

Down & Dirty Landing Page & Booking Form Template using Nicole's Christmas Concert as an example

This is a down-and-dirty template that I basically created during a Focus session - but I think it'll be

On 7/31/16 in HYMM used Nicole's Private Christmas Concerts as an example for putting together a landing page. We did this all in an hour so it's very thrown together, but on the next page you'll see:

1. **The workbook info Nicole filled out** to be ready for the session
2. **The half-baked landing page** I made from the information Nicole wrote (we didn't get through all the info - but you'll get the idea)
3. **A booking page we made in GoogleDocs** (A Google Form) to go with the landing page so that when people are interested in her shows they can easily get in touch with her and provide her with all the info she needs to get a sense of whether this is a good fit and what to charge.

NOTE THIS IS ALL HALF-BAKED ... so use it with a grain of salt, but it should help you create your offer page (i.e. landing page) and booking form and you can look at it with a video of the session, which happened on 7/31/16 as a HYMM Focus Session.

Please don't share this outside the group (that's true of all the materials - but especially these) - because I'm still developing it (that's true of all materials - but this one especially!!!)

Here's the Landing Page information we started with, that Nicole filled out:

To make YOUR info - just write over her answers, but these will give you an idea of the *kind* of information you need. Note: She probably won't use all these things, at least not in the first year, but she has them all here and can decide which to use or not.

1. Start at the end: What is the offer itself?

- **What are the elements?** Private Christmas concerts
- **What are the bonuses?** Signed CD's, CD's with logo, special song on request, a free video-medley to download (to get the email addresses), a free track from the CD to download
- **What is the early-bird deadline?** End of August
- **What is the pricing?** € 600 – 1.200
- **What are the features?** Entertaining night with classical and jazzy Christmas-tunes, fiery flamenco and stories
- **What are the benefits?** Impress your family and friends, have a concert in your living room, serve Glühwein, meet the artist in an intimate atmosphere, have the CD's signed live, touch the harp, make photos with the harp

2. List the features of your product or program

- **Duration:** 60-90 minutes
- **Tangible elements:** buy CD's brand new, have a Christmas gift
- **Access:** email- and phone-contact for discussing the program
- **Tools:** harp, DHC-harp, bench etc., lights, harp stand, music stand, amp

3. Give names to features and/or bonuses if applicable

- **Boring name:** signed CD **Fun name:** Personalized CD's
- **Boring name:** song on request **Fun name:** personalized bonus-tracks
- **Boring name:** make photos with harp – **Fun name:** artist photo

4. Bonus offers:

- A free mp3 of Baroque Flamenco
- Photoshoot includes: Have a photoshoot with a concert- and an electric harp in your living room
- Live-signing

5. Bundle or batch items together to create "packs"

Pack 1 name: living room-concert – includes: 60-minute-concert on concert-harp in your living room, live signing of CD's, photoshoot

Pack 2 name: Christmas-Concert – includes: 90 minute show on concert harp and 5 free CD's

Pack 3 name: Christmas-Harp-Experience – includes: 90 minute Show on concert- and electric harp, 10 free CD's, you can order CD's in advance with your firm's logo

6. List the benefits of your product or program

- **Feature:** concert in living room. Awesome because: you can invite your closest and beloved friends and don't have to leave your house
- **Feature:** Jazzy Christmas tunes, all-time classics, fiery rhythms. Awesome because: can be a witness of how powerful the harp can be. You'll have a different Christmas-experience. You don't have to hear a concert with "normal" Christmas songs, but can experience the richness of jazz-harp.
- **Feature:** stories. Awesome because: hear funny and exciting stories from a musician's world
- **Feature:** photoshoot. Awesome because: have a lifelong memory of the event , have a photo album
- **Feature:** signed CD's. Awesome because: make your guests take home a signed CD with a personal note
- **Feature:** order CD's in advance. Awesome because: you'll have a really unique and special Christmas gift and don't have to worry about what you'd buy
- **Feature:** have CD's with firm-logo. Awesome because: you have a special Christmas-gift for your clients that no one else has. Something really special and emotional

7. List the flaws and/or disadvantages

Flaws:

