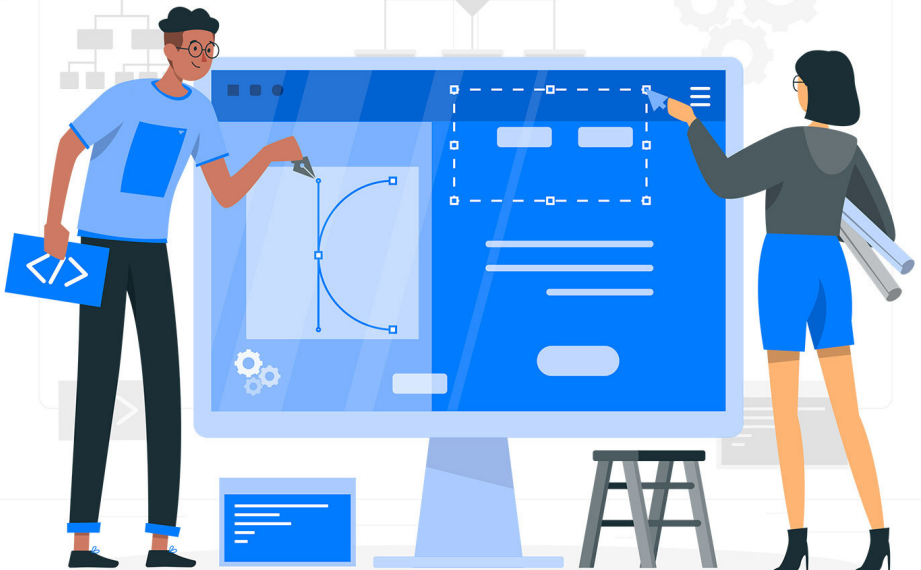


Wisdom & Wealth

INTRODUCTION TO CARRD

The Best Custom Landing Page Software



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Introduction

Welcome to my free guide on Carrd the web-design software.

Now you might be thinking, "I got this guide because its free but I have no idea who the writer is."

Well hi there, my name is Ian or you might know me as Wisdom & Wealth from twitter.

I've built 100s of websites and landing pages, and I currently have over 30 longterm clients who's sites I admin

My web-design & copywriting agency has made thousands of dollars for our clients with the websites we built them.

My sites and landing pages are used by over 12k Affiliate Marketer Twitter accounts and 75k Instagram influencers.

These clients of ours have made 10s of thousands of dollars with their accounts

Getting this guide was a really smart decision because with my guidance you can seriously level up your brand. Let's Get Started

What is Carrd

I'm sure you've heard lots of people talk about carrd landing pages online, but what exactly is Carrd? Can it be trusted?

What is Carrd?

Carrd is a site-building platform, like SquareSpace or WordPress, that's been getting increasingly popular within the past year. Carrd sets itself apart from other sites by specializing in building one-page websites. Nearly all of its features are free to use, and it has many possible uses.

Can Carrd Be Trusted?

Carrd can definitely be trusted because I build websites and landing pages with it on a daily basis. "But that doesn't prove anything"

I'm not the only one using Carrd. Carrd is used by web-designers, small business owners, graphic designers etc etc all over the world

It has quickly become the highest performing and "most bang for your buck" free website builder software on the market.

What are the costs of Carrd?

If you are just starting out with Carrd, then getting the annual plan of \$9 per year (Yes its THAT cheap), is the best idea.

They give you a FREE PLAN for 7 days where you can just test out the software and get used to how it works.

What is Carrd Used For?

Carrd has many uses but the best sites to build on Carrd is the following:

Landing Pages, Portfolio Sites, Podcast Landing Pages, and practically any site that does not require in page transactions, customer logins or E-Commerce (Online Store) Sites

Landing Pages Breakdown

Now you might be thinking, "What even IS a landing page?"

I know it can be annoying when everyone who you talk to or all the big accounts you follow just throw this word around like you are supposed to know what it means.

You wouldn't realize it, but a Landing Page is pretty self-explanatory.

The meaning is inside the name, but you won't realize it at first.

A landing page is the page of a website you land on when clicking on a link from Twitter, blogs, E-Books etc

Landing pages have an increased visitor to customer/client conversion rate of 115% compared to generic sites

On a page like this you can incorporate your own brand colors, links, social media links, text, books, services, products and client testimonials

You can put your logo on the site with images of your product, its benefits and tell your own story.

