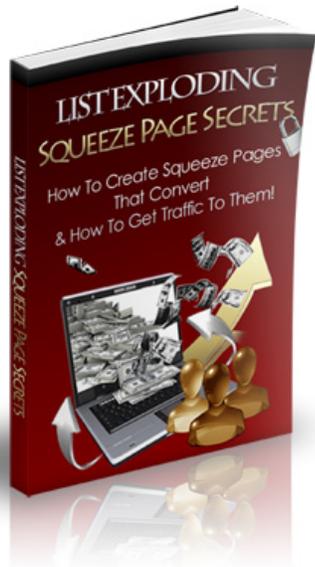

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Edited & Improvised By
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Squeeze Page
Secrets!”**

**“How To Create Squeeze
Pages That Convert & How
To Get Traffic To Them!”**

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Introduction to Squeeze Pages

Before you begin to build a successful list or create a powerful sales page, you will want to start with a quick introduction to list building with Squeeze Pages.

List building is not a new marketing strategy. It was being used way before the internet was ever invented.

The power of list building lies in the ability you have as the marketer to contact your leads over and over again to build a relationship and present special offers to them turning them into buyers.

To build that list, one of the most powerful and simple ways is to give away a free offer in exchange for the visitors email and name via a “squeeze page”, allowing you the ability to contact them in the future.

The common squeeze page is often just a simple web page with **the sole purpose of capturing leads** – or “build a list” and nothing else.

A well performing squeeze page should give your website visitor no other options besides getting your free offer. You don't want them to leave your page. So avoid outbound links and adverts.

You only want them to do one thing and that's to give you their name and email address.

So what is important to learn in an introduction to Squeeze Pages?

First, it is important to recognize that all successful internet marketers use them.

If you plan to sell a product over the Internet, you will want to use one, too. They are the most effective way to capture your leads information.

*There are other ways to capture leads such as a website's sidebar opt-in form and other unfocused pages that do not convey a single point and a single call to action. But a **tightly focused squeeze page** rules in the list building business.*

The Squeeze Page System Explained

Now you know how important squeeze pages are and what they do, you must also know that squeeze pages are just ONE piece of the marketing puzzle.

It's just the first step that starts the whole marketing and selling process or "sales funnel" – that being, turning your website visitor into a loyal subscriber and then quickly into a customer.

Subscribers are great and we all want more, but **subscribers don't make you money, customers do.**

Squeeze pages are just used to build your leads so you can start them down the sales funnel and turn your leads into customers.

To make profits from your subscribers, you need to have a backend sales plan in place. We'll talk about that more later on but now, let's talk about what a good squeeze page is made up of.

If you've been around internet marketing for a little while, you have probably noticed how most squeeze pages consist of the same **basic design and features**. These parts are as follows:

1. A headline that grabs your visitors' attention and outlines the benefits of your free offer.
2. A call to action that tells the visitor what to do to get your offer.
3. An [opt-in form](#) where your visitor can enter their name and email.
4. And not much else.

These days, long winded squeeze pages are losing effectiveness. You can add a brief or description, bullet points, an image of the free product, and/or a picture of you, the website owner if you want.

But keep in mind that **less is usually more**. Your free offer should be inviting and build curiosity enough that it doesn't need a long description.

However, it depends on your offer because every market and audience is different. I have found the best performing squeeze pages are the ones where I can fit everything on the one screen.

Take a look at these for **good examples** of minimal wording, yet high converting squeeze pages:

[Free-Internet-Marketing-eBooks](#) and [\\$100-a-day in your pocket for free system! No money. No Catch!](#)

Determining which squeeze page model will work best for you can simply only be done through testing.

You might want to test lengths of your body. Test headlines. Test placement of your opt-in form. Test with and without bullet points. There are a number of different things to test to optimize conversions for your squeeze page.

The number one thing that you must keep in mind though if you absolutely want to succeed with list building via Squeeze Pages is that **it must be clear** what you want your visitor to do – and that's submit their name and email.

The Basic Squeeze Page "Opt-in" Process

Your Offer

This is essentially what your success will depend on. The better your 'bait' to get the subscriber to opt-in, the higher the conversion rate will be. Think about your offer before you just throw any old squeeze page up. It has to be of value, because no one likes crap, even if it is free.

Think along the lines of free reports, free email newsletter, 7 day email course, free video, free software etc. The more perceived value it has the better.

