

Squeeze Page Success Guide



This Report is Part of the [“Squeeze Page System”](#).

“Everyone Knows That To have a Successful Online Business You Need to Build Up Your List Quickly”

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Read this Report and put it into Action Today!

Congratulations!

Hi my name is Leona L

Thank for downloading this report. You Now Own certain Rights To This Report! You have the right to sell it or pass it on as a Free Report on to anyone and use it to build up your list.

But to really benefit from the Report you should get the Rebrandable version of this report that automatically comes with "[The Squeeze Page Success System](#)"

The Rebrandable Report allows you to embed your affiliate links. So when someone purchases through your link you will get the credit for it.

This is the easiest way to get started on the web. By carrying out the tasks described in the "[The Squeeze Page Success System](#)" you will discover a key technique of Internet marketing. So you will be earning while you are learning!

This basic principle can applied to anything including physical products. But, you must get started and that means taking ACTION NOW. A lot of people surf the web and collect eBooks but never invest in a domain name or website of even attempt create their own products. Don't be one of those people!

It is a bit like learning to drive a car. At the beginning, there is so much to learn and do that it seems impossible but after awhile you don't even have to think about it. Well, it's the same with internet marketing.

["The Squeeze Page Success System"](#) gives you a product to sell and explains and shows you the technique by video tutorial. So you can watch over my shoulder...click-by-click. It is an easy way to get start on the internet.

The Squeeze Page Success System Video Edition

Simply use it to discover how easy is to set up your own Squeeze Page. Once you understand the process you can apply it to any product or service. Comes with the Rebrandable Report and Video Tutorials.

[Click here now to download your own copy of the Squeeze Page System and use it to increase your web income](#)

\$ \$

Start today!

**Learn How to Create a Never ending Income Stream
For Yourself and your family**

Access valuable information, products, videos, tutorials and web tools that will show you step-by-step how you can do it for yourself.

Just imagine...

- You paying off all your debts and mortgage
- You working from home in your pyjamas!
- No more traffic jam in the early morning rush hour
- Sacking the boss!
- Retire in comfort
- More time with your loved ones
- You and your family going on that fantastic holiday
- No more having to count the pennies before buying anything

So, do you have the will-power and desire to get off your behind and get behind a computer screen and tap yourself a fortune?

Surprise yourself, family and friends when you drive up in a brand new car, (eco-friendly of course!) and invite them to a house of your dreams!

Click here to get started today!

\$ \$

If you are a beginner this is the ideal opportunity to learn for very little investment.

**“Give a man a fish... you feed him for a day.
Give him the tools to fish you feed him and his family
for life.”**

I sincerely want to help you to get started; I remember not so long ago when I got in to internet marketing it took me a while to get started, because there was so much unfiltered information – it was overwhelming. So, resist downloading too many e-books. Because, you will spend your time just sorting them – not even reading them!

My advice is to get started now, there is no better time. All the tools here are proven to work. You are reading this now, are you not?

Don't wait for the right moment or for the next best thing otherwise the most important asset you have – TIME – will slip away.

Learn to promote the e-books products and set up Squeeze [ages then progress to mini- sites, slowly but surely money will start to roll in!

You NOW have the key to successfully promote ANY product - with a Squeeze page.

To your success!

Leona L

Do you have the right Mindset for the Web Business?

[Find out how Real the Big Earning Gurus make their money,
so you can do the same.](#)

[Listen to free samples how it could be you!](#)

Get Started In 3 Steps

Step 1

Make sure you have downloaded everything from the Download Area. The Videos will take some time to download. If you are on dial-up it could take several hours. Use a download manager and schedule the downloads overnight, and set option to shutdown computer once it has finished.

