Maximum Conversions

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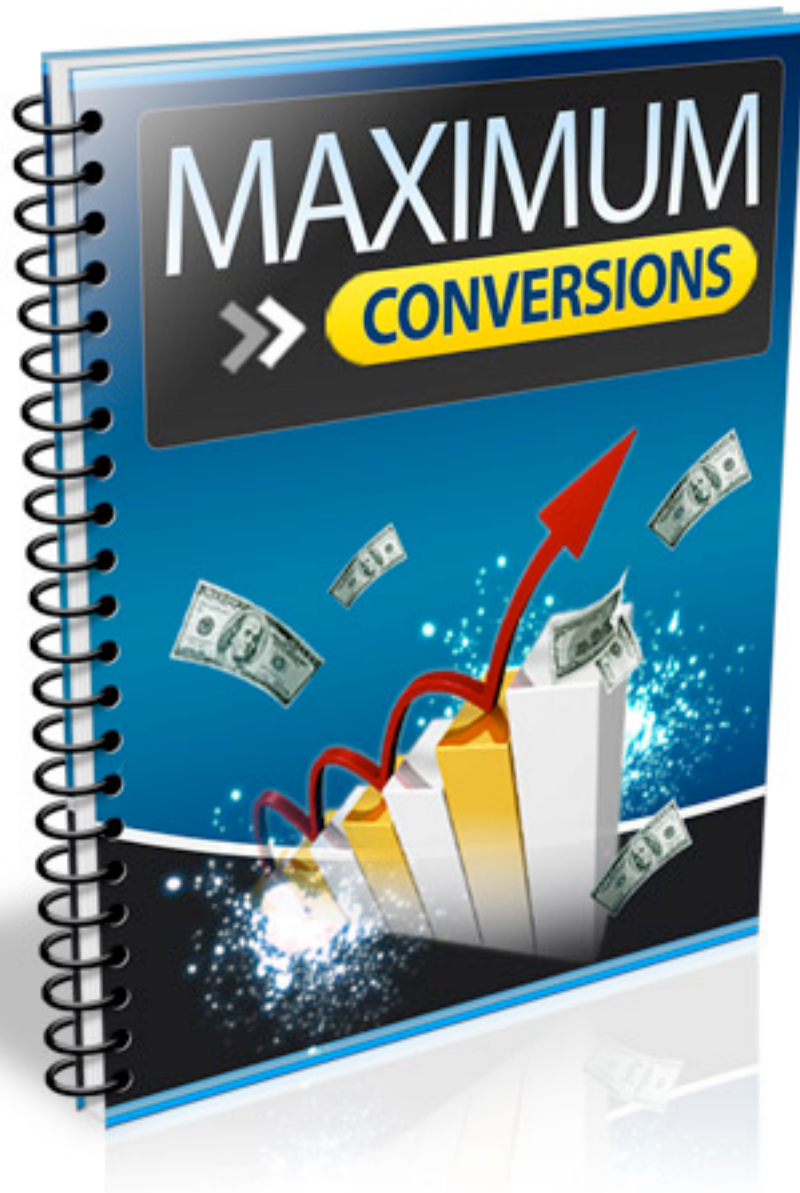
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Getting Started

Your squeeze page is where the magic happens. It is where visitors are converted into subscribers – giving you the opportunity to transform subscribers into *customers* and if you work hard to build a relationship with those customers, they'll turn into **repeat buyers.**

It is where you are able to grow your business, develop your brand and solidify your place in your market. In other words, the springboard to building a community of your own, and ultimately, the center point of your entire online business.

Building a responsive, targeted mailing lists is an integral part of the success of your online business, and your squeeze page serves as the entry point into your sales funnel.

Even if you have yet to develop a back-end, or you're just starting out, building a mailing list should be on your priority list. With a responsive, targeted list, you can start making money long before you ever release a product of your own, in fact, it's the easiest, fastest and most affordable way to penetrate the most profitable niches online!

Your incentive offer is the primarily 'pull' that will motivate visitors into giving up their name and email address in exchange for access to your special offer, however, your squeeze page needs to be designed around

highlighting the benefits of becoming a subscriber.

