SQUEEZE PAGE PROFITS

How To Craft Your Own Winning Opt-in Web Page That Sucks Subscribers Day-in, Day Out!

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Introduction

Marketing online can be a very tricky business. With so many different types of advertisements, schemes, and mailing lists out there, the savvy consumer is getting much more keen to how companies collect their information or attempt to make a sale. Electronic commerce has really become the heart and soul of small businesses, venture capitalists and anyone who wants to pursue the dream of making their own money. With this new age of Internet sales and marketing comes a lot of new possibilities. One of these possibilities includes a technique many online marketers use known as a squeeze page. Another term for a squeeze page is a "lead capture page", since the purpose of the page is to capture and collect leads in order to generate sales.

There is a distinct difference between a direct sales page and a squeeze page. A sales page simply has a business' products and pricing on it, as well as some information about the pricing. The difference is in the contact information. No one enters in any kind of contact information unless a sale has been made. Sales pages alone can lose hundreds if not thousands of potential customers who might return later to make a purchase, simply because their information is not captured. What often happens is the person visiting the page moves on to another website, make their purchase, and totally forgets about the original sales page.

With a squeeze page, the conversion rate or ability to capture peoples' information increases by 60-80%. This is because the true purpose of this type of page is NOT necessarily to sell people something, but instead to gather their information for future marketing. As an online business owner, if you fail to capture visitor information, you've basically failed to get money that could come to you at a later date. When people visit a site and enter their email address, they are opting in for your emails to come directly to their inbox. This is monumentally important, since it allows you the opportunity for an open forum of sorts. Since it is technically not an unsolicited email, you can then send these contacts information about your company at your leisure. It also makes for a great reminder to people who might have moved on and temporarily forgotten about what you were offering.

Before a squeeze page is explained, it's important to understand the idea of direct marketing. In a nutshell, direct marketing simply means gathering consumer information in order to market to that particular

consumer or group. In terms of the Internet, the online subscribers who receive newsletters, email updates, and sale notifications are the most important assets to an online business. This is because they have volunteered to accept information given to them at any time via email by signing up on the company website. In most cases, subscribers sign up for things like weekly or monthly newsletters that talk about the company and what is happening there, and notifications of online discount or special sale events in order to "lure" them back to the site to make a purchase.

For the online marketers, it may not be as easy as getting people to sign up online for a newsletter. Marketers must determine how to find their target market so that they can gather up enough customer information to create a comprehensive and sizeable list. By targeting consumers who will most likely make a purchase, the marketing department can successfully turn a feigned interest in the e-commerce site into an actual purchase, and hopefully a loyal and dedicated customer. This is where the squeeze page comes in; it's designed to capture peoples' attention, get them interested in the product or service the business is selling, and then actually convince them to sign up as a contact.

This strategy known as a "squeeze page" is one of the most effective forms of marketing online today. This term relates to one web page within a website that serves one purpose, and one purpose only: to capture visitor's information in order to perform follow-up marketing. The real key to squeeze pages, however, is how they are written. It is up to the website owner and designer as well as their marketing team, to come up with well-written, decisive content that will "convince" the visitor to become a subscriber to their email newsletter, get onto a mailing list, or other ways to collect their information on a voluntary basis.

This form of marketing is known as "opt-in" marketing, since the customer is opting, or choosing, to join in the email list or whatever form of marketing is offered. It is important, because this method allows people to gather customer information, and then use that information to market their products or services. The theory is that if a person opts in, then they are interested in the website and what they have to offer.

The squeeze page can be used for just about any type of merchant. Whether it's selling automotive services or high fashion, the purpose of the squeeze page is to gather together a solid customer base, so that

sales are generated. How the squeeze page is written often determines what kind of people are interested in the particular services or products. For example, a squeeze page encouraging people to opt-in on an email list selling new popular music would be written in a more modern, hip tone than one selling stocks and bonds. Wording, grammar, intensity, and detail are all key to a successful squeeze page.

