

How To Easily Bypass Name Squeeze Pages In 4 Simple Steps And Reclaim Up To 67% Of Your Lost Affiliate Commissions

BeatNameSqueeze.Com



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From Humble Beginnings...

If sustained long-term lead generation with returning sales is what you are looking for, then name squeeze may be the solution that holds the answer for you. Although the technique has been around a long time, the name has only become the buzz word recently when the pay-per-click concept proved to be more of a bane than a boon to affiliate marketing.

For a long time now, affiliate marketing has been considered one of the quickest sure-fire ways to earn big bucks without even breaking into a sweat.

All the affiliate marketer needs to do is to:

- pick a product to promote with a high affiliate payout (USD50 or more)
- set up a pay-per-click campaign to promote the affiliate link.

And voila! You have a web business up and running.

A vast majority or should I say 95% of affiliate marketers today are employing the above strategy. ***Little do they realize that if they can earn a quick buck by doing virtually nothing, it is almost a racing certainty that they are missing out on a big chunk of additional revenue.*** And which, needless to say, goes to the 5% of affiliate marketers who are doing far more to earn their commissions than just simple pay-per-click.

In A Nutshell

So what is a name squeeze page?

It is simply a page or site on the Internet that solicits the names and email addresses of visitors to the site. In other words, to an Internet marketer it generates a mailing list of potential customers. This list is also popularly known as an opt-in list because these visitors voluntarily opt to provide their contact details in exchange for some information or services through email.

The beauty of this whole concept is that it is not considered spamming as these visitors have explicitly given their permission to receive email. Of course, they must also have the option to unsubscribe from the opt-in list anytime they wish. As opposed to hidden scripts used collect information about visitors without their knowledge, the name squeeze page is a perfectly ethical and law-abiding way to collect an opt-in list.

To an Internet marketer, an opt-in list is gold because of the promise it holds in generating a substantial customer base that can anytime be notified whenever there is a new product or information that interests them.

It should be clear by now that the objective of the name squeeze page is not to convince your visitors to buy a product as is the objective of a sales letter or retail website. Its main aim is to generate a sufficient number of opt-in subscribers.

Now think about the following well-known, but depressing facts:

- Almost all product sales occur during a customer's fifth visit to the website.
- Of first-time visitors, only 3% (at best) are likely to buy your product while 97% disappear forever.
- Given that you provide a conventional opt-in form on the page, your opt-in conversion is unlikely to exceed 20%.

Then doesn't it make more sense to focus your efforts on capturing more opt-ins and build a relationship before putting a sales proposition to them?

That is where a name squeeze page comes in. A good name squeeze page may deliver an opt-in conversion rate of 50% visitors or higher. ***And this 50% is a virtual gold mine because you can now communicate and build a relationship with them.*** To them, you can sell products and services, not just once, but again and again.

Conversion rate as defined by Ezine is the number of new subscribers divided by the total number of visitors that come to your page in a given period of time:

$$\text{Conversion Rate} = \frac{\text{Name Squeeze New Subscribers}}{\text{Unique Visitors to Squeeze Page}}$$

According to ePubPros (epubpros.chrisknight.com) private member Kevin Bidwell,

Conversions from visitor to subscriber on the following pages:

<http://www.All-In-One-Business.com/?z=2>

<http://www.TrafficWriting.com/?z=2>

<http://www.All-In-One-Business.com/nichepower>

From PPC, the average is 19%

From affiliate traffic, the average is 52%

From non-specific referrals, the average is 41%

From name squeeze pages, the average is **75%**

And to think that Kevin has not tested colors, images, testimonials, audio or video on these pages. Just imagine what the conversion rate would be like if he had.

Name pages are particularly effective when you have a product or service that is unlikely to convince visitors to buy straightaway. Or if you do not

have a product or service to sell, you can use name squeeze pages to build a list of potential customers. By building credibility and letting these customers know more about your future product or service, you would have generated a list of eager buyers by the time it is available.

A note of caution, though: in all cases, ***name squeeze pages will not work unless you offer something that people are willing to exchange their name and email address for.*** Also, spamming is a definite no-no as not only is it against the law, but you will see your list of subscribers dropping off faster than flies.

