HOW TO Write Your Own Lead-Pulling SQUEEZE PAGE

Master The Skills Of Crafting Your Own Web Page That Sucks Fresh Leads Like A Vacuum... Without The OFF Switch!

HOW TO WRITE LEAD-PULLING SQUEEZE PAGES ON THE FLY!

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TABLE OF CONTENTS

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Introduction to Squeeze Pages

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

In stark contrast to undifferentiated, unfocused home pages, Squeeze Pages focus specifically on capturing leads for a newsletter or making sales for a specific product – and make no attempt to give visitors a different option.

Another common word that is often used to describe Squeeze Page, is "**squeeze page**" (or "**lead capture page**" in some circles). A squeeze page is a page designed to get names and email addresses. Usually, however, a squeeze page is usually a smaller type of Squeeze Page, which usually has an opt-in form in sight when the page loads.

So what is important to learn in an introduction to Squeeze Pages? First, it is important to recognize that all successful marketers use these. If you plan to sell a product over the Internet, you will want to use one, too, rather than relying on sidebar opt-in forms and unfocused pages that do not convey a single point and a single call to action.

Another important thing you will want to take away from this introduction to Squeeze Pages is that every Squeeze Page contains the same parts and is focused on a SINGLE goal – getting the visitor to become a subscriber or buyer.

These parts are as follows: an opt-in form (or sales prompt), a brief or lengthy introduction, a picture of the list/product owner, the signature of the list owner, and a call to action (or multiple calls to action).

Determining which model will work best for you can simply only be done through testing. While many boast a conversion and attribute it to the shortness of their introduction

(many will be one short paragraph), otherwise will boast a high conversion rate because they use lengthy, thorough, and compelling copy.

If there is anything you absolutely must take away from an introduction to Squeeze Pages, it is that you cannot create a Squeeze Page or squeeze page that isn't focused.

The Squeeze Page System

The Squeeze Page system provides a uniquely powerful system through which you can derive profit from multiple streams. This article will briefly discusses some of those different streams – and how you can manipulate them.

Let's start with the Squeeze Page itself: all traffic is sent to the Squeeze Page. From there, it will have a number of options, depending on what you have given them. Many marketers suggest that your Squeeze Page should always be an opt-in form. Others will suggest that it should simply be a sales page.

Whether it's a free newsletter or a product for sale, the Squeeze Page system you create should include a "one time offer," which will compel them to take action – subscribe, buy, etc.

Once they subscribe or buy, the Squeeze Page system you create should then re-route them to a thank you page, which opens up more means through which you can up-sell. One quick way to up-sell is to simply include advertisements on your thank you page for related affiliate products or for your own products. Here, again, you will want to give them a one-time offer.

Also, if you haven't yet asked them to join your mailing list, this is where you should do it – on your thank you page. Once they opt-in to your list, you now have a whole new option you can use in conjunction with the Squeeze Page system to generate revenue.

One such option is selling ad space in your newsletter or e-zine. The more people you have reading your newsletter, the more you can generally charge for ad space; however, you will want to avoid overselling to your list to ensure your advertisers actually make money.

