Squeeze Pages Made Easy

by

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Introduction

Building a squeeze page is not something to be taken lightly. Sure it is a simple webpage with a limited amount of copy, that's written on the page.

But, it is a powerful page… if you create it correctly.

First thing we need to talk about is, what is a squeeze page? (It is also referred to as a Landing page.)

A squeeze page is a webpage that serves one purpose. To get people to exchange information for the promise of a free gift.

Normally this information is their name and email address. You can ask for a lot more information than that but I would suggest not doing so. People are hesitant to give too much information online… especially to someone they don't know and trust.

Why do you want their information?

This is how you build a list.

Once you have a list then you have options to make some money from that list. You can send them to your products or if you are an affiliate marketer you can send them to other people's offers.

Real quick. Once you have a list I urge you to not just send offers. You will be better served if you actually communicate with them. Send them emails that teach them something about the niche you are in. Send links to articles you think they would enjoy reading and learning from.

If you can be their "Friend" then they will be much more acceptant of any offers you send their way.

3 parts to a Squeeze Page

Now that you know what a Squeeze page is and why you need one let's get into what you need to put on the page to entice the prospect to give up their information.

It's pretty simple. Just 3 parts to make a great Squeeze page.

1. Picture
2. Headline + Sales Copy (and/or use bullets for the benefits)
   a. This is where you tell them about the free gift they will receive if they put in their information
3. Call To Action
   a. This part contains the AR form that will collect the prospects information
      i. Need to add the code from you AR service

Part one

The picture. This has to catch the prospects eye and get them to look at your page. It could be a picture of the beach…

Or a kitten stuck in a cage…

Or it could be something more artsy like this picture of a road going to nowhere.

The point is this. Whatever picture you think will draw the prospects eye to your landing page then use that one.

One note to make here. Make sure it is tasteful and refined. I have done my research on this, and trust me, keep it clean, demure, and classy.

Part two

You are not creating a sales page here. This is just a short bit of persuasive copy that will trigger a response in the prospect, to learn more about what you're talking about.

A big factor in triggering that response is offering a free gift in exchange for their email. Be sure it is a valuable gift, you know, something that people would pay money for, and be sure to tell the prospect it's free.

Headlines are very important. So pay special attention to what you are going to say… it's the first thing the prospect reads.

Here is what I use to make a headline. It needs to be 1 or more of 4 things (all 4 would be great but it is hard to do)

1. Useful
2. Unique
3. Urgent
4. Ultra-specific

Useful

So what does that mean? A headline must be useful….

It needs to tell you exactly what is going on… "Lose Weight Today By Thinking Positive"

Or point out the emotion that is going on in the prospects brain… "Rejected Again! How To Talk To The Girl Next Door!"

Or tell the prospect to Look Here For The Answer… "Discover the #1 Reason Why…"

Unique

What could you say in the headline that would make it unique and stand out from your competition?

"The Secret The Ancient Romans Kept Hidden For The Last 1000 Years Until Now"

"115 Year Old Man Show His Routine To Regular Sex"

"Dolphins Talk and So Does This Undercover Video Marketer"

Urgent

If you can create a sense of urgency with your headline. Make it so the prospect has no choice but to read the rest of the message.

"3 Day Until It All Goes Away…"

"Tomorrow Will Be Too Late"

"You Must Read This Now!"

Ultra-specific

"5 Things You Can Do To Get Rid of Face Wrinkles"

"Facebook Hacks To Get the Ultimate Custom Audience"

"Do This One Thing To Grow Taller"

As you can see in several of these headline examples I used numbers. Numbers work great for catching the eye of the prospect. And, it gives them the idea that it is only "X" steps or idea to get what they want.

Now that you have the headline written you need to add some more copy to persuade the prospect to put in their information.

Like I said this is not a sales letter. Just a sentence or two of copy will suffice here.

"Millions of people just like you are suffering from Obesity. Grab your free report on how to shed those unwanted pounds with the Power of Positive Thinking"

"95% of Internet Marketers never make a penny online…"

"Find out how to avoid the single most common mistake that prevents most people from ever making money online"

Part three

Call To Action.

I have said this many times before and let me say it again.

The human brain cannot multi-task. It can only focus on one thing at a time.

And, because you created a landing page with an eye-catching picture, and your persuasive copy has them interested... well, they are stuck, they don't know what to do next.

This is where you basically "slap them upside the head" and tell them to enter their email… into this box… and hit submit to get their free gift.

If you don't do this then a lot of people, won't do it. It's ok to tell them, they want the free gift, they want to know more… so just tell them what to do.

Let's talk about that form on the Squeeze page. The one where they enter their information.

This is a form you will get from your Autoresponder Service. You will go to their site, sign in, and setup a form that will collect information like the prospects name and email.

Once you have that form created the Autoresponder Service will supply you with a code to put on the webpage. This will collect the information and put into the database you have with our AR service.

We will talk about this more later if you do not know how to put the code on your Squeeze page.

There you go, the 3 parts to a Squeeze Page. Go look around and check out landing pages on the internet, and see which ones appeal to you. Then create your own landing pages using those other ones as inspiration. I know you can do this.

What do I Use To Build Squeeze Pages?

Have you ever been in the cookie isle at the grocery store?

There are too different brand of chocolate chip cookies to choose from. I lost count on how many different kinds of Oreo's there are.