Name Squeeze Pages That Work

So what makes a good and effective name squeeze page that will rake in the visitors like fallen leaves in autumn?

First of all, there has got to be a powerful offer - an offer attractive enough to entice visitors to opt in. An enticing offer must essentially fulfill one basic condition, that is ***it has to be perceived as valuable by your target market.*** It has to be something that passing visitors are willing to exchange for their name and email address (or any other details you request).

Generally, an opt-in offer comes in the form of a report, free newsletter subscription, white paper, short online course, software, screensaver, audio clip, video clip or CD that you send to the opt-in visitors after they have signed up. But considering the wealth of options available and accepted by the public nowadays, only your imagination is the limit to what you can offer.

The key to keep in mind is that your target market has to perceive the offer as valuable and relevant to them. Newsletter offers are very commonly used these days. Unless you're offering a ground-breaking or unique content, updated information, or particularly valuable information unavailable

elsewhere, a newsletter in itself may fail to entice enough visitors. However, it may be powerful enough if combined with some other offer.

At the end of the day, what matters most are innovation as well as continual testing, and tracking to see which offer generates most opt-in visitors.

Once you have an attractive offer, the next thing to consider is how to present it because in this age of short attention spans and instant visual gratification, presentation matters just as much as content.

For example, if your offer, no matter how persuasive, is buried at the bottom of your web page, or worse, within the depths of your web site, it is most likely to go unnoticed or ignored by your potential subscribers.

By contrast, if the opt-in form is located strategically and prominently (having it immediately visible to visitors when they visit your site and saving them the effort to scroll down) on EVERY page of your website, the impact will be many times greater.

It also helps to have an attention-grabbing headline and subheading in eye-catching colours and/or accompanied by visually appealing and relevant graphics. ***Another plus point would be to include a reassurance that the subscriber's personal particulars will be kept confidential at all times.***

Including a "pop over" or "hover ad" – a layer that floats over the webpage and includes an opt-in form – can also markedly improve the opt-in rate. It has also been found that including the opt-in box at the right side of your web page is more effective than having it on the left since studies have found that (Westerners') eyes tend to rest on the right side of the page.

Simple Opt In Page Layout

Compelling HEADLINE

Your Name

Date

Benefits #1 for joining ...

Benefits #2 for joining ...

Benefits #3 for joining ...

Brief summary or description about your offer

Opt in Form

Name :

Email Address :

Testimonials

Opt in Form

Name :

Email Address :

Testimonials

Link to Privacy Policy + Legal Information + Disclaimer

Opt-In Lists For Keeps

Now that you have a veritable list of subscribers, the last thing you want to do is to see them disappearing as fast you had earned them. ***Keeping an existing list is just as important as generating new ones.***

So how do we ensure that our subscribers stay loyal to us?

The first rule of thumb is to mail responsibly. To keep them abreast of the latest news on your product or service, you are free to email them your newsletters and offers.

However, keep to good information or product reviews. Mailing your list spam or irrelevant advertisements not only make you lose credibility, but also your subscribers in the shortest time possible too.

You should also include the option for your subscribers to unsubscribe from the list anytime they wish. Of course, you do not want that to happen, but providing the unsubscribe option does give them the reassurance that control is in their hands, which in turn will increase their trust and make them more likely to stay.

And as highlighted above, this means providing information or services that are of interest and high relevance to your visitors.

Keep 'Em Coming Repeatedly

According to studies, first-time visitors to web sites yielded conversion rates of 1.55%. ***Repeat visitors, however, converted into sales of 12.61%*** — that's more than eight times higher!

Therefore, just having a fantastic opt-in offer to build up the mailing list won't be of much use if the list dwindles over time. So how do we maintain a

mailing list and ensure that our customers remain interested and updated in our product or services?

Since the advent of email marketing, touching base with customers has never been easier.

In its broadest sense, email marketing is used to

- send direct promotional emails to try and acquire new customers or persuade existing customers to buy or solicit services again.
- Send emails designed to encourage customer loyalty and enhance the customer relationship.
- place marketing messages or advertisements in emails sent by other people.