- They have to book in advance
- It is more expensive than if they'd go to a concert
- They might not have enough room
- They will have to set up the room
- They will have to organize the event

8. What is the scarcity factor?

- Only 24 days in December and a few are already booked. Early bird is August 31th!
Booking only until October 31st. -> form for application: date-wish, venue, guests, which package?, private/business?, pro-order CD's?, night/day?
➔ Make a repertoire-list for them to choose

9. What is the guarantee?

- Full refund after 2 days
- Money back plus keep the bonuses

10. List all objections/questions and answer them.

- What if I live on the 5th floor – I might need a hand to carry the harp upstairs, but as long as it is not a narrow staircase, it is fine
- What if my guests/audience won't show up? – You will have a private concert and get to buy CD's as Christmas-presents!
- What if it snows and no one can come? – if the weather is really, really bad and it's not possible to walk/drive, we can have an agreement to cancel the concert
- How many people can I invite? – It is up to you, it can be from 1-60 (1-100)
- Can I charge them entrance-fee? – Yes, you can if you want. You are the organizer
- Can I have some sound examples? – Yes, you will find them here: ...

- Can I see a demo-video? – Yes, you will find it here: ...
- I can't afford it. Is there a way to have it cheaper? – I am glad that you'd really love to hear my concert. Maybe you can have it at a friend's place and share the costs?
- I have neighbors who hate music – Harp is as loud as a piano, but if you have problems, you can have the concert in the afternoon/morning
- How and when do I pay you? – You have to pay 30% of the price 1 week after the booking and the rest 1 day before the concert or cash at the concert.
- What if I have to change the date later? – the time in December is very limited and there might be no date change. But I will do my best to find a solution
- What if I have to cancel? – It is ok to cancel before September 30th with full refund. After, I charge 50% and 1 week before the concert I charge full prize
- How much space is needed for me and my harp? – 2x2 m² minimum
- What if my living room is too small? – You can organize the concert at a different venue

11. What is the angle of the sales letter?

- That I don't like Christmas music, am always too late and panic about buying presents. Have your friends around you and give them something they really need: a time off, escape from everyday-stress, entertainment, joy. Give them the beauty of classical and jazz-music, give them an emotional gift that goes directly to their heart.

12. How will you overcome price objections?

- Return investment
- It is not a regular concert but a jazz-harpist in your living room! You can create whatever atmosphere you want and can present your guests a unique and engrossing experience. You can serve and sell drinks, sell the tickets.

**On the next page is the Half-Baked Landing
Page (aka Offer Page)**

that we created during the session

Nicole Mueller Presents

Private Christmas Concerts • Dec. 2016

Harpist Nicole Mueller is releasing her new jazz-flavored Christmas Album in 2016 and you're invited to share in the release celebration with a private concert.



Have you ever wanted to share a great artist with your friends? What if you could do it live? Impress your family and friends, have a concert in your living room, serve Glühwein, meet the artist in an intimate atmosphere, have the CD's signed live, touch the harp, make photos with the harp

Entertaining night with classical and jazzy Christmas-tunes, fiery flamenco and stories. Album Release Event for Nicole's Brand New CD "In a Different Light" on Acoustic Music Records.

BOOK EARLY

Get the best choice of dates

Book by Aug. 31st to get 12 Free signed CDs for your guests. Choose from 3 options

Living Room-Concert: A 60-minute-concert on concert-harp in your living room, live signing of CD's, photoshoot of you and your friends with the harp

Christmas-Concert: 90 minute show on concert harp and 5 free CD's

Christmas-Harp-Experience: 90 minute Show on concert- and electric harp, 10 free CD's, you can order CD's in advance with your firm's logo

Want to order CDs with your firm's logo to thank your special clients for their blahbl hablh -- ask about the option.

[SEND A BOOKING INQUIRY NOW]

What's so cool about this??