Your next option is to endorse a product as an affiliate. You can tell your subscribers how someone has just created a brilliant product – and you can offer it to your
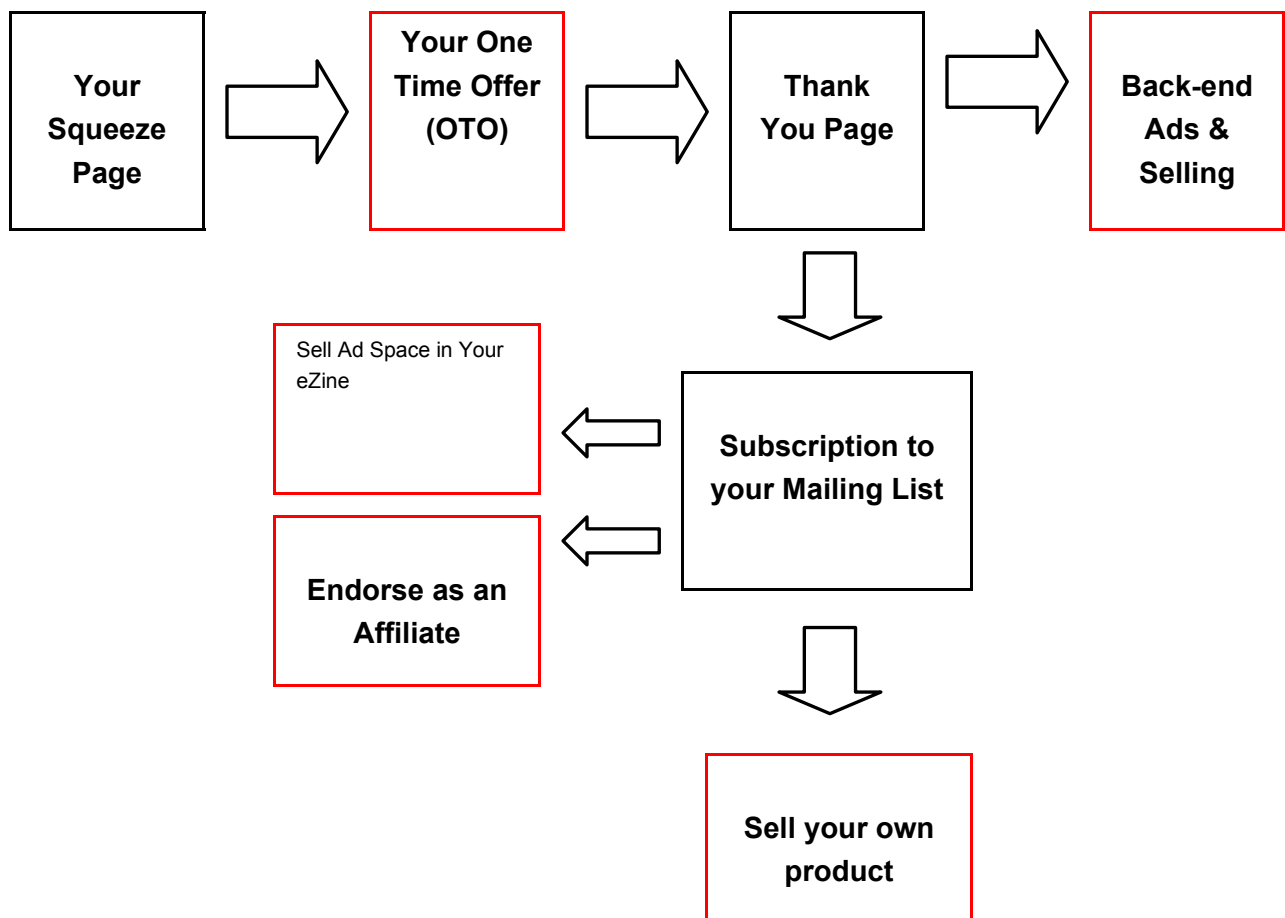
subscribers through an affiliate link. You may even want to use other products you have has bonuses to give them something extra.

The last and most profitable way in which you can generate revenue through your newsletter is by creating and selling your own products to them.

It is important to note that you don't have to use all of these means to generate revenue; however, the more you use, the more you earn in general.

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│   Your   │        │ Your One │        │          │        │ Back-end │
│  Squeeze │  ===>  │Time Offer│  ===>  │  Thank   │  ===>  │  Ads &   │
│   Page   │        │   (OTO)  │        │ You Page │        │ Selling  │
└──────────┘        └──────────┘        └──────────┘        └──────────┘
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┌──────────────────┐                   ┌──────────────┐
│ Sell Ad Space in │       <===        │ Subscription │
│ Your eZine       │                   │   to your    │
└──────────────────┘                   │ Mailing List │
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│  Endorse as an   │                         │
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                                       │ Sell your own│
                                       │   product    │
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What You Need Before Getting Started on Your Squeeze Page

Before you get started building your Squeeze Page, you will need a number of things to a) make your offer actually have a point; and b) facilitate the creation of your Squeeze Page.

One thing you absolutely must have before you get started is an auto responder. Without any auto responder, you are tossing potential bags of money in the garbage. Rather than creating a relationship with customers and potential customers – and giving yourself the opportunity to attempt future up-sales -- you're allowing them to leave and never return.

In addition to an auto responder, you will need to have an actual offer that people want to buy. You may want to develop a product, such as an E-Book or a piece of software.

If you don't have the skills to do either, you can always hire a professional to do it for you through Elance.com or Guru.com. You will then either want to sell this product and attempt to get subscribers from your thank you page – or you will want to get subscribers by offering the product for free (which is what many Internet marketers now do).

Another thing you absolutely must have before you get started is a check out service. You may want to consider Paypal, Click Bank, or 2 Check Out. All of these services will allow you to make transactions quickly.

Another thing you must have before you get started is a set of graphics, which usually includes a graphic header, a check out button, background wallpaper, and a half-decent picture of yourself. You can probably provide the picture of yourself, but you might want to hire a professional to do the rest.

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