What You'll Need to Build a Squeeze Page

A squeeze page consists of several main parts as well as some software that can help you hone in on how to make one concentrated towards your target market. First and foremost, a web page builder is important to ensure that the page looks good, is capturing the correct information, and that it is authentic and professional. A program called Kompozer (www.kompozer.net) works well for this purpose.
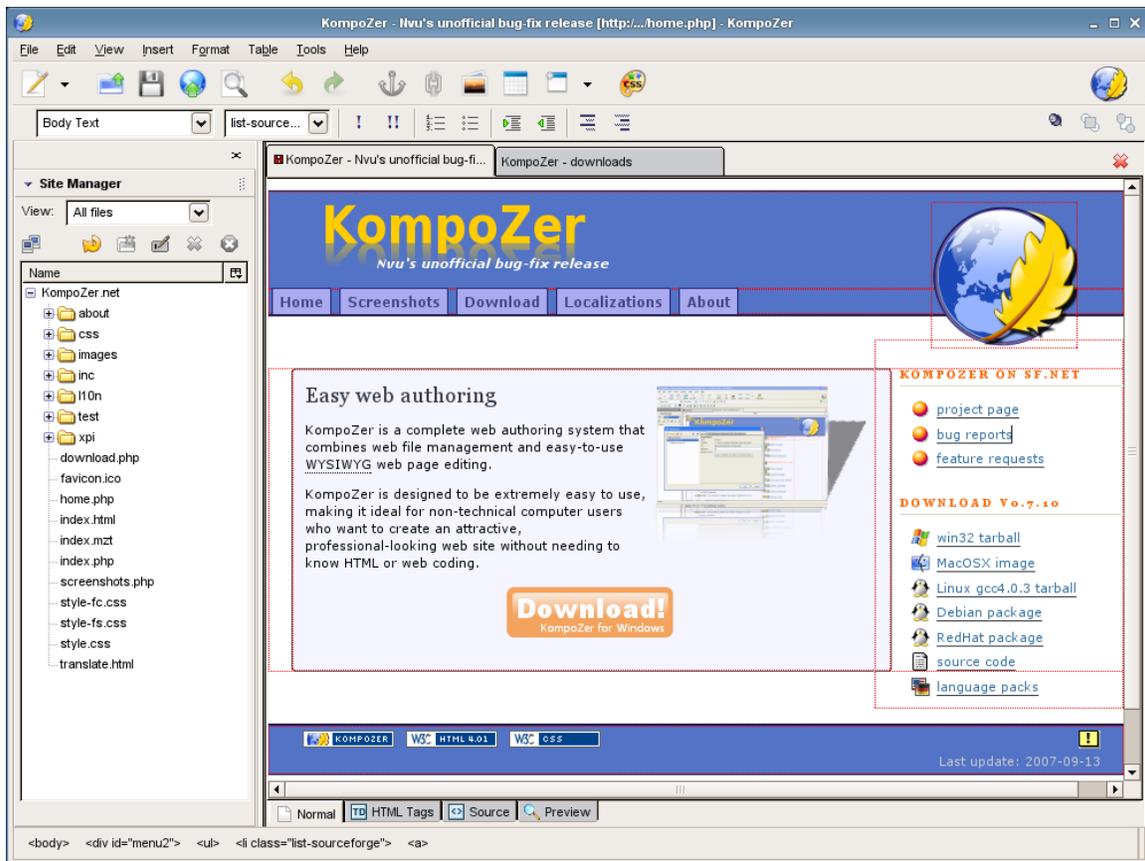
Kompozer is a web authoring software program that combines web page development and file management together, so that creating and composing solid web content is simple and as streamlined as possible.

You should be able to download Kompozer for free from their website (www.kompozer.com); be sure you choose the application option that fits your operating system (i.e. Windows, Linux, or Mac). Once the program is downloaded, you can begin using it immediately to start creating the web page.

Do not forget, however, that this program is NOT a substitute for already having your URL or domain name already set up. This has to be done through a web hosting plan, and you must first register your domain. All of these things should be done and must be done before you can even start to use the Kompozer program.

You can start the process by beginning in the program's "normal mode". Here, you can type up your headline and other text, and choose the font, color, and size of the text. Once you're done typing up some test items, you can click over or switch over to the "preview" mode, which allows you to see how everything will actually look on the website. This easy method of entering information and then toggling back and forth to see the finished product makes composing the squeeze page very easy.

There is a web page editor program, which has a nice graphic based interface, making it much easier to use. Some people refer to this type of program as having a WYSIWG or "What You See Is What You Get" approach. One of the best things about Kompozer is that its simple format and tools make it easy for those who are new to web page building, and therefore it encourages more e-commerce business. In addition to being a web page building software tool, it also doubles as a site manager. This means that the web master can manage files, graphics, and settings remotely by communicating with the server through the Kompozer program.

Once you've completed the rough draft, you can save the page on your hard drive as a file. Then it's time to go ahead and upload this page over to your server/domain name. It is extremely important to note that the skeletal items such as text only should be saved and uploaded to the actual site first before you add video and graphics to the page. If you do not upload this to the server first, it will not correctly upload the more "heavy" items later, so make a note that this should happen once you have even a test page created. Keep in mind that it will look much better when you've gone through all of the steps and completed the whole process.