Initial Opt-in

A squeeze page without an opt-in form is not a squeeze page. If you're a beginner, you've probably seen them but you might not know how or where to get one for yourself to use on your squeeze pages.

The whole “name and email capturing” is done with a system called an autoresponder. I use Aweber to manage my lists. It's all web based so there is nothing to install.

You can [sign up for a free 30 day trial with Aweber](#) and they will show you how to create lists and how to get the opt-in forms to put in your squeeze pages. *(Note: Currently there is a special going on at Aweber that let's you try the whole system just for ONE Dollar!)*

Even if the One dollar/month trial is withdrawn [here is a secret](#) way to get Aweber for a month with FULL and UNLIMITED functions in tact.

After They Opt-in

Once they subscribe via your squeeze page, you should set up your Squeeze Page system so that you re-direct them to a ‘thank you’ page (more about how to do this later), which opens up means through which you can offer them something and take them down the next level of your sales funnel.

The ‘thank you’ page is where you deliver the free download – but one effective way to make profits quickly is to have a special **One time offer** before they get to see the download link or go to the download page.

Make sure your one time offer is related to the free offer you give away and it must be unique. It can be something you sell elsewhere but for this special one time offer (or OTO as commonly known) it has to be sold at a special lower than normal price or offer bonuses with it that you wouldn't usually offer.

The easiest way to set up a one time offer is to use the [free service at OTO Goldmine](#). That service is awesome because you don't need to spend time setting up your own oto, they have many already made for you to use.

I recommend using an OTO whenever possible because the fact is, they convert well and let you cash up quickly from your list building efforts. Not all people will take up your oto, but there is another way to help them move down the sales funnel and put money in your pocket.

On the thank you/download page, for both those who take and decline your oto, include related advertisements for affiliate products or for your own products.

This can end up in some nice commissions just for referring them to another site. And once you have their details, it's ok to send them to other websites...just don't do it before you capture their details.

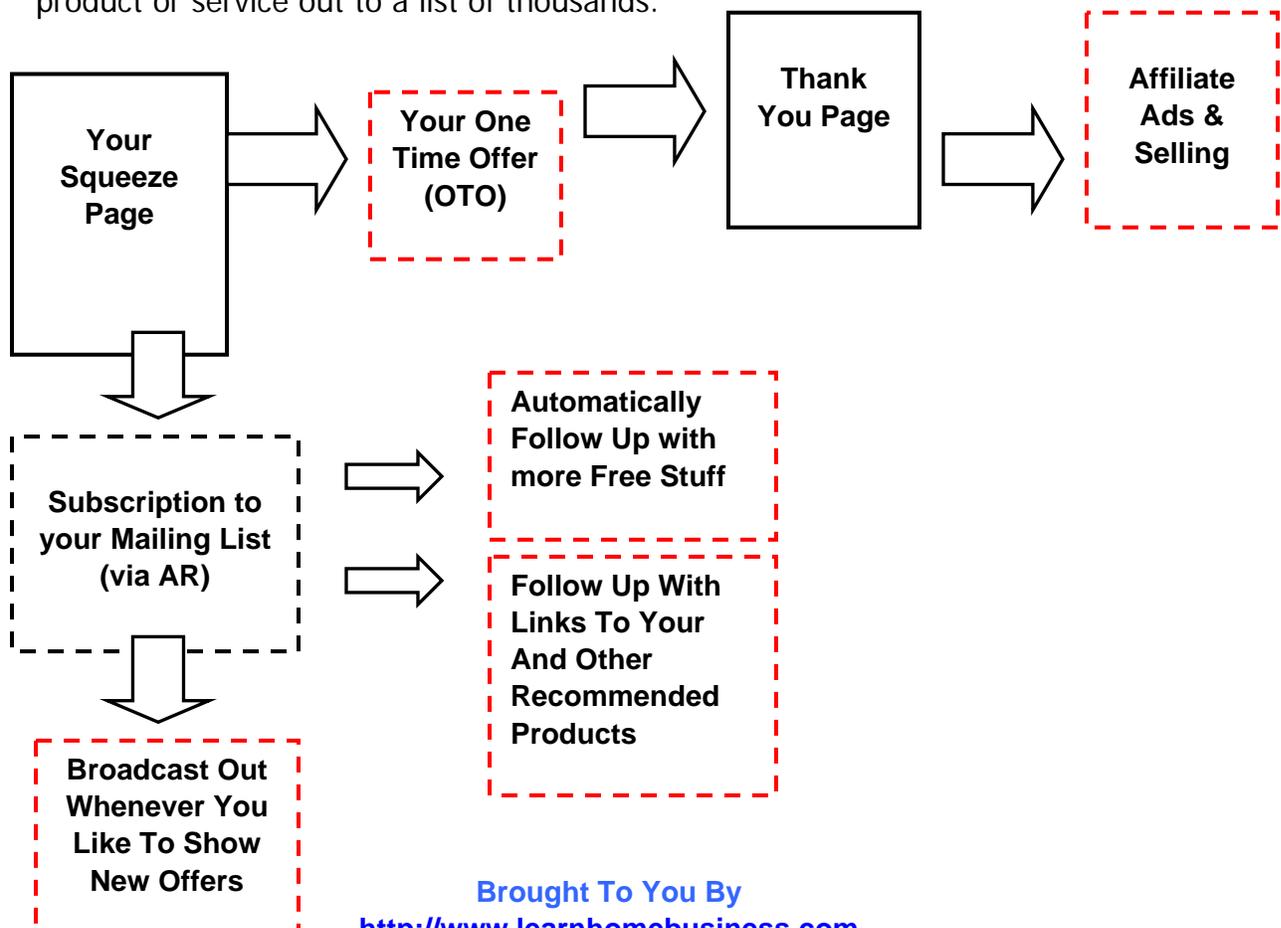
Now they are on your list!