Types Of Landing Pages

Promotional Link Landing Page

Ideal User - Affiliate Marketer

I've built 100s of these sites

Built on Carrd

Layout: This landing page is designed to promote all the products an affiliate marketer have links for.

How is this different from Link Tree?

Link Tree DOES NOT CONVERT visitors to buyers.

Why? Because link tree does not allow you to:

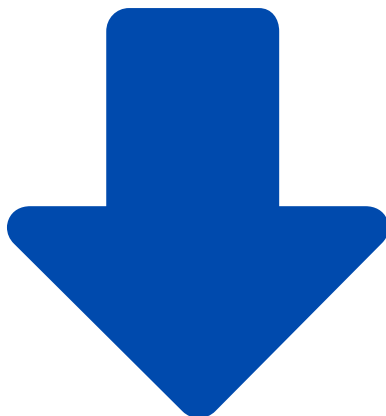
- Decorate
- Use your own brand colors
- Write proper descriptions for anything
- Use proper images

Link Tree tends to try to keep its users happy by offering backgrounds that look more interesting with paid plans, out of frame miniature images, not enough character space, no brand color scheme representation etc.

Back to The Promotional Link Landing Page

This landing page beautifully lays out the affiliate product title, its benefits, Its image, credibility of the creator, long term benefits, addresses product concerns, incorporates brand colors, all decorated in expertly designed format

See examples of landing pages I've built below



The Ultimate Affiliate Blueprint

How I Earned 8K in 7 Months



- ✓ Currently On Discount
- ✓ The Twitter Growth Hack
- ✓ A Full-On Introduction to Affiliate Marketing
- ✓ The Multiple Communities and Courses I HIGHLY recommend you use
- ✓ The Factors You Need to focus on for every course and community in order to combine their methods into THE ULTIMATE COURSE
- ✓ TONS of Promotional Tweet Templates
- ✓ Templates for Making Sales In The DMs
- ✓ BONUS - How to generate hundreds of dollars a month on autopilot by not lifting a finger

MASTER AFFILIATE MARKETING

This was the 1st site I designed for a client and he was very happy with the result.

You may know him, he's a pretty big creator called @dividendroller on Twitter

He's currently on 12.5K Twitter followers and he's made over \$10,000 in total as an affiliate marketer since then.

This is just one part of the landing page I built him, but it clearly lists the benefits of his book, incorporates his brand colors, and clearly shows his beautifully designed book cover.

One Product/Service Landing Page

Ideal User - Course Seller, Coach and SaaS

I've built many of these

Built on Carrd

Layout: This landing page is designed to replace and seriously improve a product page such as the Gumroad product page

It does this by creating a custom product description through images, brand coloring & text, CTA's, integrated brand headings & subheadings

A Landing Page like this has a 138% higher visitor to customer/client conversion rate than other generic sites

The following site is a good example of a product landing page

Save Money And Win Time With These Methods

If you want to know how I made a portfolio of \$375,000, and how you can do the same, then keep reading.

So I'm going to be real with you, there is no such thing as a get rich quick scheme.

But YOU DONT NEED ONE! You know why?

Because you can still get rich in a few years. Yes it's not a get rich quick scheme, but you will be financially free over 70 years, so it might as well be.

So how are you going to do that?

I am going to teach you the EXACT methods I used to get an investing portfolio of over \$375,000 within 4 years.

Not interested in investing? Don't worry about that, because this 60 page financial security guide will teach you how to 5 fold your money NO MATTER HOW you make your money :)



This site was built for a creator and affiliate marketer you probably already know, he's called @10yeartarget on twitter

10year has an investing portfolio of \$375,000 and in this book of his he teaches you how to reach financial freedom the safe way.

He's currently sitting on 14k twitter followers and thousands of dollars in money made online.

Why Is a Website Important

A website is important because it establishes an online presence for your business, whether its online or not.

With an online presence your business can get more clients, be reached more easily, make more sales, establish a brand online AND locally

Next time someone asks about your business you just send them to the website where everything is explained

And you may just get a new customer/client

Now if you've read this far I have a present for you ;)



Get my STEP by STEP guide to building these link sites for \$10, with my template included for free as a bonus (Worth \$40)

[Get 2 Hours of Instructional Video Content for \\$10](#)

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