Email marketing has caught on with much fervor among internet marketers because

- sending email is much cheaper than most other forms of communication.
- email enables a message to be delivered directly to the recipient (unlike a website where customers have to come to the message)
- email marketing has proven very successful for those who do it right.

For example, Derek Gehl, an internet entrepreneur, has built a successful online business based mostly on email marketing and has even written a book on how aspiring internet entrepreneurs can do the same. A review of his book is available through his blog site http://blog.marketingtips.com/derek/2006/07/post_2.html with more details posted on [**Email Marketing Secrets**](#).

Combining email marketing with your newly-acquired opt-in mailing list, you can scale your internet business to greater heights through the following three ways:

1. Direct email

You can get in touch directly with your opt-in list and include a promotional message in the form of an email. It might be an announcement of a special offer, for example.

Besides your opt-in list, you may choose to rent lists of email addresses from service companies, who will let you send your message to their own address lists. These services can usually target your message according to, for example, the interests or geographical location of the owners of the email address.

2. Retention email

As opposed to sales-oriented email designed with one and only one purpose, that is to encourage the recipient to take action (buy something, sign up for something etc), retention emails contain actual information that are deemed relevant and written specifically for the subscribers.

These usually take the form of regular emails known as newsletters. A newsletter may carry promotional messages or advertisements, but will aim at developing a long-term impact on the readers. It should provide the readers with value and relevance, which means more than just promotional sales messages. It should contain information which not only informs, but entertains or benefits the readers in other aspects.

3. Indirect email

This takes the form of advertising in other people's email. Instead of producing your own newsletter or email messages, you can find

newsletters published by others and pay them to put your product or service advertisement in the emails they send their subscribers.

Indeed, there are many email newsletters that are created just for the purpose of selling advertising space to others; thus, caution has to be practiced in selecting a credible one that really reaches out to its target audience.

As more and more subscribers get weary or tire of getting blatant sales messages through email, it is these quality communications that perhaps hold the most potential for the future.

If email marketing sounds like a godsend to your internet business, it really is provided you do it the right way. There are several intricacies in which you should concentrate on:

- **designing** and **delivering** email messages
- sending the messages to the **right** people
- getting your recipients to actually **read** and **respond** to your message
- **measuring** and **analyzing** the results
- getting **permission**

At the crux of the idea of permission lies **responsibility**. The issue of permission is complex and the subject of intense debate in the marketing community.

Essentially, you need an email address owner's permission before you can send them email. If you do not have this permission, then the recipients of your email may regard your message as spam or unsolicited commercial (bulk) mail.

Remember, as outlined in the section above, you do not want to send spam!

If you are guilty of sending spam, then you may find your email accounts turned off, your web site shut down, and worse of all, your reputation in ruins. In most parts of the world, you may even be breaking the law. Worse

of all, your subscribers would be boycotting the product or services that you have been trying to promote in the first place.

Besides these ethical and legal issues, there is also a long-held strong belief that sustainable email marketing relationships with customers ***can only work only if they are permission based.***

The million-dollar question, of course, is what constitutes permission. It is important to remember that it is not what you think is right or even what the majority views as right that count. What matters most are the views of those receiving your emails and those responsible for administering the infrastructure of the Internet.

An example of permission is when your customer requests for a newsletter from your website and also ticks a box marked "Please send me the latest news about product updates via email". You now have permission to send the subscriber product updates by email, provided you also give them the opportunity to revoke that permission at will.

If we wish to make full use of email marketing, ***it is pertinent for us to know the issues of permission and spam inside out.*** If we underestimate the importance of permission or choose to ignore it, then we are most likely heading for commercial disaster.

We need not fret too much, though, for once we have grasped the intricacies of responsible email marketing, then the world (or at least the internet world) is our oyster.