Think of your squeeze page as a "mini sales letter". You only have a few minutes to capture attention and close the deal, and even though your squeeze page is not designed to 'sell' a product, you are still *selling* them on the advantages of becoming a subscriber.

After all, they have to hand over their personal information to you, trusting that you will not abuse it. It's your job to demonstrate your commitment to providing quality information, to helping them and to safeguarding their information in every way possible.

The Anatomy Of A Max Conversion Squeeze Page

Let's take a closer look at the anatomy of a successful squeeze page, so that you can begin to build your own high converting offer!

Layout & Design

To begin, your squeeze page needs to be clean and free of clutter. You want visitors to focus on filling out the opt-in form generated by your autoresponder account, and ultimately, this box needs to be highlighted.

This means that you need to take a very different approach to constructing your squeeze page as you would with a traditional sales page, and rather than a lot of text or copy, you need to provide bite-size bullets that emphasize the key benefits to subscribing to your list.

Your most important content should always be 'above the fold', which simply means that visitors can read it without having to scroll down.

Your squeeze page should consist of:

- ✓ Captivating Headline and sub headline that reinforces your strongest point or benefit.

- ✓ Bullet List outlining the key benefits to joining your list.

- ✓ Opt In Box, clearly identified on the page (preferably above the fold)

- ✓ Privacy Statement that demonstrates your commitment to safeguarding their information.

- ✓ Your Name and Contact Information - to begin building trust between you and your audience.

You don't want to create a squeeze page that is graphic intensive, slow loading, complicated or confusing. You also want to eliminate external links or navigation menus so that the **<u>ONLY</u>** option visitors have is to subscribe to your mailing list.

"Give people too many options and they'll choose none". So, overcome lackluster copy by keeping it focused and highly geared towards taking

them from a visitor to a confirmed subscriber.

Headlines & Ad Copy

Your headline should appeal to your target audience, and be focused on emotion-driven responses. You want to write compelling, personal and emotional copy that really communicates with your visitors.

For example, if you were developing a mailing list for the work at home industry, your title could focus on fear based factors and direct influences such as:

"8 out of 10 work at home job seekers will be a victim of an online scam. Find out how you can eliminate any chance of being one of them!"

You would then offer a report that identifies the top 10 work at home schemes or bogus job offers, tying in your initial giveaway offer with a later upsell to a "*Complete Guide To Work At Home".*

The idea is to have an entire system planned out before you even create your squeeze page. You want to have a clear idea of what you intend to offer subscribers later on. ***A theme, a topic, consistency.***

Then, you can design your squeeze page and incentive offer around future

promotional based broadcasts, knowing that your subscriber base is clearly identified as being made up of people genuinely interested in specific topics.

Try to narrow down your scope so that you are able to build targeted lists for every single offer you promote.

For example, if you are interested in both the work at home industry and the affiliate marketing industry, while both of these groups are apparently interested in making money from home, one group may be interested primarily in actual jobs, where they are hired on a telecommuting basis and the other in starting their own online affiliate based business.

In order to cater exclusively to specific groups (and boost conversion and open rates for your email campaigns), you need to be able to tap into the types of offers each group is interested in.

This is called **segmenting your lists**, and you can do it both building individual squeeze pages, landing pages and incentive offers for each niche market you are focused on, but you can also do this by requesting additional information on your actual squeeze page.

For example, by default, your autoresponder account will generate an opt-in box that simply asks for their full name and email address.

In order to segment your lists and group subscribers based on specific demographics, you could request that they provide additional information such as their skill level with certain tasks, their interest in specific fields, location and so on.

By having access to additional information pertaining to each subscriber base, you will be able to create customized campaigns that are far more likely to yield results.

You can apply additional custom fields to your opt-in form from within your autoresponder administration center. Once you have created a new campaign, your autoresponder will generate the necessary code. You then copy and paste this into a table on your squeeze page.

Image: Example Squeeze Page

Always use a headline that is clear and precise and explains exactly what your subscriber will receive.

"**You're About To Learn Secrets That Most Men Will <u>Never</u> Know About Women...**"

Inside you'll learn...

- "The Kiss Test" - How to tell if she's ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use "secret" body language to keep a woman's attention.
- How to approach a new woman that you'd like to meet - and exactly what to say to start a conversation without "pick up lines".
- Fun places to take women that are FREE - no paying for expensive dates...
- And you'll also get a FREE trial-subscription to David DeAngelo's exclusive Dating Secrets e-Letter...