Step 2

Watch the videos in order:

1. Join [Clickbank](#) – in order to get your Nickname so you can embed it in the Giveaway report and earn commission from its sales via your link. The more you can distribute the report the more chances you will gain sales.
2. Rebranding the Report – there is an instructional PDF as well as the video. It is simply the case of dragging the Rebrandable PDF into the rebrandable and saving it. You instantly have a monetize Report.
3. Registering a [domain name](#) – This is important you need your own web site - regardless what other 'gurus' say
4. Get the [right web host](#) from the start – if you use free or cheap web sites you will not succeed. Would you trust a publisher that can't even be bothered to invest in his own web space?
5. Sign up to [GetResponse](#) Autoresponder service to handle all your email marketing and as a tool to give away your free report and to build up your list of potential customers
6. How to paste in the form code from Getresponse in the templates exactly
7. Getting the form code from GetResponse and using it with a download page.
8. Changing the default settings in GetResponse and customizing to your own preference. Double opt-in and quick free report giveaway.
9. Create your own free PDF report on any subject – this can be done for free and very easily. See Step 3.

Step 3

While you are building up your list, you need to start to find products to promote from Clickbank or create your own product. Create a PDF report for each product.

Initially, promote Clickbank products and learn how other publishers format the sales pages and go through the process of ordering and copy those with good techniques and tactics.

Ideally, you should try to upsell your products and offer more relevant products. This is where having your own product comes in handy. Don't be afraid if someone has already has a similar product to yours – just make yours better or offer a different take on the situation.

Understanding the Benefits of Building an Opt in List

When it comes to marketing on the Internet, there's no better way to virtually guarantee your success than by building a loyal, targeted database of opt in subscribers.

Once you have a list... you own it! Nobody can take it away from you. There aren't too many other business assets you can say the same holds true.

For most businesses, you can quickly see a dramatic turn in sales and/or profits - virtually overnight - if big competition happens to settle into your market. It happens everyday... in every niche imaginable.

But once you build a list of "permission based" opt in email subscribers... it doesn't matter how much competition you have in your niche market. You've already built a rock solid foundation - a strong customer base eager and willing to hear from you over and over again.

So... what does that mean for your profits?

That means you can send targeted offers to your list on a regular basis – whenever you want – as often as you want – and there's nobody stopping you! You have full control.

What types of offers? Let me explain....

As they say, there's more than one way to skin a cat. On the Internet... there's certainly more than one way to make a great living – a very comfortable living generating a substantial income each and every month.

And my personal favorite tool for generating income... **Email Marketing!**

Email marketing all starts with building a loyal, targeted list of opt in subscribers within your niche. Once you have that loyal list... your opportunities are endless.

- You can promote your own products.
- You can promote affiliate products.
- You can promote a new service.
- You can do all of the above... **and more!**

Unfortunately the subject of email marketing can become extremely complex. Therefore, entire books and multi-media courses have been written and produced on the subject. So, the actual topic (as a whole) is outside the scope of this guide... but we'll briefly touch upon some important and interesting (and very profitable) points.

The truth is... I can send an email to any of my lists any time I'd like and know **with almost 100% certainty** that I'll see a profit from that email.

How do I know? Because I continue to market to many lists I've built over the years on a regular basis. And they all continue to make me a generous income - month after month after month....

I bring up this point because I want you to understand just how important it is to start today – building permission based email lists – and focusing the majority of your online efforts on this one extremely important marketing tool.

- Suppliers will come and go.
- Products get discontinued everyday.
- Search engine ranking fall off the charts without warning.
- The list goes on and on...

There are dozens upon dozens of variables that can affect your business - and ultimately your profits - that are unforeseen and totally out of your control.

But if you focus your efforts on building a list in your niche... none of that matters. Your list is yours and yours alone! It will make you money week after week.

It's golden... It's priceless... Your biggest asset... and you need to treat it that way!

That's why "**Squeeze Pages**" have become more and more popular on the Internet these days. We see them all the time – in every niche market.

You land on a website and what do you see? An offer for a freebie

- a free trial
- a free download
- a free sample
- a free subscription

Ironically, just enough to wet your whistle and hopefully entice you into wanting more – a lot more – usually with a price tag of course.

And that's all good! Really...

But there's actually a better way of doing things... A smarter way... A more lucrative way!

Imagine enticing a customer to opt in for an offer of yours – perhaps a freebie – and then not looking for an up sell to the "premium" version or full membership price, etc.

Stupid idea eh? Well...not so fast my friend....