- **This is a professional concert in your living room.** Awesome because: you can invite your closest and beloved friends and don't have to leave your house
- **Jazzy Christmas tunes, all-time classics, fiery rhythms.** Awesome because: can be a witness of how powerful the harp can be. You'll have a different Christmas-experience. You don't have to hear a concert with "normal" Christmas songs, but can experience the richness of jazz-harp.
- **Feature: stories.** Awesome because: hear funny and exciting stories from a musician's world
- **Feature: photoshoot.** Awesome because: have a lifelong memory of the event, have a photo album
- **Feature: signed CD's.** Awesome because: make your guests take home a signed CD with a personal note
- **Feature: order CD's in advance.** Awesome because: you'll have a really unique and special Christmas gift and don't have to worry about what you'd buy
- **Feature: have CD's with firm-logo.** Awesome because: you have a special Christmas-gift for your clients that no one else has. Something really special and emotional

Who is this good for? Where is a good place to have it?

- **You can Private homes**
- **You could surprised you buddy with it at a restaurants**
- **Church**
- **School**

FAQs

- How many people can I invite? – It is up to you, it can be from 1-60 (1-100)
- Can I charge them entrance-fee? – Yes, you can if you want. You are the organizer
- Can I have some sound examples? – Yes, you will find them here: ...
- Can I see a demo-video? – Yes, you will find it here: ...
- I can't afford it. Is there a way to have it cheaper? – I am glad that you'd really love to hear my concert. Maybe you can have it at a friend's place and share the costs?
- I have neighbors who hate music – Harp is as loud as a piano, but if you have problems, you can have the concert in the afternoon/morning
- How and when do I pay you? – You have to pay 30% of the price 1 week after the booking and the rest 1 day before the concert or cash at the concert.
- What if I have to change the date later? – the time in December is very limited and there might be no date change. But I will do my best to find a solution
- What if I have to cancel? – It is ok to cancel before September 30th with full refund. After, I charge 50% and 1 week before the concert I charge full prize
- How much space is needed for me and my harp? – 2x2 m² minimum
- What if my living room is too small? – You can organize the concert at a different venue

>> BOOK NOW <<

Here's the booking form we made:

QUESTIONS	RESPONSES 3
<p>Nicole's Christmas Celebration Concert</p> <p>Fill out this form to request a private concert. I'll get back to you within 24 hours.</p> <p>Please give me your name</p> <p>Short answer text</p> <p>Your Phone number(s) and which is the best to use.</p> <p>Short answer text</p> <p>Your email address.</p> <p>Short answer text</p> <p>Your Address or address of concert site (give a basic location if you don't have the specific address yet)</p> <p>Short answer text</p> <p>When are the best times to reach you (please give me 3 or 4 good times in the next week)</p> <p>Long answer text</p> <p>What's your preferred date & time for a private concert? Please give your 3 choices in order of preference.</p> <p>Long answer text</p> <p>What's your location - and give me a basic description of the location - are there stairs, is it a large room, is it your livingroom, is your office, is it your local pub, is it a surprise event for a friend at a restaurant?</p> <p>Long answer text</p> <p>Please describe the parking for this location.</p> <p>Long answer text</p> <p>Which concert option are you most interested in</p> <p><input type="checkbox"/> Describe</p> <p>Are you also interested in copies of the album for your guests or family?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Maybe - please tell me more</p> <p>If yes, do you want them imprinted with your logo?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Maybe - please tell me more</p> <p>Approximately how many would you like?</p> <p><input type="radio"/> 1-25 - \$12 each / with Logo min. charge \$500 for 25</p> <p><input type="radio"/> 25-50 - \$10 ea / with Logo</p> <p><input type="radio"/> 50-500 - \$8 ea / with Logo \$10 ea</p> <p>MAKE SURE YOU HIT SUBMIT</p> <p>I look forward to learning more.</p>	<p>FORM: <i>These were the notes we took before we made the form to get a sense what what Nicole needed to know from (or tell) prospective clients:</i></p> <p>I'll get back to you within 24 hour</p> <p>Name</p> <p>Phone</p> <p>Email</p> <p>Address</p> <p>Best time to call you</p> <p>Preferred Date and Time</p> <p>Location</p> <p>Describe the Parking</p> <p>Describe the access</p> <p>Which concert option you want</p> <p>Do you also want extra copies of the album</p> <p>Imprinted with logo?</p> <p>How many?</p>