Remember, you only have a few seconds to grab their attention or risk losing out on potential subscriptions, so keep this in mind when considering what headline would work best for your niche market.

The AIDA Formula

Follow the A.I.D.A formula

This system is usually applicable to sales copy but it also applies to squeeze pages and will make sure that you cover all bases when you create your copy.

A – Attention

Your squeeze page needs to instantly grab attention and keep them focused long enough to collect their information. You capture attention with a dynamic headline and you KEEP their attention with tightly written bullet points and action-oriented copy.

I – Interest

Once you've got their attention, you need to get them interested in what you are offering. You do this by highlighting the benefits of joining your list, and in demonstrating that you understand their position. This means that you need to know your market so that you can identify (or create) problems, and provide solutions and answers once they join your list.

D- Desire

You need to tap into their deepest desires, and again, understanding and evaluating your market is key to getting this right. When you know what

they want most, what they're passionate about and what fears, concerns or problems they have, you can create ad copy and squeeze pages that generate maximum conversions.

A – Action

Your squeeze page needs to motivate visitors into taking action, specifically, becoming a confirmed member of your newsletter. You do this by injecting a call to action, that instructs your reader exactly what they must do in order to take advantage of your offer.

Example: "Enter your name and email address to download your free report".. or "Click Here To Subscribe Now!"

Over Delivering On Value

Be Clear, Direct, Honest & Upfront

Your squeeze page should also have enough of a description of what you are offering so that visitors have a clear understanding of what to expect once they become an active subscriber, and you never want to offer something that you can't deliver.

Golden rule #1: Offer them something and OVER-deliver. If you under deliver, you've lost any opportunity you had to turn that subscriber into a life-long customer.

You should also highlight your opt-in box using bold text, images (including arrows that point to the opt-in form), or highlighted text instructing visitors to fill out their name and email address.

Don't overlook the importance of a privacy policy. There are many people who are skeptical about entering in their name and email address, because they are concerned over receiving unsolicited email, or in having their personal details shared with unauthorized parties.

Your privacy policy just needs to be basic. As long as it clearly describes exactly how you intend to use a subscriber's information, you're set to go.

Implementing a privacy policy is one of the building blocks needed to develop a relationship with your subscriber base.

From the moment they land on your squeeze page, you want them to recognize your brand as a credible and trusted source for quality information, and as one that will do everything possible to protect their information and value their subscription.

Save Time With Pre-Made Squeeze Pages

You can save yourself a lot of time by outsourcing the development of a custom squeeze page, or by purchasing a 'ready-made' template that you can quickly customize.

Here are a few resources worth checking out:

http://www.HotVideoSqueezeTemplates.com

http://www.SqueezePages.com

You can find designers on the www.WarriorForum.com that will also create unique squeeze page templates for you that represent your niche market and prospective target audience.

Just don't stress over the squeeze page! You want to quickly build squeeze pages so that they feature your incentive offer, opt-in box, bullet point listing of benefits, description of what you are offering and your privacy policy. You also want to include your name and contact information such as a telephone number, email address or even Skype contact.

Since you will be replicating this process each time you create a new squeeze page for different niche markets, consider setting up a generic squeeze page that you can quickly modify and adapt to each new market.

The only thing you will have to change is the actual headline, description and your opt-in code.

The Importance Of Split Testing

Regardless of how you structure your squeeze page, you need to **thoroughly test what works and how you can improve it.**

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:
http://www.google.com/analytics/

You will need to add a snippet of code to your squeeze page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

When split testing, remember to start with testing **only one element at a time**.

For example, if you change the headline on your squeeze page, you want to make sure that **everything else** is left unchanged, while you test the headline long enough to determine whether it needs to be improved. Then, you change another element and re-test and so on.

If you change different elements at once, you won't be able to determine what change resulted in the increased or lowered conversion rates.

Since you are split testing different layouts and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

Google's Website Optimizer tool will provide with enough information to be able to quickly analyze and evaluate your progress. Knowing your metrics is incredibly important, so make sure to test & test again until you're seeing maximum conversions!