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# Foreword

*Prior to you beginning the endeavor of building a successful list or producing a mighty sales page, you'll want to begin with a rigorous introduction to Squeeze Pages.*

*In blunt contrast to undifferentiated home pages, Squeeze Pages center specifically on getting leads for an e-zine or making sales for a particular product – and make no effort to give visitors another choice. A different basic word that's often utilized to identify Squeeze Page is “lead capture page”. A squeeze page is a page planned to acquire names and e-mail addresses. Commonly, though, a squeeze page is generally a smaller type of page, which generally has an opt-in form in view when the page loads.*

*So what is crucial to learn in an introduction to squeeze pages? First, it's crucial to realize that all successful marketers utilize these. If you plan to sell a product over the Net, you'll want to utilize one, also, instead of relying on sidebar opt-in forms and unfocused pages that don't impart an exclusive point and an individual call to action.*

*A different crucial thing you'll wish to learn from this intro to squeeze pages is that every one bears the same parts and is centered on a exclusive goal – getting the visitor to turn into a subscriber or purchaser.*

*These parts are : an opt-in form (or sales prompt), a abbreviated or extended intro, a picture of the list/product owner, the key signature of the list owner, and a call to action (or multiple calls to action). Ascertaining which example will work best for you can merely only be done by testing.*

*Though many tout a conversion and ascribe it to the shortness of their introduction (several will be one short paragraph), others will boast a high conversion rate because they utilize extended, thorough, and commanding copy.*

***If there's anything you utterly must learn from an intro to squeeze pages, it's that you can't produce a squeeze page that isn't centered.***

## ***Squeeze Page Guru***

***How To Assemble Cash Pulling Squeeze Pages.***

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**Chapter 1:**  
*Squeeze Page Basics*

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# Synopsis

*The squeeze page scheme supplies a uniquely mighty system through which you are able to gain earnings from multiple streams. This book will discuss a few of those different streams – and how you are able to control them.*

## The Basics

Let's begin with the page itself: all traffic is directed to the squeeze page. From there, it will bear a quantity of choices, depending upon what you've decided. A lot of marketers advise that your page ought to always be an opt-in form. Other people will advise that it ought to merely be a sales page.

Whether it's a free of charge e-zine or a product purchasable, the squeeze page scheme you produce ought to include a “one time offer,” which will command them to take action – subscribe to, purchase, and so forth.

Once they sign up or purchase, the squeeze page scheme you produce ought to then re-route them to a thank you page, which opens more ways through which you are able to up-sell. One speedy way to up-sell is to merely include ads on your thank you page for associated affiliate products or for your own merchandise. Here, once again, you'll wish to provide them a one-time offer.

Likewise, if you haven't yet called for them to join your subscriber base, this is where you ought to do it – on your thank you page. When they opt-in to your list, you now have a totally new alternative you are able to utilize in alignment with the squeeze page scheme to render income.

One such alternative is marketing ad space in your newsletter or e-zine. The more individuals you've reading your e-zine, the more you are able to commonly charge for ad space; But, you'll wish to avoid

overselling to your list to guarantee your advertisers really make money.

Your following alternative is to back a product as an affiliate. You are able to tell your subscribers how somebody has just produced a glorious product – and you are able to provide it to your subscribers by an affiliate link. You might even wish to utilize additional products you have as incentives to provide them something extra.

The final and most fruitful way in which you are able to get income through your e-zine is by producing and selling your own products to your subscribers.

It's important to mention that you don't have to utilize all of these means to yield income; all the same, the more you utilize, the more you earn as a whole.

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## **Chapter 2:**

*What Is Required*

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# Synopsis

*Prior to you getting started constructing your squeeze page, you'll need a number of things to make your offering really have a point; and facilitate the production of your squeeze page.*

## What You Need

One thing you utterly must get prior to you getting started is an auto responder. With no auto responder, you're pitching potential bags of income in the trash. Instead of producing a relationship with buyers and likely buyers – and giving yourself the chance to try future up-sales -- you're allowing them to go away and never come back.

As well as an auto responder, you'll have to have a real offer that individuals wish to buy. You might want to formulate a product, like an E-Book or software package.

If you do not have the talent to do either, you are able to always employ a pro to do it for you through Elance.com or Scriptlance.com. You'll then either prefer to sell this product and try to get subscribers from your thank you page – or you'll wish to get subscribers by providing the product free of charge (which is what a lot of Internet marketers today do).

A different thing you utterly must get before you get rolling is a check out service. You might prefer to consider Paypal, Click Bank, or 2 Check Out. All of these services will let you make transactions fast.

A different thing you have to have before you get moving is a set of artwork, which commonly includes an image header, a check out button, background wallpaper, and a half-decent image of yourself. You are able to likely supply the picture of yourself, but you may want to hire a pro to do the rest.

Another thing you'll require before you are able to get moving on your squeeze page is some way in which to produce a truthful signature. <http://www.vletter.com> is likely your best bet; but, if you're on a budget, you might want to opt for merely utilizing a word processing program or a free option like <http://www.mylivesignature.com/>.

