did I mention you should hurry? This episode is being released Monday, January 10, and class begins in one week on January 17. Registration closes the night before on Sunday, January

16th, 2022. So get yourself on over there. Take a look at the details. 5daysalespage.com. Make sure it's right for you. It is. And then when you go to 5daysalespage.com, register for \$97 and in five days, we'll produce your custom sales page that converts more buyers and thus puts more money at your service. Until then, God bless you. May he do more for you than you can ask or possibly ever imagine. Live long and prosper.

Announcer ([15:54](#)):

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