

6. Call To Action Part-2

Hey and welcome back, in this Part 2, I'm going to show you how to take the form that we created in the previous video, and add it to a sidebar or a post or page. And I'm going to talk about a secret conversion tactic as well.

Now keep in mind that when somebody contacts you, they are interested in your service, your product, and so forth. So you want to make sure that you keep your product or your service, or your company on their minds at all times. And one way you could go about doing this is when somebody fills out that form, and you have your email system basically send them this specific email, and feel free to copy this.

You can say something like, "thanks, we got your inquiry, and we'll get back to you shortly. In the meantime, please check out my free report or free video, on tips on ____." And it needs to be related to your service. So whatever your service is, basically just provide continuous value, because people are not expecting this. You can get people to realize "wow! This person is different because this person actually cares and they're contacting you. They're not expecting to get a free report or a "free tips" so use this strategy.

What you can do is, I'm going to show you how to copy this over, but this is something that you can use. Now before we actually do this, I want you to be aware of how it works. Basically with a post or page, you can add the custom shortcode of the forms to a post and page. With a sidebar however, you're going to need to install a plugin that allows you to use shortcodes in the sidebar widgets.

Now let me go ahead and show you how to put this into action. Okay so if I go back to the form section here, and I go under Email, the conversion tactic can be placed right here. So we could say "thanks we got your inquiry, and we'll get back to you shortly. In the meantime please check out my free video training course, "Tips on How to Avoid ____ That Could ____." So basically how to avoid ____ to avoid _____. So whatever that might be, and we can go ahead and....okay so click on Save, and whenever you're done and you're ready, click on General and get the shortcode because you'll need this.

So each form has a different shortcode. So for example if I were to click on Quote, you can see it says Jazzy_Form=Quote, but this is this; so we want to use this, so choose the proper shortcode and make sure you save that somewhere.

Now what we want to do is add this shortcode here, to a post or a page. Now pages and posts are very similar, so I'm just going to show you a post. If you go to Posts and click on Add New, you could create a post that says "Contact Us" and just put the – say "to contact us, please fill in the form below." And put the shortcode below that, click on Publish, and if we Preview what this looks like, you can see it says "Contact Us" post, put your name and your email and add the description, which can be resized, which is cool, and Submit.

Now what I want to do is show you how to add the shortcode to a sidebar widget. Now you'll notice right now that there are no sidebar and that's because I removed the sidebar, but it's still widgetized. So this area can still be used for the contact form. Now in order to do this, you can't just you know, go to widgets and put the shortcode there. You have to install a particular plugin. So what you need to do in this case, is click on Plugins, Add New, and do a search on a specific plugin called Use Shortcodes In Sidebar Widget, click on Search Plugins, and there we go. This is the specific plugin that you want, so go ahead and click on Install Now, click Okay, enter your details, click on Activate Plugin, and there we go.

From this point, you don't have to really do anything with this plugin, and you won't see any settings or anything like that, because with this plugin you can go straight to Appearance and Widgets. Now in order for this to work, you need to have the shortcode in hand. So if you don't have it, like I don't have it right now so I need to go to the Jazzy Forms, copy the shortcode, and this is the widgetized area so in order for this to work, you need to drag and drop a text widget. So drag and drop this text widget over here, and place the shortcode in this box. Click Save, and there we go, that's all we have to do. Now if I go to the live site, this should work; we see that the form has been added to the sidebar. And there we go!

Thank you,

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