Any associated files or user pages can be uploaded to a remote server using Kompozer. This makes editing and changing websites a breeze. The program itself is very easy to manipulate, and web page builders can simply add or delete features as they see fit. It also allows for text editing and links, frames, forms/text boxes and much, much more. All of these elements combine to make a web page, so by having them right at your fingertips, you can create a simple or complex page all within minutes at the tip of your fingertips, and all at one place. You can use Kompozer's "publish" command to upload the page to the server. Then, once this step has been completed, you can test out the web page to see if it worked properly. Simply type in your URL, and you can see everything you've just created, saved, and then uploaded.

Now that all of this is completed, it's time to upload and add graphics and color as well as any other details you want to use. You can change headers and create sections, insert graphics and embed video, change your background color and text color, and even add a navigation bar if you choose. Kompozer is an easy program to use, so as long as you have all of your images and other files saved somewhere on the hard drive it's very simple to then import them over to the Kompozer program. The most important thing to remember is to be sure to save this page or create a new file every time you make changes, otherwise

you might lose all of your hard work. Do not forget to actually upload or publish the page to the URL as soon as it's complete.

You do not want to market or "go live" with your web page until the look is exactly the way you want it. This is very important, because if people accidentally see your URL or domain when it's incomplete, they may not return or may spread the word online that it is not up to par, and might actually warn people against going there. This is why a professional looking squeeze page or any other web page you design is so important. You can find a very helpful tutorial for the Kompozer program at the following website: http://www.thesitewizard.com/gettingstarted/kompozer-tutorial-1.shtml. This site has a very easy to read, step-by-step directions for those new to Kompozer.

By doing a few practice runs and trying out different looks, you should be able to determine which layout, color choices, and graphics will suit your needs best. It's an easy to use program so making a web page is easy and fun. Eventually you will have a design that shows people you're serious about their business and that you are running a professional online company. Marketing can be a difficult task, but with the right tools, you can create something that is definitely worthwhile.

Once you're able to create a thorough and professional looking squeeze page, you will begin to see how easy it can be to reach out to your potential customers. The methods are simple and it's very important to keep in mind that a true squeeze page only wants to get the visitor's email address for opting in to newsletters or other emailings. If you ask a consumer for too much information right off the bat, the odds are that they will not enter this in, or that they will shy or stray away from the page. By allowing them to choose to be a part of the email list, you can build trust and form a sort of relationship with your subscribers over time. As they receive newsletters in their email in-box, they will become used to your correspondence and perhaps be interested in making a purchase.

Of course, when the consumer first opts in on the squeeze page, it's important that they receive some form of confirmation so that they know they've now signed up. People need to feel confident in the choice they're making. In addition, it is a nice reminder that they just signed up on your site. Something called an auto-responder is really important here. The auto-responder is automatically generated to the person's email address at the time of sign up. Not only does this confirm that they are now opted in, it also gives a sense of

reassurance that there is someone out there who knows they are now interested in the website or products. It also looks much more professional to send an email confirmation.

Since you simply cannot send an email to every single individual as they sign up for your newsletter, you'll need to use a good auto-responder program. This program allows you to send an automatic message as soon as someone has signed up for an email newsletter with your site. Not only that, but it will allow you to send follow up messages as well. The auto-responder is a great tool to track how long it takes consumers to actually buy something from the time of sign up until the time of purchase. It also allows you to follow up with new leads without having to remember to do so on your own. The auto-responder can be tweaked or changed to work however you like, at the pace you want your business to go.

An excellent auto-responder software program is Aweber (www.aweber.com).

This site allows you to do more than just send and create an auto-responder message; it also allows you to deliver downloads to people via email, answer questions (and automatically respond to acknowledge that a question has been received), track your website clicks, and build up confidence between the customer and your business. There is also a tool that allows you to create sign up forms so you can actually capture those email addresses or other information. This is important, since this is where the squeeze page really works its magic. Capturing that customer email address is the

first step to marketing your website. Once a customer has opted in from the squeeze page, and has received an automated confirmation response, the next step is to ensure you are sending out marketing newsletters.

Whether it's weekly or monthly, email newsletters allow you to keep in touch with your customers, and inform them of happenings on the website and within the business. It is also a great way to touch base with thousands of people all at once and announce sales or changes within the website. These newsletters often encourage people who may have initially signed up and then lost touch to come back and revisit the site later on. The newsletter should be informative, entertaining, and full of information for the customer. Of course, it should all point back to the products you are selling but if it is done correctly, it can have a real positive affect on your sales. With Aweber, you can create your own marketing newsletter using hundreds of different templates, which makes the composition extremely easy.