Here are some books that you might wish to check out on email marketing:

- ***Email Marketing Benchmark Guide*** by MarketingSherpa
- ***Buyer's Guides to Email Service Providers and Email Delivery Audit Services*** by MarketingSherpa
- ***Sign me up!*** by Matt Blumberg
- ***The Quiet Revolution in Email Marketing*** by Bill Nussey
- ***The Secrets of Mouthwatering Marketing Copy*** by Marcia Yuckin

On Target Delivery – A Personal Discovery

After all the hard work in creating a powerful opt-in page and deciding on an email marketing strategy, it is now time to ensure that the email or offer itself reaches your subscribers, on target and on time. We have to ensure that all the hard work translates into our subscribers actually *reading* our email.

You may think that the task of email delivery lies at the hands of the autoresponder service you have chosen, but that could not be further from the truth. The onus to knock the nail on the head lies in our hands and that is by choosing the ideal autoresponder.

I have learnt my lesson the hard way when it comes to choosing an autoresponder service that meets my business needs. When I first started setting up my own website in 1999, saving costs was of paramount importance to me. Therefore, I had chosen to host my newsletter at Yahoo! Groups (<http://groups.yahoo.com/>). It is not an autoresponder, but simply a platform that allowed me to send out emails at scheduled intervals to a select group of users. Besides providing no personalization, this service also slots in Yahoo! Ads into the emails sent out.

As my business progresses and its needs increase, I conducted some market research and tried gleaning from other gurus' experiences. And the conclusion points to one solution: autoresponder.

I jumped right into the bandwagon and immediately downloaded some autoresponder scripts to install in my web server. The autoresponder was sufficient to meet my business needs. Besides, I just needed to pay a one-time fee and after that, there were no monthly fees to tie me down. However, a new worrying question crops up.

Will my Internet Service Provider (ISP) allow me to send out so many emails in such a short time frame (i.e. 1000 or 2000 per day)?

With the limitation of my ISP in mind, I switched to an autoresponder company. This company provides all the features that I wanted, but even after a few months I found the results to be **lagging or satisfactory at most**. They certainly did not rake in as much money as claimed by the web gurus.

It was time for me to hit the research mode again and what I found out this time gave me a rude shock. The culprit for the lackluster results was **deliverability!** Most of the emails that I sent out landed either into the spam and bulk mailbox or were blocked!

It turned out that all my email messages were sent out, but just ended up in the wrong places. How then was I going to get my sales pitch and offers through to my subscribers?

At that time, I had about 7000 subscribers with single opt-in. As I stand to lose most of them if I switched to another autoresponder company, I decided to stay. Until the **2002 CAN SPAM Act** kicked in, that is. I had the choice to comply or risk losing my business. I chose the former, of course, and configured my autoresponder to double opt-in settings.

Things went on smoothly after that until one fine day, I received a notice from my host admonishing me for spamming because apparently, a few of my subscribers had filed complaints about that. Fortunately, I managed to convince my host that these subscribers had signed up voluntarily and submitted their email address without any coercion on my part.

After this sour incident, I realized I need a better autoresponder management service to handle spam complaints on my behalf and increase the email delivery rate. One of my close friends, Simon, recommended that I switch to Aweber - <http://30daysfree.aweber.com>

Eager to breathe a new lease of life into my sagging sales, I signed up for the 30-day trial period immediately and decided to test drive it using the same email messages in my existing autoresponder list.

Here's how I carried out my experiment: First of all, I signed up for a few email accounts at the most widely-used mail service providers around – Hotmail, Yahoo, Gmail, and Lycos. Then I subscribed to the Aweber list with the sole purpose of seeing where my email messages landed. To my utter amazement, they landed right into my inbox – every single one of them. Fast.

Then using the same email accounts, I subscribed to my current autoresponder service. As expected, some of the messages were delivered into the bulk or spam mail folder.

I decided there and then that I will start migrating my newsletter offer from the current company to Aweber. The service certainly lived up to its claim of being “**Reliable, >99.34% email deliverability, fast.**” Besides that I was also impressed with its integrated CAN-SPAM compliance checks with SPF & Sender ID email authentication features.

At the point of transfer, I had around ten thousand subscribers. With the restrictions imposed by the CAN SPAM Act, I could not just transfer the existing subscriber list into Aweber, much to my consternation. I then began the painful process of urging every one of my subscribers to sign up using Aweber. After a few rounds of persuasion, I managed to get only around one thousand to sign up. Morale was certainly low at that point as I had taken up years to build the list and all I could take away with me was less than 10%.