Once they are on your list, you want to try to move them further down the sales funnel. In order for them to buy, you need to **develop trust** with them. You do this by sending them more good info and/or more free products. If you're building a list by 50 to 100 new subscribers everyday it would be extremely difficult to follow up with them all if you were to do it manually.

That's where an [autoresponder system is your best secret weapon](#) when it comes to following up with your subscribers automatically.

You can program in a series of follow up emails in your Autoresponder to go out at timed intervals after they sign up. But not only that, an Autoresponder will let you send a mass broadcast out to ALL of your subscribers at once, any time!

This can mean a big surge of money in a hurry if you send a promo about a new product or service out to a list of thousands.



What You Need Before Getting Started on Your Squeeze Page

Before you get started building your Squeeze Page, you will need a number of things to A) help you create your Squeeze Page and B) make your offer irresistible!

The most important thing you absolutely must have before you get started building a squeeze page is an auto responder.

I mentioned [Aweber's autoresponder](#) service above and highly recommend them. They offer the best AR service on the web as far as I'm concerned. You simply can not skip this step because without an autoresponder there is no list!

The next most important feature you will need to have is an actual offer that people will happily trade their email address for.

You may want to develop a product, such as a free E-Book, email course, video or a piece of software.

If you don't have the skills or knowledge on how to do this yet let me offer some assistance ideas.

Free Reports

This is perhaps the easiest product to create and offer from your squeeze page. You can create a free report from scratch, use PLR reports or put articles together.

If you hate writing or don't have time, you might be interested in the [Unselfish Marketer where they give you at least 10 PLR products/month](#) that you can simply make it your own and distribute it.

If it's something more advanced, you can always hire a professional writer or programmer to create something for you through [Elance.com](#) or [Guru.com](#).

Collecting Money

Just giving away a free report won't make you money. Your money will come from your OTO, your follow up emails, and if you write a report, you can insert link in the pages to products for some extra revenue streams.

So in order to collect your money from sales of your products or affiliate sales, you need an account with a payment or "checkout" service. You may want to consider [Paypal](#) or [Click Bank](#). All of these services will allow you to take and to make transactions easily and quickly online.

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Creating A Squeeze Page That Converts

Most people have no (or simply the slightest) idea how to build a Squeeze Page that converts.

Squeeze Page Templates

The best place to start is to use a ready-made HTML squeeze page template.

There are several free squeeze page templates around the internet if you go searching for them. Just use google or check the latest giveaway website.

You can create them yourself too if you have some HTML knowledge. All you need to create a basic squeeze page is a HTML editor software like NVU which is free and try your hand at D-I-Y.

However, if you have no HTML or design skills, or don't have the time to learn or no money to pay a designer, [Quick Squeeze Pages Software](#) might be the way to go.