The email newsletter portion of the Aweber program also allows you to choose a set date or day and time that you want the newsletter to go out. You can also track who is actually reading the messages you send as well as who is clicking on your links. This tool is invaluable for marketing purposes, since it allows you to get a good idea of the demographics of your customers, which links work and which links don't, and how often you should be sending out emails. Another helpful feature allows you to "segment" your readers. In other words, you can then separate the respondents between those who actually clicked on a link from the newsletter and those who did not. This way, you can send follow up emails to the ones who clicked on something, or vice versa depending on your needs.

There are many other excellent features included with the Aweber program. One of these is the ability to create professional looking, image rich emails, all using the interface provided. You can streamline and compose emails that look like they were created by huge companies in just a few minutes, helping to get the most out of your marketing. There is also RSS feed capability, email web analytical tools to track your success and areas that may need tweaking, and even shopping cart integration. Another handy feature is that subscribers to your email lists who have bounced back email will be removed, so there are not more excessive returned emails, and all of the incorrect email addresses will be eliminated.

With a good web page designing tool like Kompozer to assist with the squeeze page design process, and a professional auto-responder email tool like Aweber, you can create a streamlined, efficient, and effective website that will allow you to capture as many potential customers as possible. These tools will help to create a good website with the best lead capturing page possible. Of course, there are some detailed elements involved with writing and composing the squeeze page as well. While functionality is essential, the basics of a squeeze page should be detailed so that they fit the proper profile of a marketing website. Otherwise, you've created a page that has no real purpose other than to server as a placeholder in the World Wide Web.

Creating Your First Squeeze Page

Now that you're familiar with the basics of a squeeze page and what it does, as well as tools to use in order to create your page, it's time to take a look at the major elements that make up a squeeze page. First and foremost, the headline should be something that grabs peoples' attention. Use something bold, interesting, and something that will lure people in and encourage them to read on. The headline is probably the most essential element, since this will be what people see first. Make sure the headline is creative, yet still clearly shows what the purpose of the page and your business is all about.

There are several things to consider when creating the headline for your squeeze page. First, think about why the person has clicked on this page. Why would they come to your site? What are their interests and goals? Be sure to address the headline in a manner that will address their needs and wants, versus stating what you will do for them. In other words, focus on how your business will get customers the products or services they want, and then play on that emotion. Use your headline as a method to convince visitors that your website will be their one stop shop for everything they need, no matter what the niche market might be.

The headline often helps visitors determine whether or not they will continue to read on, or whether they will opt to move to another website and go elsewhere. This is why the headline should be as eye catching as possible.

"Finally! You're About To Discover, From This <u>Free Report</u>, How You Too Can Breakthrough 'Idea Overload' And Start Churning Out Product After Product Like An *Unstoppable* Product Vending Machine..."

(example)

Don't be afraid to use unusual fonts and colors as a means to get attention. Go with a bold font that is larger than the rest of the text on the page. If you're able to create a customized font, that would be even better, as it promotes a sense of professionalism. No matter what you choose, be sure the headline looks like it stands out from the remainder of the squeeze page.

Use line break strategies to your advantage. In other words, make the headline something that entices the reader to move their eyes down to the actual text pertaining to the headline itself. It does not even have to be a complete sentence, but instead can be a sort of "carrot on a string" that encourages them to learn more about what you're promoting. An example of this would be something like: "You Can Invest in Fitness Equipment that will Change Your Life Today." This is not like a typical newspaper style headline, but more of a header of sorts. It drags the reader into the web page by letting them know in one simple line the benefits you're offering them.

You can sometimes make the reader feel a sense of fear when they see the headline. An example of fear would be to say something like, "Millions of Americans Have Lost Money Because they Didn't Know About This Technique," or you can create a list of questions and introduce it with a headline that sounds like they fit into this profile, but their problem can be solved by participating in your website email newsletter. Fear is a basic human emotion, and by injecting into the headline, you're prompting people to read on so they can avoid the things you're talking about when it come to those who did NOT follow the advice on your squeeze page.

Something you do not want to do is create too much of a sense of urgency, as this can often turn people off or make them think it is a spam or scam site. Banner ads and pop up ads for your own site or other website is another definite turn off for customers. The page should be informative yet simple, and when there are advertisements showing up everywhere, people tend to turn away immediately. While some urgency in your headline wording is good, too much can be a

little overbearing and can make people think your website is not legitimate. Some good keywords to consider are words like: secrets, discover, and revealed. These types of words encourage people to look further at the site since they will want to know about the secrets you're referring to, discover a new product, or learn about what you've revealed for everyone else to see.

Many successful marketers also use a sub-heading on their squeeze page. This smaller text is located right under the headline, and is part of the entire teaser process. The sub headline will give the page visitor just a little bit more insight into what is being offered, without giving too much away. The sub headline is an excellent strategy, because it is a great lead-in to the "meat" of the page, which are the bulleted points and text that contains the detailed information. Sub headings do not have to be used, but it's been tested and shown that they really can lure in more subscribers. The sub heading also makes the page look a little bit better since there is something immediately following the large text of the headline.