Nevertheless, I knew that I had to fix things right and Aweber is certainly the answer to long-term sustainable business growth. The most important thing is to get my email messages and newsletters delivered to the correct inboxes. Only when my messages reach the target audience can I start pitching my sales and offers effectively.

Although it is easier said than done, my advice to newbies would be to get it right the first time around and spare yourself much hassle and pain. And with Aweber, you can do just that. It certainly is my autoresponder of choice and you should definitely check it out, too.

All Things Ethical

Arguably, name squeeze pages may turn out to be an unethical way to acquire customers. Some, like the owner of <http://guruknowledge.org> Dale King, consider it as cyber extortion in disguise, citing “They squeezed the email address out of the website visitor by threatening to deprive him of certain free information.” For more details, you can check out the discussion in this link: <http://www.copywritersboard.com/member-content/2654-squeeze-pages-new-method-cyber-extortion.html>

Indeed, their very name denotes a negative connotation in that the customers are “squeezed” of their name and email address, unwittingly or otherwise.

Admittedly, a site that generates up-to-date and good quality content does not need to resort to name squeeze pages to garner new customers. A good site will also automatically encourage returning customers who are genuinely interested in the content on the website.

Therefore, name squeeze pages might be considered as a quick-fire, but short-term way to get subscribers. But these customers might not return unless the site provides content or services which are perceived as relevant to them. Or worse, the subscribers might unsubscribe from the mailing list if the opt-in offer falls below the expectations of what had been promised in the first place.

Some visitors, who does not like the idea of exchanging their personal particulars for something in return, might argue that if the information or services offered are really that valuable, they should be able to stand on their own merit and visitors do not have to be coerced into obtaining them. These people are most likely to click away or visit another web site which does not have a name squeeze page to distract them.

Therefore, name squeeze pages also face the risk of turning away potential customers even before these people have the chance of viewing the content

of the web site, no matter how relevant it is. That's customers lost even before the selling begins!

In a nutshell, name squeeze pages are a quick way to garner customers. Coupled with a powerful opt-in offer, they pack an extremely high conversion rate. However, unless the web content or services delivered are of high quality as well, they are also the quickest way to lose customers.

Thus with name squeeze pages, we should practise tact and responsibility in using them. In no way should they be used as tricks, gimmicks, or tactics to make a quick buck, which in turn will jeopardize potential sales or insult potential customers.

Should Affiliate Marketers Be Happy?

Now, let us consider this scenario: If a merchant were to use name squeeze pages in his or her web site, how would it affect the affiliates?

The relationship between both the merchant and affiliate is a tricky one. The merchant offers the web site owner (affiliate) a commission fee structure for linking to the merchant site, which offers goods or services for sale. Since merchants advertise on affiliate sites, they are also known as Advertisers, whereas affiliates publish web sites and are thus known as Publishers.

The merchant pays the affiliate marketer when his advertisement (usually in the form of a graphic or text link) on the affiliate's web site generates clicks, leads, or sales. This form of performance based marketing channel is based on the following compensation models:

Pay-Per-Impression (CPM)

Cost-Per-Mil (Mil = 1000) impressions. The merchant will pay the affiliate for every 1000 page views or displays of the ad. The ad can be text (AdSense), banner image, or rich media.

Impact: The effectiveness of the merchant's name squeeze page does not have much bearing on the earnings of the affiliate as the compensation is based on the number of times the ad was served.

Pay-Per-Click (CPC)

Cost-Per-Click. The merchant will pay the affiliate every time a visitor clicks on the merchant's ad on the affiliate web site. This model is not dependent on how often the ad is displayed. Commission will only be paid when the ad is clicked.

Impact: This model also does not affect the affiliate is the merchant uses a name squeeze page on his site as the name squeeze will not deter the affiliate from receiving his due compensation.

