

# MONEY ONLINE BLUEPRINT

---

## Creating A Powerful Bridge Page

The Ultimate Blog Training Package  
How To Quickly Make A Full Time Income Blogging

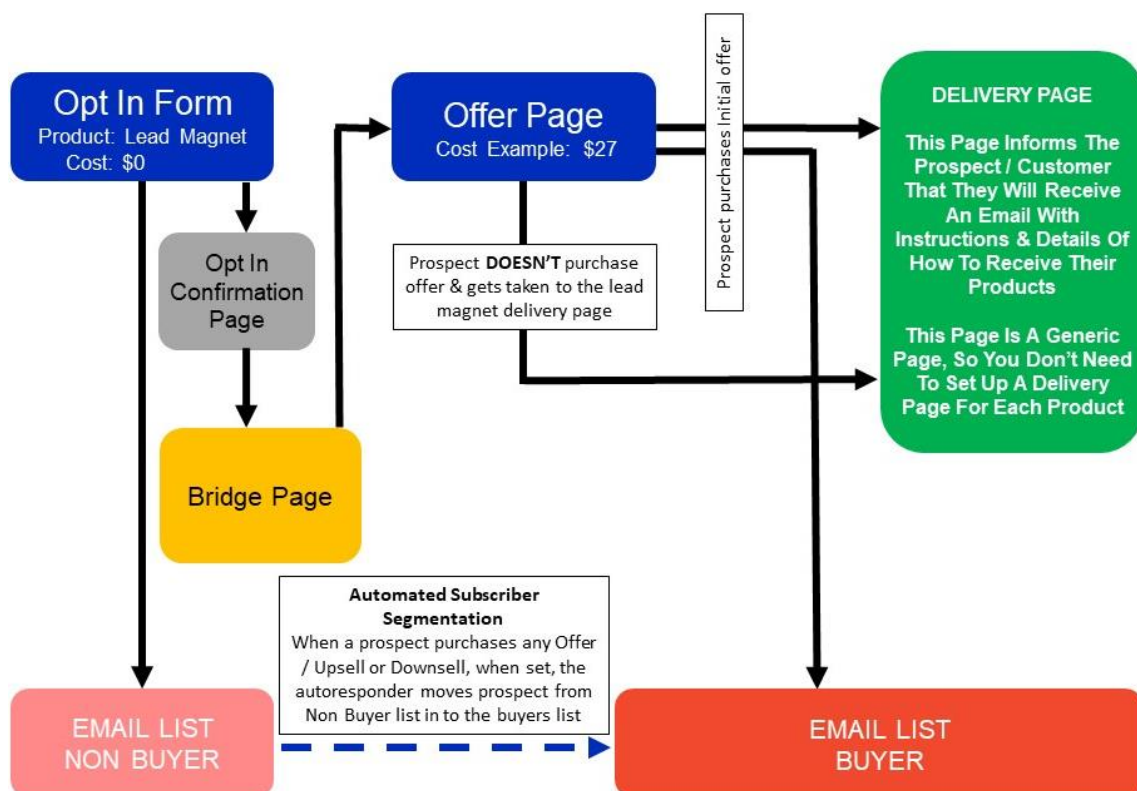
BY CHRIS CANTELL

In this document, I am going to discuss the bridge page. A bridge page is basically a page within your funnel whose purpose is to warm up the subscriber prior to being taken to your offer page. The warm up should be a story about you..... Let me explain. The subscriber has come to your blog. They see your lead magnet offer and they enter their email address to get the offer. If you simply send them to an offer page, you will be sending them in cold.

You see, at this stage, they don't know anything about you, and their walls are up, so although it is possible that a subscriber / prospect could buy from your offer page without going to your bridge page first, the likelihood is reduced. It is a fact, that sales increase if you introduce a good bridge page into your funnel.

The bridge page is there to introduce you to the prospect and tell them your story. You can tell your story anyway you like. Now you don't have to have a bridge page, but you will be leaving money on the table if you don't have one. The only time you don't need a bridge page is if your lead magnet is a webinar. During the webinar, you will have the chance to gain the audience trust.

The bridge page sits between the opt in page and the first offer page. It is there to make a subtle crossover from the opt in squeeze page where the prospect is expecting their free product, over to the premium offer you are about to present to the prospect.