With this service, you can build guru style squeeze pages quickly without the need to know html. It's all point and click which will save you a lot of time and money and end up with great looking squeeze pages.

The next important thing is COPY!

The pitch message needs to be highly compelling so your visitor will want to opt-in to get your free offer.

Not everyone is going an excellent copy writer but don't worry because copywriting is a skill that anyone can learn.

The main thing with any type of marketing is if your offer is good, you don't need to be the best sales man or the best copywriter in the world.

The best offers that your visitors will jump for are ones **that will improve** their life.

Make sure it's going to **save them time, or save them money** or teach them something new or get them closer to their goals.

Another things people want are **solutions for a problem**. If your product solves a specific problem that your visitor is having, they will jump on it and your copy doesn't need to be crash hot to sell it to them.

Just take the water in the desert analogy. If you're the only sales person selling water in the desert for 50 miles, do you think you need high selling skills to sell it?

It's not always that easy, so it is important to get a few basic principles of copy down before you attempt to write your squeeze page.

The essentials are to use a mix of [compelling sales points](#) in the form of benefits for the user with powerful psychological triggers that make them take action.

Don't concentrate on building hype so much because often the power of the offer often gets lost. Keep it simple. Tell your offer for what it is and what it will do for them once they get it.

Headlines

A headline that gets attention is essential for a high converting squeeze page. There are several rules for creating a killer headline but these are the top 3:

1. Make the size of the font bigger than the regular text on the page.
2. Outline the single major benefit of your offer
3. Make it provoking so your reader will want to learn more

It can be hard to write a good headline that gets attention and sparks interest with your visitor.

It's a good idea to think and **write out several headlines** before you choose one to use. Again you can always test this to see which headline converts best.

Call To Action

After you get the interest of your visitor, you want them to take action NOW by entering their name and email in your opt-in form. Getting your visitor to act now is the whole purpose of the squeeze page.

Even though you have a form and a headline, some people won't know what to do so you have to tell them.

Words like **"Submit Your Details"** or **"Subscribe Now"** are needed on your squeeze page.

But that's not all. Explain to them in the body copy of your squeeze page why they must get this now. Remind them how much they will benefit and how much worse off they will be if they don't!

Graphics

Graphics on your squeeze page are nice but they are not essential. As long as they don't distract from the "pitch" message and not too big or fancy, I say go for it.

A simple ebook cover, a small picture of your face and some arrows are pretty much all you need. Of course, there is always room for testing and tweaking.

Here is a [nice set of graphic solutions](#) that will make you stand apart and unique. Try them out.

One thing I **would NOT recommend** is to have a big header graphic on your page. You want to capture your reader's attention as fast as possible with your headline.



Tips For Increasing Conversions

There are three major ways in which you can boost your Squeeze Page conversion rate. All Squeeze Pages created by professionals usually include these elements and a few others.

Build Credibility

1. The first way in which you can increase your conversion rate is **through building credibility**.

The number one reason someone won't sign up is because they don't know you and therefore don't trust you.

The first way is to show **a nice clean photo of you** like I mentioned above.

2. The second way is to **include a short testimonial** or two from one of your customers/subscribers on the squeeze page.

This radically increases visitors' trust. Most people who resist opt-ing in and buying online do so because they're weary of getting scammed by a faceless liar.

3. The next way to **show people that you are a trustworthy** source of information and not a scammer or a spammer is to let them know you won't share their private details.

Spam is getting out of control and people simply just don't like it. There is always that thought in the back of people's heads that 'if they give out their email address, are they going to get spammed?'

To get around this, add the words "I respect your privacy and will never spam you. Your details are safe with me. You may unsubscribe at any time."

This assures them that they won't get spammed and that they have control – they can opt-out if they want to stop getting your emails.

Easy on the Eyes Design

Another way in which you can increase your Squeeze Page conversion rate is by **using black text on a white page**.

Regardless of what anyone tells you, this is one of the best ways in which to make your page look professional and easy on the eyes.

You might have seen some squeeze pages that have funky designs and weird background images. Don't make yours like that. Keep it simple.

Video – or Not?

Everyone is using video these days, but does it really help conversions?

Again, this is something you have to test, but in my experience with video, conversions actually dropped.

In some cases, video will help to explain your offer better than with just words.

For example, if you're showing the results from a case study or showing how a piece of software works, then a video is easier to understand.