Remember that a squeeze page can be as long or as short as you'd like it to be. Because of this fact, you want the page to be chock full of information without giving too much away at once. Bullets on the page will help to break the web page up into sections, so people can get a better feel for what you're offering. Each bullet should be a subheading of the main idea, with much more details. For example, if you were selling shoes, the main headline portion would obviously be the text that grabs the reader's attention and entices them to read on. Following that, you should create an introductory paragraph or paragraphs so the customers can get a bit more information.

The next important element is the bulleted text sections.

> Inside you'll discover...
>
> - The most powerful quote I used to go from a zero-dollar business, to a **six-figure online business** and how you too can use it. This quote is so powerful, it changed my whole thinking, and it can work for you too. I guarantee it.
>
> - How to turn your long list of ideas from your "idea notepad" into profit-pulling products using the same techniques and tactics I've used to **turn concept to cash.**
>
> - Three simple questions you need to ask yourself to reach your ultimate goal as quickly and easily as possible. I've created over 25 products in the past. These are the exact questions I ask myself when creating products.
>
> - How to use the power of "chunking" to **gain unstoppable momentum** like a pounding, invincible rushing snowball.
>
> - Why being a "perfectionist" can bog you down and kill your business. Being an "imperfectionist" is the secret to **more results**, and **more profits** in your bottom-line.
>
> - **And much, much more!**

(an example of bulleted benefits)

These sections do not have to literally be in bullet style; instead they can be paragraphs and/or smaller sub-paragraphs. Each of these sections should tell the reader something new about your product or service. They should disclose as many details as you can give them, while each bullet focuses on its own particular element. For example, the bullets on the shoes squeeze page would talk about the quality of the shoes you're selling, the way the shoes are manufactured, the wide variety of shoes you have to offer, the prices you typically charge, as well as the minute details of the shoes such as materials used, colors, and so on. All of the bullets provide the reader with more insight into the product.

All of your bullets should be something that show a benefit of purchasing your items or service. There should not be too many bullets, otherwise the reader might feel a bit overwhelmed, or they could get distracted. Typically speaking, there should be about four to six bulleted items on the squeeze page total. The "meat" of the page will be in these details, so be sure to maximize your tone and use good, strong keywords. The tone is really what will get people to opt in, so make sure it stays positive with a tinge of urgency (but remember, not too much!)

Bulleted points do not have to be in that particular format. If you prefer not to use bullets, you can use more bold headlines, with paragraphs after each one. Just remember that each bullet, section, or paragraph should relay something different, opening up new information about what is being offered. Each section should provide the potential subscriber with a new benefit to the item being sold. It should discuss the different facets of whatever it is you're offering, and shed new light so that by the time the end of the page is reached, the reader is intrigued.

Customer testimonials are another excellent way to gain new leads. With testimonials, people can see that your product or service is something others have already tried and been satisfied with. You can present these testimonials in several ways. The first way is the simplest and perhaps the most commonly used. You can create a sub section that says in bold "What Other Customers are Saying About Company XYZ," and then list some quotes from satisfied customers. You can use their first name and put their location in the testimonial as well. Here is an example of a customer testimonial:

"Ever since I started doing business with Company XYZ, our profits have gone up dramatically! They have first-rate customer service, offer their monthly plan at a terrific price, and we get everything we need, all in one place. I highly recommend you sign up with Company XYZ today!"
-Laura, Seattle, Washington

The example above shows new possible leads that there are others who have been satisfied with your business. You should include the customer's name (do NOT use last names) so that people reading get a sense of realism and a real feeling that you are legitimate. It is definitely recommended that you post and use REAL testimonials on your squeeze page. Let the customers who are happy come to you and tell you how satisfied they are. If you try to write your own testimonials and use fake names and locations, it may sound forced or phony and drive people away. Original, real customer testimonials are a nice tribute to the hard work you've done so far in order to build a successful business.

Customer testimonials that go along with the actual customer's photograph are another good way to promote your business. By including photographs, you're assuring the new leads that these people truly are real. Of course, if you use photos on your site, you

must get the customer's approval to use their name and likeness on the web page. Video customer testimonials are the best way to show others how well your business treats its clients. Some customers are willing to tape themselves briefly talking about their experience with your business, which you can then post on the squeeze page. All of these methods are helpful when you create the page since it gives people a feeling of trust in knowing that others are happy with your business.