This diagram is a simple single offer squeeze funnel. It shows you where the bridge page sits in the squeeze funnel. These are the steps of a prospect going through the funnel: -

1. Prospect gets taken a page that asks them to click on the confirmation link they have just received in their email inbox
2. When the confirmation link has been clicked, the prospect gets taken to the bridge page where you get to introduce yourself and subtly start to introduce your premium offer product
3. If the prospect doesn't buy, they click the "I don't want" link and they are taken to the lead magnet delivery page
4. If the prospect does buy, they get added automatically to your buyers list in Builderall and also get taken to the main offer delivery page. On this page, they can also download the lead magnet (see The Delivery Page Manual)

Note: The premium offer delivery page is not necessarily the page where the product is downloaded from. This page can be an information page explaining what to do next to get the product and also have information about the lead magnet. You could download the lead magnet from that page, or you could simply tell the subscriber that the link to download the lead magnet has been emailed to them.

## EXAMPLE BRIDGE PAGE SCRIPT

The script below is an example of the content of a bridge page:

*Hi, my name's Chris Cantell and I would like to thank you for adding your email address so that I can send you my video course that teaches you the method that I have developed on how to write a high quality 500 word SEO article on any subject in any niche in just 5 minutes without doing any research.*

*I will shortly take you to the page where you can access this training. First of all, I would like to give you more information about how I use this method within my SEO and the difference it has made for me.*

*I have a constant need for high quality content. I need this content to rank my and my client websites. This content method I developed enabled me to create all the content I needed in virtually no time at all, and what made the difference for me, was that I was able to outsource this method. Now I have a VA creating all the content that's high quality, well written content. All for just a few dollars for the VA's time.*

*The content method has been a huge help in my business, and I am sure it will make all the difference for you too.*

*Now primarily, I am an SEO specialist. I started doing SEO in 2011. A lot has changed since then. Anyway, I learnt how to do SEO by studying methods on the internet. Some worked, and some didn't. After 6 months or so, I became a semi expert and started doing my own testing and*



*trying out new things that I discovered. Again, some worked, and some didn't, so I kept the methods that worked and dropped those that didn't.*

*Within a couple of years, I went on to develop small software applications that automated specific manual functions. These apps made a big difference to me. They removed hours of manual time and effort, so I was able to do other SEO work and take on more clients. I also went on to sell those apps and became the go to SEO specialist for a growing number of people over the years.*

*My biggest success though in SEO has been as a result of my latest software. This one tool alone can skyrocket your rankings and best of all it only takes a few minutes of time to complete an action with this tool. In some cases, I have ranked a page with just 3 actions from the software, so I could say you could potentially rank a site on page 1 of Google with just 60 minutes of work.*

*Now I'm not exaggerating the power and effects of this software, although there is a bit more to the SEO process, but the results I and my members are achieving with this tool is outstanding. You can read some testimonials and reviews below.*

*I would like to show you this software. I will even let you test it for free so that you can see for yourself the massive potential this has not just for ranking sites, but for ultimately making you a lot more money and also, for reducing the amount of time you currently spend on doing SEO tasks. Seriously, this tool is in my opinion, the biggest SEO game changer that has ever been produced.*

*Anyway, click the button below to have a look at my new ground breaking SEO software in action so you can see exactly how incredibly powerful it is.*

# THE MAKE UP OF THE BRIDGE PAGE

The bridge page should have a video at the top of the page, underneath the headline. Ideally, you would be recording yourself on video. However, a lot of people aren't comfortable with doing that. If that is the case, you can use any of the following formats: -

- Slides and or screen recording videos with your voice over
- Slides and or screen recording videos with an actor reading your script. You can get someone on Fiverr to do this if you are uncomfortable recording your voice
- Animation for the video with your voice over
- Animation for the video with an actor reading your script.
- Whiteboard video. This is a popular video format. Basically, you record the audio script and send it to someone on Fiverr that does whiteboard video animation to the audio file
- Whiteboard video as above but you get an actor from Fiverr to record the audio

One thing to note is that if you use someone else on video and they are saying they are you. You will be making it difficult for yourself in future, especially if that actor stops doing the video gigs. If you are going to use an actor that is the person being shown in the video, they should represent you, and they should talk about you. This will look far better and will not hinder you.

If possible, though, it is better to use your own voice and appear on your own videos if you want to have a person shown on the videos. But as I said above, slides / screen recording videos, animated videos and whiteboard videos are fine.