If, what I previously mentioned is true and your list is your greatest asset, then why not treat it that way. Why not INVEST in your opt in list. Why not nurture it in a way you'd nurture your biggest client?

- Give them freebies with no strings attached!
- Let them enter special promotions (without any type of “sale” in mind)
- Provide them with real, resourceful information – FREE!
- HELP them succeed or solve their dilemmas just as you’re trying to do as well... with no strings attached.

Don't you think that could lead to a list of opt in subscribers eager and willing to listen (and act upon) information (and offers) you subtly provide via email in the future?

You bet it would!

Selling online is like dating. You don't start out in bed. You grow and nurture a relationship – taking one baby step at a time. You don't ask to meet his/her parents on the first date... right?

Well the same concepts hold true when selling online. You have a much greater chance of making money from your list if you nurture and truly care about that list – **TRULY** care!

If you start by building relationships with your list they'll look forward to hearing from you - again and again.

And that's when you'll really start seeing your profits soar!

- **You can provide periodic emails with your unbiased opinion about certain products you've used or recently discovered that might benefit them in some way. Of course, you'd have your affiliate link embedded in the offer just in case a few might want to purchase the product for themselves.... CHING!**
- **You can begin creating your own information products and offer them a discount for being a part of your list of loyal customers... CHING!**
- **You can offer your services at a discounted rate for a limited time to subscribers only... CHING!**
- **You can inform them about new promotional materials you have for your affiliates (who... by the way earn 50% of all sales they generate) and if anyone is interested they can sign up and start promoting some of your products and services... CHING! CHING!**

I hope you get the point I'm trying to make here... if you don't approach your list as simply a list of names ONLY there to make you money... but on the contrary you develop a relationship with your list and truly work on helping

THEM achieve their goals as well... chances are you'll have a goldmine of opportunity at your disposal – your greatest asset – a responsive, targeted list eager and willing to spend money with you at will.

Building Your List Via An Effective Squeeze Page

So, now that you know why building an opt in list is so vital to your online success, let's talk about the most effective way to start building your list as quickly and as efficiently as possible.

The use of Squeeze Pages...

There are “right” ways and there are “wrong” ways to approach an effective, profitable squeeze page design.

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The TOP 10 Stupid Mistakes Most Internet Marketers Make Regarding Their Squeeze Pages... And What You Must Do EVERYTIME To Guarantee Your Opt in Success!

1. **Create Urgency/Fear In Your Headline** – When writing an effective headline for any squeeze page, it's imperative you create urgency and/or fear. Remember, a squeeze page is not meant to make a sale... it's meant to acquire an email address... period! For example:

Urgency:

- *As part of this special 48 hour marketing test...*
- *For the next 10 subscribers only...*

Fear:

- *If you fail to read this report, you have a 90% chance of never being able to.....*
- *Statistics have now shown that children can also be seriously effected by.....*

2. **Provide two opt in forms on every page** – You'll increase your chances significantly if you provide two opt in forms on your squeeze page. One form should always go in the top fold of the page (left or right) and another at the very bottom of the page as the last element of the page.
3. **Use a “graphical” opt in box at the top of the page** – This has been shown to increase my squeeze page opt in rates by as much as 39%. Naturally, your sales copy will most dramatically affect your percentages... however by simply providing this additional graphical component on your page you have a much greater chance of increasing your overall opt in rate significantly.
4. **NO External Links** – This is where many folks fail! Again, this is a squeeze page with one sole purpose – GET THE EMAIL ADDY! Never place external links on your squeeze page. You can sell later. For now... no links! **Two options:** Leave or subscribe.
5. **Never ask for more information than is absolutely necessary in your opt in form** – I see it time and time again. Name, address, phone number, best time to call, how you heard about us, marital status, shoe size, etc, etc... Never ask for anything more than name and primary email address. That's it! You'll drastically reduce your subscriber rates once you start asking for anything more from a customer (and frankly you don't need anything more).