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# **Chapter 3:**

*Designing Your Theme*

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# Synopsis

*Maybe the most crucial part of producing a squeeze page is designing your theme.*

## **Presentation**

How you pick out your theme, naturally, will all depend upon how you plan to get traffic. If you choose to get traffic through SEO, designing your squeeze page theme will mean discovering set phrases within your niche which have an elevated demand (aggregate search value) and a depressed supply (small amount of vying sites) and then producing multiple squeeze pages, each which is optimized around another set phrase.

If, on the other hand, you choose to bring forth traffic by pay per click (PPC) plans, like Adwords, designing your squeeze page idea will once again mean fine tuning a number of different pages to fit the keywords you're buying.

This is really where many individuals bomb when they produce a squeeze page: they do not fine tune it to fit a particular audience. For example, in the example of a squeeze page for an e-zine, they may begin an e-zine about toys, but they only produce one squeeze page and send off all traffic to it. This is a huge error.

Probabilities are, if you produce a quality product or e-zine, it may benefit a lot of individuals. So why not convey the precise Advantages they'll gain from subscribing or purchasing?

If, for example, you've an e-zine about Lego sets and miniature blocks, so you group it under the open heading of "toys," a visitor who's searching specifically for info regarding either Lego sets or miniature blocks will click off your page if they don't see the direct association to the precise subject for which they were seeking.

Rather, you'll want to assemble a page focused around Lego sets and a page focused around miniature blocks. On every page, you'll want to convey the particular Advantages to joining the list for each one of those groups of visitors.

Continuing one step more, as well as designing your squeeze page theme, if you're producing a page for a e-zine, you might likewise wish to section your list, so you are able to send out info specifically about Lego sets to those who call for it - and info about blocks to those who call for it.

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# **Chapter 4:**

*Author A Compelling Page*

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# Synopsis

*Many individuals have no (or merely the slimmest) thought how to author a squeeze page that convinces people to take action. Rather, they slop together components that they've seen utilized in other squeeze pages – but commonly don't place them together in the same way the possessor of the successful page did.*

## Writing It

One major issue is material. And that's all right. Not everybody is going to be a fantabulous author – never mind a copywriter. But as somebody marketing a product or trying to build up a list, it's crucial that you Understand your strengths and failings – and that you either expend the time to get the better of them or employ somebody else to accomplish it for you.

With copywriting, for example, it's crucial to utilize a mix of commanding sales points with mighty psychological triggers. Many individuals who produce a sales page miss either one or both of those components. For example, they may focus so much on building up hype that they don't in reality explain what resolution they're furnishing – and for whom they're furnishing it. If I don't have a particular issue that your product resolves, why would I purchase it? I would not.

Now, if they neglect to splash in psychological triggers, like “scientifically tested,” “assured,” and “stunning,” no one will feel obligated to proceed reading, as the Advantages will have a depleted or average sensed value.

As well as these 2 issues, a few sales pages lack cohesiveness and focus. The copy appears unskilled and it doesn't slowly grind forth, taking apart the visitor's resistance to the sale – and commanding him or her to purchase more and more at each sales target. In addition, if there aren't multiple calls to action – a different sort of psychological trigger – then a possible visitor may never feel commanded enough to take out his or her charge card on the spot and make the buy.

As well as measured copywriting, there are additional crucial matters you have to take into consideration when authoring a squeeze page that convinces a person to take action. For example, it's crucial to establish a compelling case for a time-bound offer.

Now, this does not mean you have to make up false deadlines and perpetually revise them every week. This is a great way to assure your complete loss of believability in the shortest length of time possible.

All the same, when designing your material, you'll want to make certain that you constantly inspire the reader to act at once by sneaking in a number of “calls to action,” as I've noted previously.

You might wish to think about utilizing fly-ins or pop-ups to produce more urgency – or to establish a time-bound offer. Maybe you are able to utilize a countdown to establish urgency (i.e., once somebody hits your squeeze page, they've 5 minutes to buy the product at the least price).

If you're producing a squeeze page, you may wish to apply somewhat different maneuvers. Instead of constructing a compelling case with multiple triggers and calls to action over the run of a thousand words, you might prefer to merely concentrate that all into a commanding headline and a single paragraph of “Advantages.”

For a totally free-to-join squeeze page, you more than likely will not have a considerable amount of opposition to joining, unless the visitor:

a) Does not come across any Advantages; and

b) Surmises that you'll sell their e-mail address to spammers.

Both of these issues are comparatively simple to overcome. In your headline, merely tell the precise Advantages they'll get for joining – as always, blending in psychological triggers.

In your beginning paragraph of material, provide them a commanding rationality to sign up now (i.e., the price may rise, the list may become private, you'll get this astonishing report).

To surmount the 2nd issue, merely include a short line under your opt-in form that explains that you won't – under any conditions – spam them or sell or expose their email address and name.