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Driving Traffic To Your Squeeze Page

Driving traffic to your Squeeze Page is the final ingredient to getting subscribers and making your squeeze page system profitable.

Traffic is a struggle for most marketers but with these few tips, you'll be able to start getting a flow of targeted traffic to your squeeze page.

Besides, you need to **focus only on targeted traffic** because quality is always better than quantity.

Search Engines (SEO)

One way in which you can drive traffic to your Squeeze Page is through natural search engine optimization.

This can sometimes be a slow process, but it is also one of the best ways to ensure a **continually increasing** stream of targeted traffic over time.

The first step to good SEO for your squeeze page is by optimization your website for a certain key phrase.

You can do this by researching what people are searching for in Google etc. and optimizing your page for that specific keyword.

SEO is a very in-depth topic but a few simple things to remember is to have that keyword in your web page's HTML title tags and also to include META tags with your keywords included.

SEO - Incoming Links

Generating natural search engine traffic generally entails getting links from other sites to your site.

While reciprocal linking was once the best strategy, experts now believe that major search engines are devaluing reciprocal links in favor of **one-way links** and triangular links (which search engines can't really detect).

The most common ways to get one way links are to buy them or hire a one way linking service to get the links back pointing to your site.

More Backlink Methods

1. Other ways to get one way backlinks is to find **blogs with no "no follow"** attribute and leave comments on them with your website url included. Search Google for more info about this method.
2. Also, don't forget to **submit your site to web site directories** like Google, Yahoo, Dmoz amongst hundreds of others. Again, there are services that will submit to these for you if you pay them.
3. **Article marketing** is very popular method that's free and helps get high search engine ranks very fast. Also known as "**Bum Marketing**" because it's comparatively easy to get traffic doing it. [Download this ebook \(as a gift from me\)](#) for more info about Article Marketing.
4. Participating in **online forums** is a great way to get people to see your links and also to get them to know you. There are several forums in various different niches so do a search using Google for "(your niche) forum".

When you sign up, you can create a signature file where you can include links to your squeeze page or other web pages. Then every time you post on the forum, your signature with you links appears at the bottom of your post. Be careful not to spam forums just to get a link up though.

Ad Swaps

Ad swapping or co-op advertising is nothing new. Businesses have been doing it for a long time. You may have heard the term Joint Venture before. Ad swapping is one form of doing a JV.

Basically, once you have a list, and it doesn't have to be massive, you promote their squeeze page in exchange for them promoting yours to their list.

The easy way to do this is simply contact other marketers in your niche and propose you do an ad swap.

First, you'll want to join their list and find out more about them, and if they are a suitable candidate. Then you can contact them.

It might sound scary if you're a beginner with a small list, but remember there are other markers all over the web in the same boat as you looking for more traffic and more subscribers. MyAdswaps.com is one such good service. You can try it 14 days for free!

There's only one important thing you should keep in mind when contacting joint venture partners – and that is to make it as quick, easy, and beneficial for them as possible. If they have no incentive for doing it, they probably won't even reply to you. And if it isn't easy, they'll accept other joint venture offers over yours.

Web 2.0 Marketing

If you look around, you'll find so many Web 2.0 sites spring up. They are basically interactive sites where the users can interact with each other; connect with people, share pictures, audios & videos and so on...

Some examples of social network sites include Facebook.com, Flickr.com, Twitter.com, Myspace.com etc.

The other kind are social bookmarking site which includes Digg.com, Mixx.com, and Propeller.com.



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Conclusion

Congratulations on completing "List Exploding Squeeze Page Secrets"! I hope you have the information you need to create high converting squeeze pages and how to get traffic to them.

But remember, a squeeze page is just the first stage of the "sales funnel". After building a good strong list of subscribers, you need to turn them into customers.

This concludes the book – I hope it was a pleasant read

To Your "Opt-In Success" Success,



Courteously – S. Kumar
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Other Highly Recommended Resources

[Newbie Start Up Guide](#) – A step-by-step guide for "non-techy" marketers showing how to set up your first squeeze page, wordpress blog and order taking web page in 24 hours!

[Crush Your Job](#) – The original Day Job Killer! This no-fluff guide reveals how to start making a living online doing what you love in 90 days!

[Dreams Not For Sale](#) – Did you ever wish that for once... someone would just descend from the sky, take away all of the hype and the fluff about what works and what doesn't online, so that you could REALLY start seeing some results?

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