6. **Always provide your name and email address at the bottom of your squeeze page** – In recent tests I've conducted with my own squeeze pages, I found a 3% to 8% fallout rate when I removed my name and/or email address from the bottom of a squeeze page. For optimum subscribe rates, include this information **EVERYTIME!** Personalization is a must.
 7. **Less Is More** – Don't confuse or over-complicate your opt in offer. Keep it short, sweet and to the point. Too many times a squeeze page is far too long and confusing. Explain the benefits to your offer and that's it. **LESS IS MORE!**
 8. **Privacy Policy** – It's imperative that you place a brief (small and subtle) statement directly under your form subscribe button letting folks know you won't rent, sell or share their personal information with anyone. Privacy is a major concern for most people and by simply displaying this privacy message directly under your form will significantly increase your subscribe rates.
 9. **Professional Graphics** – Never use a cheaply designed e-cover or amateurish looking software box with your opt in offer. Nothing turns away more customers than cheap looking cover graphics. As they say... a picture says a thousand words... so make sure those e-covers are eye-popping and captivating! It will definitely pay off in the long term.
 10. **Test...Test... and Test Again!** – You can always increase your subscriber rates... **ALWAYS!** Until you're getting every single visitor who lands on your squeeze page to opt in to your list there's always room for improvement! Never stop testing.
- So there you have it. Building your opt in list of targeted subscribers should be your first and foremost task online.
 - To build your list quickly and efficiently, set up your squeeze pages using the 10 tips we've discussed above and you're virtually guaranteed success.
 - Use the two professionally designed pre-built templates from Module 1 of this package and you're already 10 steps ahead of your competition.

Resources

If you are serious about setting up “shop” as a Web Earner then you need the right tools. You would expect a mechanic to have the right screwdriver, wrench, and be competent. Then, you need to have the tools and understand how to use them...without them you are not even a contender. Take it seriously – and it will pay you back in rich rewards BUT if you are treating it like a hobby then you are paying for the experience.

The problem when starting out is which service provider to use. I wasted a lot of time comparing reviews and prices, as everyone does. But I just wished someone said, “Look, just sign up to these service and get this and that, and you are set.”

It would have meant I would have started earning sooner!

So here are my recommendations. I have used them all. They have worked for me and they should be work for you, too.

Beware of over analyzing or you will never get started. I know – I was like that!

I never fully understood until now when all the gurus and experts say “just do it” or “take action”. It is not until you actually go through the process from start to end will you appreciate how all the pieces fit together.

So, if you are new to this, I urge you to use the [“Squeeze Page Success System”](#) to get yourself set up; because it covers all the important elements...

... you will go through the process of buying a domain name and hosting, an auto responder service, understanding the use of the sales page and the writing style, the use of the opt in forms, how someone is added to your list and simultaneously shown the thank you page or the destination page...

Just have a budget in mind and the MAIN features you NEED.

Yes, I have compared hosts, “look that has 10Gb more but less bandwidth, but the other host offers unlimited domains, etc..” **The fact is normally you never use up the web space and the bandwidth.** By the time, you KNOW you need more of everything, you would have a business bringing in tens of thousands of dollars a week – and price will not be an issue...by then you would have a dedicated server.

Domain Names

My advice is to have your domain name separate from your hosting, so your have complete control.

[Godaddy](#)

They are the biggest domain name registrar in the world. They got there by offering good deals. They also offer cheap hosting – ideal for beginners, but they do have some limitations when it comes to installing scripts...you will want to want to add/change to a host like Hostgator.

[NameCheap](#)

This is an easy to use domain registrar. Prices are good and their DNS system is instant. So, you can buy a domain name then change the name server address to your hosts and set up an account at the web hosts. Your domain will be alive by the time you typed in the URL in your browser.

Hosting

[Hostgator](#)

A very popular and reliable Linux service, uses industry standard Cpanel – which means you can use all the best scripts available for Web Marketers. Has FrontPage extensions if you really must use Frontpage! Good support .

If you choose the wrong host you will waste a lot of time trying to make things work, and it will end in tears of frustration. I know, I have been there.

[Host4profit](#)

This is hosting has all the features all web marketers requires and more, it is also part of the [Warrior Forum](#) – this is THE forum for all marketers. You MUST join this forum. Includes Plug-in sites...sites that are ready-made for you. You will get lots of support here.

