

Funnel 101: Create High-Converting Landing Pages With WordPress and DIVI

with Mat Casner



WordCamp
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ignite your passion • **launch** your talent • **live** your dream

Who am I?

Husband

Father

Business Owner

Teacher/Coach

Freelancer

Graphic Designer

Tech Nerd

Website Builder

Illustrator

Art Geek

Music Lover

Friend

Coach

Blessed



#1 WHY

**I do what I do to be able to
invest in the people and
causes that matter most to me.**





#2 WHY

**Helping and serving others
with the gifts and talents that
I've been blessed with.**



Customers

Who needs 'em?



Customers

How many of you have customers?

How many of you would like more customers?

How many of you have clients (or work for someone) who would like more customers?



Customer Acquisition is a Constant Cycle



Customers Acquisition Path

Get Attention

They must be aware of your existence

Convert Attention

They must like something of value you are offering

Keep Attention

They must be willing to trust you enough to risk a financial investment in exchange for value



***The key to any client/
business relationship is trust.***



It is our responsibility to reduce as many barriers as possible that are keeping your customers from trusting you.



Landing Pages



What is a Landing Page?

A special page used to persuade a person to give you a piece of personal information in exchange for something valuable that you have to offer with the hope of building trust with the person.



Shopify is everything you need to **sell online**

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Trusted by over 325,000 store owners



Anatomy of a Landing Page

- 1. Offer (lead magnet, freebie, ethical bribe, etc)**
- 2. Headline**
- 3. Relevant Image**
- 4. Call to Action**
- 5. Simple Optin Form**



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Keys to a great Landing Page

- 1. Remove all distractions**
- 2. Write a compelling header**
- 3. Create a valuable offer**
- 4. Use a relevant photo (that matches your message)**
- 5. Use a Simple Form (don't require a ton of information, email, maybe first name)**
- 6. Communicate a clear call to action**
- 7. Don't talk about the problem. Talk about the effects of the solution.**
- 8. Make sure your landing page speaks the same language of the referring page/ad (images, colors, terms)**



Building a Landing Page with DIVI



Build powerful landing pages in WordPress with DIVI

Learn the tools for making your business growth a peaceful experience.

We'll show you how.

Get Started!





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Q & A

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