If you do not have any customer testimonials since you are a new business, do not despair. Not every squeeze pages uses these, and sometimes people prefer to leave them out. On the other hand, as you get feedback from customers that are positive, it cannot hurt to add their positive opinions to your web pages. Any kind word or inspiring thing you hear from customers is good, since it not only builds your confidence, but it also makes potential sign ups or subscribers feel much better about their choice as well.

Finally, the squeeze page is ready to convince the reader to sign up. There should not be any fields for personal information other than the person's name (for your benefit, to personalize your emails using a program such as Aweber) and their email address.

Firstname: [   ]
Primary Email: [   ]
[Yes! Email Me The Report!]

Do not have fields set up that ask for addresses, phone numbers, date of birth, or anything else. A simple name and email address will suffice. Of course, before you do this, you need to compose a sort of "call to action" to get the person to subscribe. This call to action is basically your last opportunity to get the person to opt into your email newsletter or subscription.

For your call to action, you'll want to say something like "Get your FREE email newsletter here now!" or "Don't miss out on this opportunity to learn more, FREE!" You do not have to use the word free, but letting the customer know the information and subscription is free of charge is a very encouraging element. The call to action is really where you'll want to use decisive and strong language to convince the person to enter their name and email address. When you create this section near the forms for people to complete, it's a good

idea to use the terminology "please enter your valid email address here." While it's easy to assume most people will enter in a correct email address, adding this text can actually make a difference in the number of bounce backs you receive.

Your call to action section can be enclosed in a box with borders or just placed strategically on the page in a bold way. Typically this is where the sign up form is located and its place is usually at the very bottom of the web page. You can do this temporarily to see how many people are actually reading or scrolling down the entire page, which is a good gauge of how well the wording of your squeeze page is working. A graphic can also really help in this department. Graphics tend to give people a more warm, fuzzy feeling which will only encourage them to sign up even more. They also make the page look a lot more professional and up to date.

Something that you should definitely NOT do is adding any external links to this page. By doing this, it is virtually marketing suicide. External links will just encourage the customer to move onto a totally new and different website, and the odds are that they will not return to your original page. By that point, they are already distracted and/or interested in something else entirely. If they have not signed up before they click on the external link, then you have basically lost your lead capture for that visitor, and every other visitor who decides to click on these links. In addition, external links only cause confusion for the reader. They may not be sure if you are simply an affiliate for the external link you are promoting, or if you are simply a referral web page, instead of a direct sales or marketing page.

Another very important part of the squeeze page is to add a privacy policy at the bottom. The privacy policy ensures the subscriber that their information is not only safe and secure, but that it will also not be sold to third party lists. Privacy policies look good, and they're a true mark of a real, legitimate website. You can add the policy to the bottom or underneath the form box where the customers will sign up. It's important to make this policy clear and legible on the page. You should also provide your contact information somewhere. Yes, by providing your name or company name and a contact email address, you're instilling confidence in your subscribers. This lets them know there is a real person on the other side of that web page, and it also helps to foster a feeling of security.

Increasing Conversions of Your Squeeze Page

Once all of the basic elements like the headline, bulleted information, and sign up forms have been added, you'll want to seriously think about the fine details. Sign ups are great, and they are the main purpose of the squeeze page, however getting a solid marketing base is not what makes money. Turning those interested people from simple onlookers to actual customers and email newsletter subscribers seeking more information is the real goal of creating the page to begin with. There are several ways you can do this in order to ensure actual sales start rolling in.

First and foremost, you'll want to make sure that the squeeze page uploads fairly quickly. Five seconds to fully load should be the maximum, so make sure you have a good server that will allow the page to show up fast. Every second that the web page takes to load fully, you have the potential to lose customers. People who use the Internet frequently expect the web pages they visit to show up quickly. Make sure your page comes up fast, so the reader stays interested and fixated on the page.

Graphics are absolutely important to a successful web page, whether it's your home page or your squeeze page. Choose colorful, modern graphics that really reflect what it is you stand for and what you are offering the subscribers. Think about things that will bring a positive image to the mind, and then look for graphics that go with that theme. Don't use generic clip art if you can avoid it; this will make your page look outdated and unprofessional. Try to either use modern stock photos or customized graphics instead. They will definitely help to peak interest in the page.

Aside from graphics that express what it is your business is all about, think about tactical graphics as well. Tactical graphics means things like arrows, colorful exclamation points, and "starbursts" around text that help to make certain items and areas of the page more eye-popping. This may seem like an almost trivial thing to do, but in reality it works. Psychologically, people are more driven to do something on a website when they see certain things call attention to it. Arrows, stars, and other typical marketing graphics might seem a little bit behind the times, but they actually do still work very well.