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# **Chapter 5:**

*Hints For Increasing Conversions*

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# Synopsis

*There are 3 mainstream ways in which you are able to grow your squeeze page conversion rate. All squeeze pages produced by pros commonly include these 3 components and a few others.*

## **Step It Up**

The 1st way in which you are able to step-up your conversion rate is by personalization. This is commonly caused in 2 ways: the 1st way is by supplying a photograph of yourself. The 2nd way is by adding your signature to the bottom of your page.

This radically step-ups visitors' trust. Many individuals who reject purchasing products online do so as they're weary of getting gypped by a faceless liar, who will not be around when they require help or once they need to give back the product.

Hint: By adding your image and signature, you are able to significantly step-up a gain in your visitors' trust. .

A different way in which you are able to step-up your squeeze page conversion rate is by utilizing black text or a white layout. No matter what anybody tells you, this is among the simplest ways in which to make your page look professional, instead of hapless or dire.

The 3rd way in which you are able to earn trust is by offering up something free of charge. This is normally what you'll do if you're utilizing a squeeze page to get leads: you'll offer up a free of charge report or five-day course – and then utilize that to get leads, which you'll later up-sell or get revenue from thru affiliate sales. Why is this strategy so effective? Quite plainly because it lets them judge your work and thoughts prior to them actually having to pay for them. In addition, it builds up trust.

In addition too these 3 universal ways in which to step-up your conversion rate, you ought to always guarantee a product. If you sell by Click Bank, you in reality won't have a choice. However if you're utilizing Paypal or another check out (Credit Card processing) plan, you'll wish to make certain you distinctly state that buyers may return your product for any reason inside a given time period after the buy.

Abide by all of these steps and you'll significantly step-up your squeeze page conversion rate.

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# **Chapter 6:**

## *Targeted Traffic*

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# Synopsis

*Driving traffic to your squeeze page – it sounds simple, right? Well, it's not. And regardless how good your squeeze page is, it won't matter if no one ever sees it.*

*What is more, if everybody in the cosmos other than your target audience sees it, it too will not matter. This is why you have to discover media through which you are able to drive targeted visitors to your page.*

## **Beneficial Traffic**

One way in which you are able to drive traffic to your squeeze page is through natural SEO. This is the slowest process, However it's also among the most beneficial ways to ensure a continually increasing flow of traffic over time. Rendering natural search engine traffic normally entails acquiring links to your site. While mutual linking was once the finest strategy, authorities now think that major search engines are undervaluing reciprocal links in favor of one-way links and triangular links (which search engines can't truly detect).

A different way in which to acquire natural search engine traffic is by optimization your site for particular key phrases. You are able to accomplish this by producing pages that specifically center on one keyword on your given niche. You are able to then set the page file name extension to that keyword and optimize the content at a 1.5% denseness for that keyword. You'll likewise want to utilize it in header and title tags.

Additionally in constructing natural search engine traffic, you'll want to think about utilizing PPC advertising. You are able to do this by opening an account with Google Adwords.

Successful Google Adwords crusades do 2 things: they group keywords into multiple, little, related groups – and they send out leads to multiple, fine-tuned squeeze pages.

This means you'll have to begin with some measured keyword research; and you'll then have to change your squeeze pages to match

that research. These are a few of the most commonly utilized tools for driving traffic to a squeeze page; but, they're not always the best. Now, both of those techniques may be good, but they both commonly have rather high roadblocks to entry and call for a lot of work. As luck would have it, you do have a different choice: human associations.

And this is where most Net marketers bomb. They don't recognize the might of human associations as they're so caught up in the theme of making transactions and piling up massive checks without having to deal with buyers and customers.

One speedy way to acquire traffic through human associations is a joint venture. You are able to enter into a JV by amassing a list of potential “partners” -- or individuals who may be able to aid you in some mutually-beneficial way.

This list may include other list possessors in your niche, site proprietors in your niche, and authorities. There's only one crucial thing you ought to keep in mind when getting hold of JV partners – and that's to make it as fast, simple, and beneficial for them as possible. If they've no incentive for doing it, they likely won't even reply to you. And if it isn't simple, they'll go for other JV offers over yours.

A different way in which you are able to drive traffic to your squeeze page is through blog and message board posting; but, it's crucial that you don't spam, as many businesses do.

Rather, really take part on the discussion board, furnish individuals with something valuable; and, after a while, post your product in your



key signature – and attempt to mesh with individuals on the discussion board who work in like fields.

Your plan of attack to blog posting ought to be similar. Include a key signature file that links back to your squeeze page, but don't spam. Rather, post valuable comments. This isn't only more honorable, but it's plainly more effective. Spam gets erased. Great comments get praised, inducing individuals to follow your link and check into your products.

## **Wrapping Up**

You are able to produce a successful squeeze page in a comparatively short amount of time, even if you've no experience at it. Pay attention to the format and layout of other squeeze pages you discover online and note down any great points. If you're continually making alterations to your squeeze page and examining which one works the best you'll become a guru of lead generation before you know it. And this wraps up my book on producing the ultimate squeeze page.