Pay-Per-Lead (CPA or CPL)

Cost-Per-Action or Cost-Per-Acquisition (CPA), Cost-Per-Lead (CPL). The merchant will pay the affiliate for every visitor (potential customer) that was referred by the affiliate to the merchant's web site and performs a desired action such as filling out a form, creating an account, or signing up for a newsletter. This compensation model is usually adopted by online services from ISPs, cell phone providers, banks (loans, mortgages, credit cards) and subscription services.

Impact: An effective name squeeze page on the merchant's site will greatly come into play in helping the affiliate maximize his or her earnings for this compensation model; so will a competitively-written

sales letter. Coupled together, these tools will greatly enhance the conversion rate which will in turn lead to higher earnings for the affiliate.

Pay-Per-Sale (CPS)

Cost-Per-Sale (CPS). The merchant will pay the affiliate a percentage of the sales that was created by a customer who was referred by the publisher. This model is by far the most popular model used by online retailers.

Impact: Although this compensation model is the most widely adopted, it is also one that **poses the highest risk and has the highest impact on the affiliate.**

If the merchant's sales process is flawed, the effect on the affiliate is manifold. Consider the following scenario: Customer X accesses the merchant's site through his office's computer and the affiliate tracking cookie tags the office's PC to the affiliate. Customer X returns to his home and uses his computer there to make a purchase directly from the merchant site. As the cookie has tagged only the office computer, but not the home computer to the affiliate, the compensation will not be rewarded to the affiliate in this instance.

There are, however, ways to counter this problem. One of them is to use affiliate management software that tags the e-mail addresses of prospective buyers to affiliates once they have signed up at the opt-in page through an advertisement link on the affiliate site.

For many website owners, affiliate marketing is a good way to make some additional cash by doing something once and then continuing to reap the benefits over time. The affiliate marketer needs to do only one thing – place an advertisement on his or her website. No special selling or promotion of any kind is needed. All the hassle associated with setting up an online

business like stocking products and taking care of accounting, credit card transactions and shipping can be done away with.

Affiliate marketing has its benefits, but there are also a few drawbacks. For the merchant, there is a danger that an affiliate's dishonest or unscrupulous practices will tarnish his company's image and reputation and affect his product sales.

On the affiliate's side, he has to do thorough research on the merchant before agreeing to affiliation.

Name "Squeeze"-ing the Affiliates

Affiliate marketers who depend on the pay-per-sale compensation model might find name squeeze pages to have detrimental effects on their payback. This is because most merchants will put up a name squeeze page before the actual sales letter to capture the email addresses of potential customers.

The effect of this is two-fold:

1. Interrupting the Sales Process

Imagine this scenario: You have a friend who wishes to buy a certain product. You bring him to a shop you know well. Upon reaching the shop, the salesperson at the shop relentlessly insists that your friend fill up his personal particulars into a form first before allowing him to even view the product or make a purchase. It does not take much to realize that this kind of interruption may very well turn your friend away from the shop altogether.

Similarly, if the affiliate marketer has a potential customer that clicks on an advertisement on his website, but whom is met with a name squeeze page once he accesses the link, the sales process will be

disrupted if the visitor finds the name squeeze page more of a distraction than help.

Undoubtedly, some name squeeze pages have very attractive offers, but the sales process which, in the first place, should seamlessly bring the customer directly to the sales letter will be interrupted with possible harmful consequences.

2. Turning Away Visitors

Today's increasingly web savvy and spam weary will naturally practice more caution when it comes to divulging their own email address. Thus, unless the intention of the name squeeze page is perceived as genuine or news-worthy, then chances are potential customers will click away from the web site.

Much to their chagrin, affiliate marketers who have done a good job in pre-selling the product will find all their efforts going down the drain when their hard-earned customers are put off by the name squeeze page.

I personally know of some fellow affiliates who employ the [Google Cash](#) method, but find it not as rewarding as it should be, not because the method itself does not work or the merchant's product is ineffectual, but mainly because their sales process is interrupted by the use of name squeeze pages on the merchant's site. Therefore, it is always wise to test and monitor the conversion rate on a regular basis. Once you detect an unusual drop in sales, check out the merchant site because chances are the merchant has made changes to it.

