

**Creating Effective Squeeze Page**

# **Just the Facts, Ma'am: Creating an Effective Squeeze Page**

**By Dennis Becker and Rachel Rofe**

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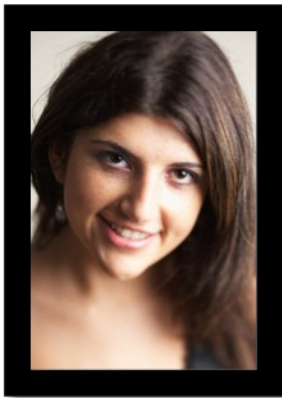
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## Introduction

Internet marketers love repeating the phrase, “the money is in the list,” and creating an effective squeeze page is your number one line of defense against weak and feeble lists. Before you attempt to bulk up your business via your name squeeze page, you need to understand its purpose.

Nearly all Internet marketers know what a squeeze page is, but they are doing a terrible job at creating an effective landing page for users to quietly rest their information. This report will teach you how to capture and build a top-notch list by using just the facts on your squeeze page.

## Why Use a Squeeze Page?

First and foremost, you need to know why you have a squeeze page and what you are wanting to get out of it.

Research has shown that most Internet users are not likely to make a purchase the first time they land on a site.

So, rather than losing potential customers who flock elsewhere browsing for the perfect bargain, a squeeze page provides you with the opportunity to politely ask permission to follow up with your online window shoppers.

## How Do They Get There?

The most effective squeeze pages use enticing emails to drive traffic to the sites. The emails are sent either by the product owner promoting a new product or joint venture partners.

Essentially, the email drives ready-to-sign-up traffic directly to the squeeze page. If you did your job as a copywriter (or hired a copywriter to write effective copy), then the email should have done a thorough job at describing in detail exactly what the reader would get when clicking the site link.

Even though it creates an extra step, the pre-sell email is an essential step to your conversion rate. Many savvy marketers will tell you it's not

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necessary. However, this slight inconvenience isn't enough to deter those already sold on your product.

Best of all, it separates users into two lists: the interested and the non-interested parties. That way you capture an audience willing to learn more about what you are selling.

### **What's in It for Me?**

All right, you know how to get readers to your squeeze page, so what do you do with them once they get there? You learned above that an effective email campaign should explain in detail what the reader should expect upon visiting your landing page.

So, there is no need to explain it again, right? Your squeeze page should be precise, to the point, and filled with facts, not fluff. If you get too detailed, you are creating another sales page. The most effective method for creating a squeeze page is through use of bullet points.

Generate a list of 3 to 4 essential facts about what you are trying to sell. Readers are crunched for time. They want to immediately know within 3 seconds, "what's in it for me?" and, "how much will this cost?" If you don't give them this, you lose them.

Essentially, your squeeze page should have enough detail to get readers to opt-in and not a breath more. It's most effective purpose is to gain permission to continue your sales conversation. Once you have this permission with your opt-in list, you can really start selling your product.

### **What's on the Other Side?**

Readers are drawn to your squeeze page for a specific incentive. They signed up with the intention of receiving something in return.

What are you going to offer them? In your initial email campaign, make an offer that entices them to sign up. Write a free report, give away an eBook, a free downloadable podcast, or some other source of digital media that will provide useful information specific to your business while getting your reader to opt-in.

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The purpose here is to draw them in and keep them so interested in receiving whatever enticing information you offered that they don't think twice about opting into your list.

The next step is the your follow up squeeze page. It is the page your viewer sees once he or she has opted in to your email list. A very powerful tool is to use the information provided on the follow up page. Personal data used in the form can be used directly in the copy on the next page.

For example, if your squeeze page is for a site selling educational aids for children, you may ask the age and name of the viewer's child. The following squeeze page can then directly take that data and write it into the sales copy. This can be done so that your reader does not consciously recognize the copy has been personalized for him. Then you avoid any accusations of blatantly hooking them into a product.

## How Do I Make This Easier?

You don't have to generate tons of pages with links in order to produce an effective stream of squeeze pages. Software is available to generate these types of squeeze pages for you. This software is great if you don't understand how to set up coding that tells pages to pass along certain variables from one to another.

WordPress Squeeze Page Theme is a great squeeze page generator. It is easy to use and is recommended by many top Internet marketers.

## Conclusion

It's no secret in the Internet marketing world that list building generates money. Is there any better way to turn a profit than to build a list of people who have in some form or another said, "You advertise a great product. I ordered from you previously and may do so again"?

Ah, so you can cater to the needs of those who already show great interest in what you have to offer. And to think, it all begins with a simple squeeze page with just the facts, ma'am.

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## Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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