(use of arrows)

Of course, graphics are excellent ways to help spice up your page, but even better is the use of videos. Embed a video or two on the page, and you suddenly have a whole new form of media to add to the website. The video can help make your business seem much more personal, because the subscriber now has a voice and something to watch while learning more about the business. The video can be real people interacting or talking, or it can be a series of graphics and a simple voice over. Either way, it definitely makes a huge difference in conversions. More people are prone to learn more about something when there is video there to explain it, or to show them that the business is serious about its customers.

Your video does not have to be done a professional, outsourced company that will charge you a large chunk of change. Using modern video creating software, you can make your own promotional video with a little bit of work. The video should not be very long, however. As previously mentioned, people are looking for information that is delivered to them fast and concisely, without a lot of unnecessary information or fluff. Make sure your video is informative, to the point, and professional. In addition, feel free to add a little bit of personality to it so your subscribers feel comfortable and have a good feeling before they sign up.

In terms of graphics, make sure you're choosing ones that have good color combinations as well as high definition so they look clear and crisp. There are some excellent graphic designers out there who can customize your graphics for you, and for a one-time fee in most cases. Whether it's logo design, ecovers, website headers or graphics, or just a simple customized picture, graphic design firms can get you exactly

what you want, down to the exact specifications. A good graphic or logo can make a huge difference in your conversion rate.

Some squeeze pages have an average conversion rate of 30-60%, but some have even higher conversion rates. In terms of what the word conversion means, in this case it translates into the rate of people who click on the page who actually enter in their information and sign up for the email newsletter. Something to consider is the wording you have showing on the actual subscribe button. While it might seem insignificant initially, this can really make a difference in the number of real sign ups. If people see the words "sign up" or "subscribe", they may or may not move forward with the submission. These terms are so commonly used, that it's almost a turn off in some cases. So many people have been burned by getting too much spam in their email in-box, or they give out too much personal information, that these words can trigger negative feelings. Instead, use phrases like, "change your life today" or "find out more information here." These phrases are unusual and unique to your web page, and will most likely get people to make that final click.

While all of the discussion about graphics, psychological marketing terms, and layouts are very important to the success of your website, there is another important part of the entire process, and this is called split testing. Split testing basically allows you to take a look at your demographics and successes (or failures) but using two or more separate squeeze pages simultaneously. For example, you can publish a page with two different headlines, and see how well each headline does in terms of conversion. This gives an incredible insight into how successful your marketing strategies are working.

Of course, the headline isn't the only part of split testing that you can check out. The bulleted paragraphs, different graphics choices and configurations, as well as the sign up form are all items you can use to split test. There is software available that allows you to do this, as well as track how people react to the different elements of your web page. Since e-commerce and online marketing is part art and part science, it's important to implement the science part into this, so you can actually get hard numbers to compare and contrast. The more you get a sense of which elements are successful, the better you can fine tune your squeeze page to get more conversions.

Making Money on the Back End

So you've created a great squeeze page and everything looks exactly the way you want it. You are starting to see the subscribers roll in, and you now have a good chunk or marketing potential in terms of possible customers. You have your auto-responder set up perfectly, and you've drafted up your email newsletters. So now what? Of course, you want the people who have signed up on your web site to become more than just readers of the newsletters you send; you want them to become first time customers, and even more than that, customers for life. While you're honing in on the perfect business strategy, how can money be made in other ways?

First, be sure you have a good thank-you page created when your new subscribers sign up. The thank you page should be simple yet kind, and should show people you truly appreciate them signing up for your email alerts and newsletters. In addition, you can also make some extra money on the "back end" once people have signed up. There are a couple of profitable ways to do this, and one is to implement one of your products on the actual thank you page. This gives people an idea of what it is you're offering as well as the prices you have for different products or services. When visitors see your products on the thank you page, it gives them an opportunity to make a purchase right off the bat.

Here's a real life example used on a thank-you page:

Special Offer For You...

As an additional way of saying "thank you" for your order, I want you to take Advantage of this special package I created just for you...

MASTER RESELL RIGHTS "MEGA PACK"
20 High Quality Products
Only **$9.97** (Customer special only)

Click here to take advantage of this offer today!

Important: I don't advertise this package anywhere else. This is made for your own benefit.

If you do insert a product on the thank you page, try to offer it at a special discount. Let the visitor know this is a one-time promotion, only for people who sign up and see this page afterwards. Make sure you make it as clear as possible that this discount only applies to this purchase, and that it must be made directly from the thank you page. Another good idea is to send fist time subscribers an online coupon to make purchases. Marking items down around 10-15% with the use of the coupon is an effective way to entice people to make their first purchase.

Of course, there are other ways to make money on the back end as well. If you're a member of an affiliate program, you can always insert the affiliate's products on this page, or just add your affiliate link. You will receive the commission and/or residual income that comes with whatever your affiliate program is offering. Try to associate your business with products that are closely related to yours without being a competition of yours. In other words, if you sell clothing, you can add an affiliate link that sells belts or handbags. This way, you're offering something that compliments what you sell other than being a direct competitor.