On the other hand, I have a super affiliate friend who is running an immensely profitable business using [Google Cash](#).

Here are the tips he shared with me on how he manages his business:

1. Sign up for web monitoring tools like <http://www.changedetection.com> or <http://www.watchthatpage.com/>.
2. If there is a change in the merchant site causing your sales to drop, act on it immediately.

Instead of capturing sales when the potential customer is driven to the sales letter page, affiliate marketers are unwittingly sending these customers to name squeeze pages helping merchants build up their *own* opt-in list. Needless to say, these merchants can now use the list for their own marketing purposes.

How Affiliates Can Escape the “Squeeze”

There are several ways in which affiliates can avoid being squeezed by merchants:

1. Capture Own Opt-In List

As outlined at the beginning of this article, affiliates should build their own opt-in list using name squeeze pages on their web site. Once the prospective customer has signed up, then autoresponders can be used to promote the merchant’s product in follow-up emails.

An autoresponder is software that replies to an incoming e-mail instantly and automatically using a pre-written message. There is a myriad of applications where an autoresponder may be used. For example, an out of office notification is one form of autoresponding. Another would be to use it as a quick way to acknowledge the receipt of an email e.g. “Thank you for your email. I will get back to you shortly”.

Free autoresponder software can be obtained from the following sites:

<http://30daysfree.aweber.com>

<http://FreeAutoBot.com>

If the subscriber responds to the follow-up email by making a purchase at the merchant's site, then the affiliate will be paid commission. Otherwise, the affiliates can always promote other products in subsequent emails. The bottom line is, the affiliate is free to do as he pleases – albeit responsibly – with his opt-in list.

2. Alternate Landing Page for Affiliates

Affiliates should reach an agreement with their merchants on landing at a different page without any opt-in page prior to that. This alternative can be used specifically for Clickbank users.

Clickbank (ClickBank.com) is an affiliate program network that functions as a middle station between affiliates and merchants. Affiliates use it because it makes the process of earning commissions completely transparent. Merchants use it because it spares them the task of maintaining an affiliate program. It offers services like compiling statistics and handling payments.

EasyClickMate, on the other hand, makes it very easy to configure multiple landing pages for affiliates (EasyClickMate.Com). Different landing pages can be tailored for different affiliates. For example, not every affiliate prefers his prospective customer to hit on a name squeeze page on the customer's first visit to the merchant site.

Used in tandem, the Clickbank cum EasyClickMate alternative is relatively fuss-free and pain-free for merchants; thus, affiliates should have no problem in getting their merchants in implementing this method. Otherwise, they should certainly opt for other merchants who believe in fairplay.

3. Pay First Buy Later

For this method, the affiliate marketer will receive payment from customers first before buying from the merchant. This option works well mainly with **physical product**, not services.

The obvious drawback of this option is that the affiliate needs to do all the pre-selling and promoting on his website. The affiliate also needs to handle customer requests, refunds, and after-sale services.

On the plus side, the affiliate gets to build up good rapport with his customers and therefore, may use the good relationship to promote future products.

4. Squeeze After Squeeze

Visitors need to sign up at the affiliate site before the affiliate sends the email address to the merchant. This option works well with an opt-in offer at the affiliate site which is related to the merchant product.

For example, if the merchant sells pharmaceutical products i.e. anti-bacterial or skin cream, the affiliate can offer a newsletter on how to prevent a dog attack together with the steps that can be taken when someone gets bitten by a dog. In the newsletter, the affiliate may then soft-sell the merchant products i.e. the cream can be used to soothe and prevent infection at the bite wound.

This method is normally used together with the Pay-Per-Click compensation model, where upon clicking the prospective customer lands on an affiliate page instead of a merchant's. The affiliate will then pre-sell the merchant's product and collect the visitor's email address at the same time through an opt-in offer before subsequently directing the visitor to the merchant site.

This option is win-win for affiliate and merchant because both have the prospective customer's email address. The subscriber also benefits from the information received through the opt-in offer.

5. Loyalty Bonus

This method comes *highly recommended*.