[DreamHost](#)

A well respected host and employee owned and GREEN. They are carbon neutral... that doesn't stop them offering excellent hosting deals. No Risk 97-day money back deal.

Looking for a reliable Auto Responder?

There is no point in having a squeeze page without linking it to a decent auto responder service. The most important factor is deliverability and usability. Look beyond the price and the sales patter. Only large operators can survive in this market and you want to deal with the best - as your business depends on their quality of their systems. There are only two worth recommending...

[GetResponse](#)

Unique features allows you to assign your own domain in the email links and accepts single opt in (handy feature to collect emails from customers when a sales has occurred and if they already have been through the double-opt in process.

[Aweber](#)

Another firm favorite with all marketers. A Host of features including automatically producing popup and popunders when you create the form for the opt ins. But only allows double opt ins.

The above services [GetResponse](#) and [Aweber](#) are the only one you should consider. There are other services but don't be dazzled by all the extra features you won't use.

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Tracking Solutions: to monitor performance

It is vital that you track everything link that is clickable and every web page. If you mean to make money you need to know what is working and what is not. Warning – make sure you have the right web host – you will need MySQL and PHP...check out the recommended hosts.

It is important to track and test and test and keep testing... otherwise you are throwing money down the drain...

DIY TRACKING – SOFTWARE YOU INSTALL

[Adtrackz](#)

You have to install this software on your website. You can track, cloak, make sticky, split test. A good all rounder. Comes with helpful installation instructions. I use this to track my squeeze pages.

[Splitting Analyzer](#)

This tool provides more detailed analysis of what you are doing. You can test headlines, subhead lines, colors, fonts, images etc.. This is another essential tool of the trade.

SERVICED TRACKING – SUBSCRIPTION

[HyperTracker](#)

This is a service you can use to track all your campaigns with ease. No need to install any software it all works from their servers - so it can save you a lot of time and money. All you have to do in to place a bit of code onto your page you want to track – allowing you to tracks clicks per page or calculate the cost in a pay-per-click campaign. [14-day free trial to test it out.](#)

[AdMinder](#)

This is similar service to Hypertracker, also offering 14-day Free Trial

My advice is to sign up for BOTH the Free Trials and place the codes on your squeeze pages and test the services out. Only then... can you compare usability and quality of information. So set up your squeeze pages now on your website.

All-in-one Solutions

If you want to have everything in one place then you need to have the best Shopping Cart System.

Don't get these confused with other "Shopping Carts". Here you can sell your Digital and Physical products, **AND** build up your mailing list using their Auto Responders.

You need to link up with Paypal and WorldPay and other Merchant Services. You want everything to be automated... that's how it should be...leaving you time to make more money or spend it with your family

So, when a purchase is made - your customer is AUTOMATICALLY switched across to another list – so you can send out TARGETED messages to people who have brought form you and those who are still looking.

[MarketersChoice](#)

All the web tools you need in one place. You can have as many websites that you want linking it to the Shopping Cart and have UNLIMITED Mailing Lists. You don't have to install any software on your web site all you have to do is create a sales web site and when the Order button is click then customer is taken to the shopping cart area - then your customers can download your eBook via a encrypted link. The site has been mad little more user friendly, but still can overwhelming for beginners.

[Third Sphere Host](#)

This host has it all ...it combines the tools of Marketers Choices with web hosting. At a very reasonable price. It does offer some very handy scripts that only work its site. It has the famous PDF on-site branding script for you to create your own viral PDFs. (Learn more about [creating PDFs here](#))

Earn while you Learn

[Web Master Skills Tutorial Videos](#)

Everything you need to know to be a successful Web Earner. These Step-by-Step Videos will show you the fundamentals all Web Earners should know.

Watching and learning from Videos Tutorials is fun and easy.

So, you don't have to be an expert, but you should at least know how to change a few line of text on a web page.

It's important that you invest in these Tutorials. Everyone else has a set, you will be at a severe disadvantage if you knowledge base is lacking.