Affiliate programs can also be excellent sources of residual income, particularly if the affiliate plan you are involved in offers a monthly

service with recurring billing. Many programs allow you to earn income as long as the referred member is paying for services. Adding this link or information to the Thank You page at the end of your sign up is an excellent way to make some money on the back end with your squeeze page. Products are good too, and again be sure they're in relation to your own niche or business type, since you're most likely trying to reach a target market already.

It's important to note that there are two beneficiaries to back end marketing: you, who will now reap the affiliate residual or set commission income from the sale of the product you're linking to, and of course the company or person who is selling the item in the first place. By forming a partnership, many affiliate programs offer free advertising for their affiliates on their website. In other words, if you are an affiliate for the Magic Company, then the Magic Company might offer to place a banner ad or other form of advertising on their website for free, just because you're an affiliate of theirs. Since the benefit works both ways, many companies are willing to do this.

When back end marketing works well, not only do both parties get a sale, but also they essentially create a network of trust, quality products, and exposure for their businesses. By promoting each other's goods and services, everyone benefits. You can also use your auto-responder in this case to help make money on the back end. Instead of linking to the affiliate program on the Thank You page, you can always include it in the automatic response when the new customer signs up. They will receive the email confirming their subscription, and you can include some kind of blurb or section of the email that mentions the other products. Often people respond better when they see these things in their email than when they see them on the website.

Conclusion

E-commerce has literally changed the face of business. Brick and mortar stores that were once the basics of our society have almost all added a website to their marketing arsenal. In other cases, they have actually gone out of business or shut down, because customers can now find many of the same items online, and in some cases, for a better price. Let's also not forget that online shopping allows people to make purchases all in the comfort of their own home without having to worry about traffic or other nuisances.

Thanks to the constantly changing developments in Internet marketing, people who want to make money online now have more options than ever. If you're interested in selling an idea, product, service, subscription, or other item online, now is the time to start developing your own designs and plans. Using the squeeze page can help you bring in new contacts, establish a customer base, and develop a larger marketing pool. By getting as many sign ups as possible, you're opening a whole new world of opportunity to make more money, gain more customers and most importantly, create a real name for yourself.

When designing a squeeze page, it's essential that details are precise, and that the layout of the page is exactly the way it should be. Knowing what to look for in a successful squeeze page is part of the overall process. Split testing your pages by combining different headlines, sub headlines, paragraphs or bullet points, and graphics can help you gain better insight into which things work, and which things do not. Learning about proper marketing techniques and language is also important. There is no doubt that there is a sort of psychology behind online marketing, so really getting inside of the customers' heads can be a big benefit.

Pay attention to the colors and fonts you use, as well as the use of videos or graphics. All of these things make a true difference when it comes to the number of conversions (or sign ups) you will receive. By paying close attention to what works, you can hone in on the target market, and create the best squeeze page possible. Of course, don't forget to market this page in other ways, through an affiliate program or other form of online advertising. Once you've gotten peoples' interest, the job of the squeeze page is to then bring them in closer so they can do a further examination of what you have to offer. If the

page is written well and has a streamlined, professional look, the odds are that people will sign up for your newsletter.

The content and style of your email newsletter as well as your auto-responder all play an important role as well. It's great to get a lot of people to sign up for your newsletter and sales emails, but what really counts is when they go the next step and make an actual purchase. By creating a comprehensive, professional email newsletter, you're convincing them that they've done the right thing and they will feel more confident. Remember, confidence is key. This is an important reason that customer testimonials really make a difference in how people will perceive your business.

Internet marketing is not a very simple or easy task. It takes patience, dedication, and the ability to be able to learn new techniques, and then apply them to your own business. But the squeeze page is an essential part of this process, and it's how people can get a better idea of what you're offering and providing as well as selling. Gathering customer names and email addresses will allow you build up that marketing base so you can send as many people the email newsletters and other subscription material as possible. It helps to spread the word about your business and what you have to offer. The more people who are aware that you exist, the better the odds are that you will have people making purchases, which is essentially the heart of online marketing's point.

Your success is only as big as you want it to be, so it's important to have some patience and learn how to "feel out" the market you're geared toward. In time, with a little bit of hard work and dedication, you should be able to build a large customer base and get those sales rolling in. A good-looking squeeze page will be worth all of your hard work, effort and time. You will have a nice professional looking lead capture page that will get you the results you deserve. Eventually, you can be another success story among the many who have been able to make a decent amount of money (and in some cases a lot) by selling their products online.