Through this option, the affiliate offers bonus to the customer who buys from his web site. The bonuses offered could be a free e-book, e-zine, or even newsletter subscription, which incurs really low cost.

The bonus is to be given out only when the customer has received the product or service.

Once the customer acknowledges the receipt of product through email, the affiliate can then use the email address to add to his mailing list. At the same time, he can also use it to **check for missing or fulfilled orders**.

6. Affiliate Shield™

Like its name suggest, [Affiliate Shield](#) can be used to ensure that affiliate commission leak does not occur and your rightful earnings do not slip you by.

The [Affiliate Shield](#) provides many features found in other affiliate cloaking software in the market today *and more*. For example, the software

- cloaks your affiliate links
- protects your link from commission thieves
- automatically switches your affiliate links
- detects if the Clickbank vendor has changed
- frees you from cheating vendors & server downtimes.

Most importantly, however, [Affiliate Shield](#) allows you to *bypass the merchant's name squeeze page and go directly to any specific product page on the merchant site*, not the general page with several products. You can also use Affiliate Shield to direct the customer straight to the order page.

Putting a Lid on Name Squeeze

There really is no denying that name squeeze pages, if properly executed, bring significant benefits to both merchant and affiliate.

Let me share with you my experience with a good name squeeze affiliate program.

Last January 2006, I started joining Dave M – InsiderInternetDating.com affiliate program. At that time, my subscriber list was dwindling down to a dismal figure due to a few rounds of consolidating and recovering from service provider transition.

In Dave's dating program, he delivered an e-course that provides newsletter subscribers with unbeatable value-for-money and great content. Therefore, the opt-in rate for the visitors I routed to Dave M was very high. On the day of product launch, the conversion rate from visitors to customers was *astoundingly high*, to say the least!

The conversion rate that I was getting touched 30%, which means that out of every 10 subscribers who opted into his list, 3 purchased the product.

Sales					
	From	Subject	Received	Size	
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sat 3/11/200...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sat 3/11/200...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Fri 3/10/2006 ...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Fri 3/10/2006 ...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Fri 3/3/2006 9...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Wed 3/1/2006...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Wed 2/22/200...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Mon 2/13/200...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sun 2/12/200...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Fri 2/10/2006 ...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Mon 2/6/2006...	6 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/31/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Mon 1/30/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sun 1/29/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sun 1/29/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Wed 1/25/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
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✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Tue 1/24/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Mon 1/16/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Sun 1/15/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Thu 1/12/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Wed 1/11/200...	7 KB	▽
✉	Dave M. Ign...	David Kwan you've just made a sale!	Mon 1/2/2006...	7 KB	▽

It is not my intention here to boast about my sales or prove myself, but to **share some of my pointers** based on my own experiences in choosing a good merchant that uses a name squeeze page as the landing page for affiliates.

Briefly:

1. Sign up to the merchant's autoresponder and read everything that the merchant sends out.
2. Ask yourself whether you believe in the product that the merchant is delivering.

3. Examine the merchant's closing mail and ask yourself again whether you would buy the product after reading the ad in the mail?
4. Reject the offer to test whether the merchant follows up with you after that.

If you keep these pointers in mind, you can be sure that for every visitor you send to the merchant, the money earned will be worth every single cent. For isn't that what being a responsible affiliate is all about?

To end this report, I would like to stress again that not all merchants or websites which employ name squeeze pages are unscrupulous.

Perhaps, to put it more succinctly, the choice is yours:

If they are bad, beat 'em, and if they are good, use 'em.

David Kwan

Bonus 1 : Landing Page Success Guide



Private Label Rights:

No Restrictions Private Label Rights

- [YES] Can be edited.
- [YES] Can put your name as the author.
- [YES] Can be broken down into articles.
- [YES] Can be used as web or e-zine content.
- [YES] Can be added into membership
- [YES] Can be sold in any format.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be given away for free (any
- [YES] Can be sold on auction sites.
- [YES] Can convey (Master) Resell Rights.
- [YES] Can sell Private Label Rights.
- [YES] Can be published offline.

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<http://www.BeatNameSqueeze.Com/bonus.shtml>