The video should be 3 – 5 minutes long. It also needs to grab the prospect. This video needs to make them understand that they can trust you and that you are a real person.

When the customer has watched the video, your call to action will have told them to click on the they will be encouraged to click on a button or a link that takes them to the premium product page.

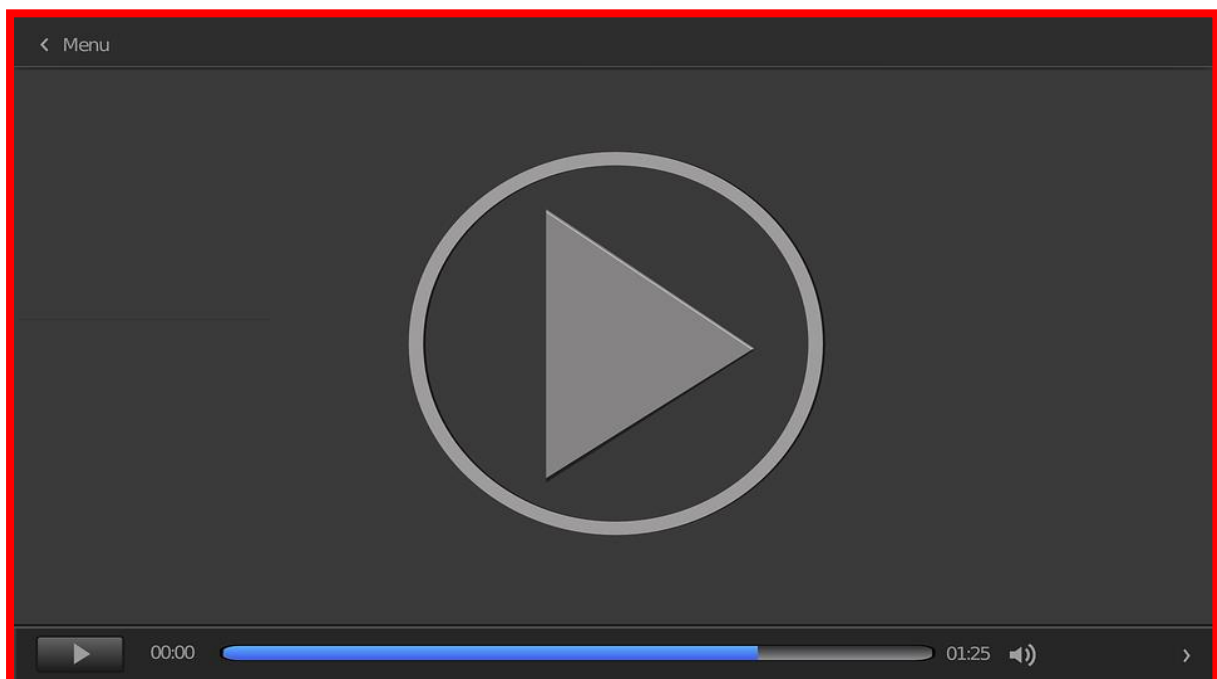
This bridge page is all about you and your story in the initial stages and once you have warmed your audience up you can move to the next stage to talk about your amazing product.

# THE MAKE UP OF YOUR BRIDGE PAGE

The detail below is a typical layout of a bridge page. I have color coded different content. For example, mandatory content is in RED. Highly recommended is in BLUE and optional is in GREEN.

**HEADLINE**

**TAG LINE**



**CLICK HERE TO SEE MORE**

**SUPPORTING COPY SELLING YOUR STORY**

**CLICK HERE TO SEE MORE**



The bridge page should consist of at least the following elements: -

- **Headline** – Powerful story about you with a strong relevance to the lead magnet & your premium product
- **Tag Line**
- **Video** – This is your story
- **Click here to see more button**
- **Supporting copy selling your story & lead in to your product**
- **Click here to see more button**

## SHORT FORM BRIDGE PAGE EXAMPLES


The screenshots below are examples of bridge pages. The first two are short form pages which are the most common type. The third is a long form page. The long form provides more information about you and the lead into your product. Typically, the long form converts better and produces more sales, but both are fine to use.

**Josh Elder**

TODAY (OFFICIALLY 1ST DAY) \$553.06, TOTAL SINCE STARTED: \$553.06

Join Me, Let Me Show You Can Do This Too...