If you want to get started quickly

[Sitesell](#)

This is a major site by Ken Evoy. An early pioneer of making it easy for any business to have a website and providing tools to start promoting and driving traffic to it. An incredibly comprehensive package aimed at business owners. Serious consideration for beginners!! Do not underestimate this program. Follow their plan and you WILL get the traffic. Go to [Warrior Forum](#) and search for "sitesell" – and read their comments...

This system has all the tools in one place and you get everything...domain name, web space, form building, tracking, Google submission, forums, newsletters, blogs, e-commerce etc... all totally integrated. Don't go round the houses collecting tools and software when SiteSell has it all. Backed by 100% Money Back Guarantee. –

[Case Studies](#)

Essential Key sites you NEED to join...

[ClickBank](#)

The world's biggest ebook seller with affiliate program attached. Giving you access to a huge "salesforce". And pays your affiliates for you,

[eBay](#)

the world's biggest auction site. You need to find out how to use ebay to promote your products.

[Paydotcom](#)

An affiliate scheme links up with your paypal account. Here you pay you own affiliates. A lot more flexible than ClickBank. Many vendors have accounts both with CB and PDC.

[Paypal](#)

World's largest 3rd party payment processor for web products.

Essential Web Tools and Software...

[Audacity](#)

Audacity is free, open source software for recording and editing sounds. Make sure that you get the free [LAME MP3](#) encoder so that you can export/save files as MP3.

[Camtasia](#)

Produce your own screen capture videos to promote products.

[Other web tools](#)

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Interesting way to learn...

I hope you agree that Discovering the secrets from Guru Interviews Audio is very convenient as listening to the radio leaving your hands free to do other things. But, a lot of us also find going to seminars very helpful too. As you can see and hear from a real person. In fact, these short seminars are quickly booked up and sold out in hours as the demand is so high, for obvious reasons.

However, not everyone can afford to take the time and cover the travel expenses to attend a LIVE Internet marketing seminar.

But, here is the next best thing to being there...

...I would like to introduce to you to Derek Gehl, if you don't know him just [click here](#).

Now, you can attend Derek's ENTIRE two-day Internet marketing "bootcamp" seminar -- right from the comfort of your own living room!

"*The Internet Millionaire's Protégé Bootcamp Videos*" package contains **6 DVDs with over 7 hours of LIVE video footage** from Derek's wildly popular Internet marketing "bootcamp" seminar...

... PLUS, an accompanying **167-page online-profit-planning workbook** that walks your customers and subscribers through how to implement Derek's moneymaking strategies, track their progress, and MAXIMIZE their online profits!

This **strategic video series** teaches both Internet newbies AND experienced business owners...

1. **Where to find FREE tools and resources** they can use to easily build a website in less than a few hours -- *even if they have ZERO web design experience...*
2. **How to develop a brand new product** (for FREE!) in less than 2 weeks...
3. **How to explode an EXISTING Internet business** by driving 1,000s of buyers to your website using FREE and dirt-cheap traffic strategies -- *and convert these visitors into paying customers instantly...*
4. **The secrets to growing an opt-in list like CRAZY** -- even on websites that get almost NO traffic...

5. **How to score a top ranking in the search engines and directories** like Google, Yahoo!, AltaVista, ODP, AllTheWeb, and Ask (just to name a few)...
6. **The #1 research tool for finding NEW lucrative business ideas** that absolutely NO Internet business owner can afford to be without, *and how to access it for FREE...*

... Plus TONS more!

The stealth Internet marketing strategies Derek reveals on these DVDs have already helped 1,000s of REAL PEOPLE grow successful Internet businesses that are generating \$50,000 to \$500,000 per year (and more!).

SO whatever business you are in Estate agent, Selling property, Financial adviser, on-line or off-line retailer, Web Earner, Affiliate marketer, service provider, catering, hotel, restaurant, Musician, Dancer, Writer, etc... you can apply these same fundamental principles to your advantage today...

...[Click here to discover how you can boost your business and earnings.](#)

Disclaimer.

There are many web tools you can use to help you to gain extra customers. Making a living off the web requires dedication, persistence, and a willingness to learn. There are no guarantees concerning the level of success you may experience.

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If in doubt seek professional advice.