©Click The Video™ To Hear Audio



Click Here To Get Started With Me

Source of bridge page image: <https://www.nextselectionlife.com/>

My 10K+Per Month Easy Solution

*(watch this carefully...)*



Click The Button Below To View The Website

CLICK HERE FOR MORE INFORMATION

Source of bridge page image above: <https://directpay250.com/eelead1/>

# EXAMPLE OF A LONG FORM BRIDGE PAGE

The screenshot below is an example of a long form bridge page. You can study this in detail by yourself, and you will be able to see that this marketer has produced two videos. The first he is talking about his income and at the end, he gives a clear call to action that you need to click on the button below.

The 2<sup>nd</sup> video, he talks about his story. It's all about him so you can get to know him a little and at the end he comes back to his earnings.

Incidentally, it is interesting to see that his video is made up of slides with a voice over which I mentioned earlier in this document.



# My Story



## Get My Exclusive Team Bonuses!

I'm all about adding a ton of value for people who put their trust in me as their sponsor! Join me in Exitus Elite and receive the following features and bonuses:



### Private Team Training Site

You'll get access to my VIP Team Training Website (password-protected) - where you'll have instant access to a boat load of proven top gun kick-butt online & offline marketing methods and resources! (to suit every budget and income target) Including **NEW** 2018 Craigslist Training!



### Weekly Team Traffic Co-op

Another HUGE BENEFIT in partnering with me is my OPTIONAL weekly Team Traffic Co-op. No marketing is require with this 'done for you' option. My weekly Team Traffic Co-op allows you to leverage our buying power so you can get top tier traffic at just .65 cents per click. The cost is \$65 (one share) for 100 unique clicks.

## But Wait There's More!



### One on One Personal Coaching & Mentoring

It's really important you ALIGN YOURSELF with a Coach/Mentor that has a proven track record in their own business.

As a six-figure online earner, I will teach you my EXACT STRATEGIES and systems proven to produce both leads and sales. Books and information products are great tools but one-on-one coaching will take you to the next level in your business.



### Dan's Mega Swipe File

Never again get stuck on what to say! Grab my secret weapon when it comes to writing capture pages, sales pages, emails, blog post headers and solo ads! Dan's Mega Swipe File contains 3,306 PIECES of copy that you can steal to make your business easier and more profitable. Now you can legally steal the very words that million dollar copywriters use to create cash on demand!



### Friendly and Helpful Facebook Group

Upon partnering with me, you will get access to our friendly Facebook Group featuring extended lead generation training, Facebook training, mindset training and MUCH MORE. We also have company calls and webinars with the company owner and top leaders to assist in your success.



### Seven Figure Blueprint Guide

This guide will help you put together a "game plan" to scale up your online business to include multiple streams of income that will help you catapult your income to the next level.

## Contact Me!



### Work with a top earner & respected leader...

Being a top earner and leader in Exitus Elite, I know what it takes and I'm excited to guide those who are ready to earn \$100 - \$1000 CASH DAILY using this amazing system!

- Call or text anytime - 763-213-5361
- danfroelke@gmail.com
- Skype - dan.froelke
- [Connect with me on Facebook](#)

[Click to Watch Business Presentation](#)

There are only 2 things you can do on these bridge pages. You can either click the button for more information or click the X to close the page. If you click the "more information" button, you will be taken to the product offer page.

Source of bridge page image: <https://directpay250.com/eebridge1/>



# CONCLUSION

The bridge page is an important page. Without it, conversions will suffer because your prospects will be presented with an offer from you, and since they don't know you at all at this stage, the likelihood that you are going to be able to sell them anything whilst they are in your funnel is quite slim. The warm up they get from the bridge page will help increase the number of conversions whilst the prospect is still in your funnel.

You can create a short or long form bridge page. See for yourself which is likely to be best for you. If you are new to online business and you haven't got an online success story yet, you should just be yourself on your video and give your story where you are. You can say for example that you are brand new to all this and you are working with your mentor "Chris Cantell", and you can tell about my successes. That is just an example. You could also use your imagination and come up with your own unique spin on your business. Imagination is key to success in marketing.

## Albert Einstein

*"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."*

## Muhammad Ali

*The man who has no imagination has no wings.*

All the Best

*Chris Cantell*