The point is that there are way too many different ways to build a squeeze page.

I just did a search for the phrase "create a squeeze page" and got back 79,700 results.

Let me go over a few of the most popular one here.   Most services are pretty much the same and are pretty easy to use.

Use a 3rd Party Service

A big name in Squeeze Pages is LeadPages.net

Here is a quick list of their features.
1. Complete hosting of the pages. This means they will host the page on their site and you don't even have to have a webpage or hosting to take advantage of the benefits from collecting a list.
2. Digital asset delivery.   They will deliver the free gift for you
3. Redirect traffic is your Squeeze page information has expired
4. Borrow "Best of" templates from other Leadpages customers
5. Easily duplicate you Squeeze pages
6. And more

Like I said, with Leadpages it's really easy to create your Squeeze page. In fact there are only 7 steps that you need to take to do this.

note: this information and the pictures are taken from Leadpages.net. I in no way own the images nor am I an affiliate of Leadpages.net

1. Select a template from a large list of templates that are already on Leadpages.
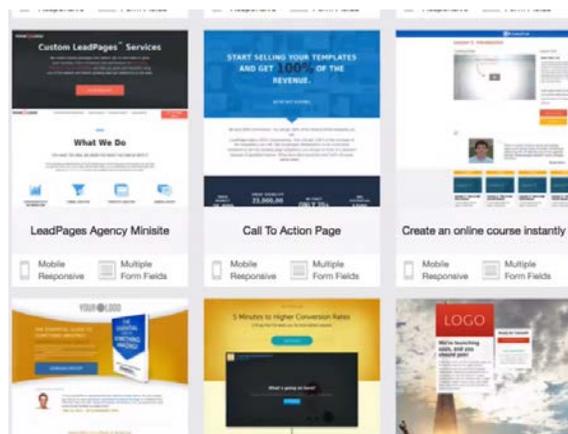
2. Now that you have selected a template you will want to replace the text with your headline and copy.   All you have to do is click on the text and it will let you change the copy
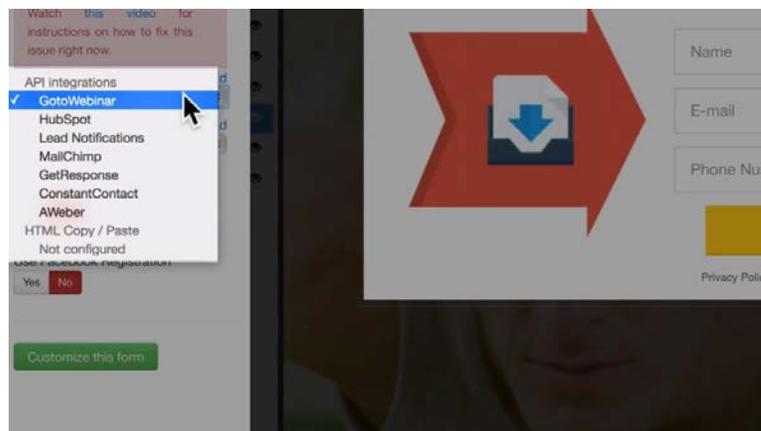

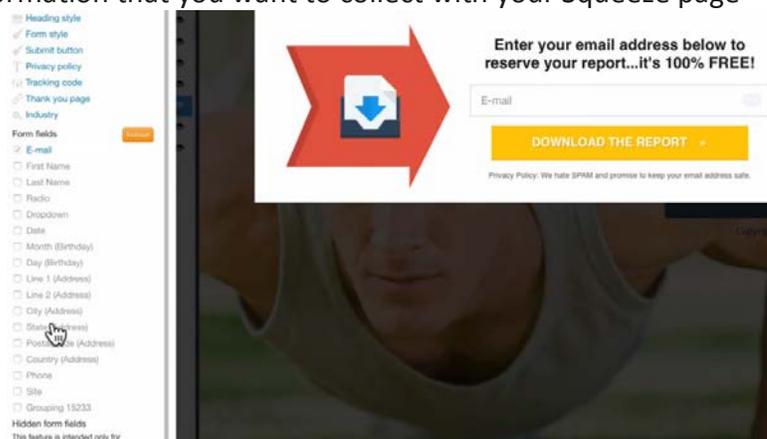3. You can change the logo by clicking on it… or get rid of it all together
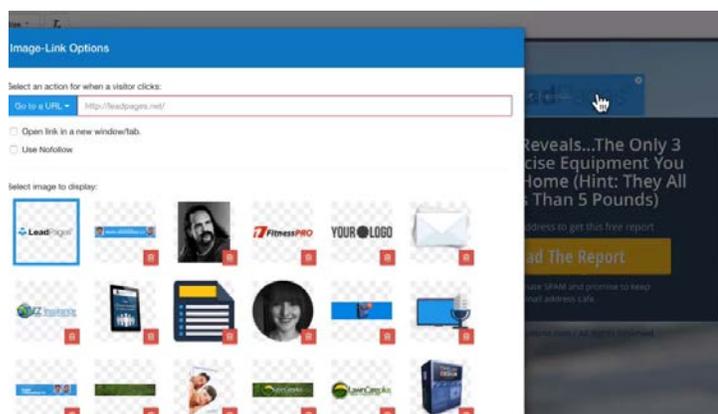
4. You can change the background image to one they have already or one that you own.
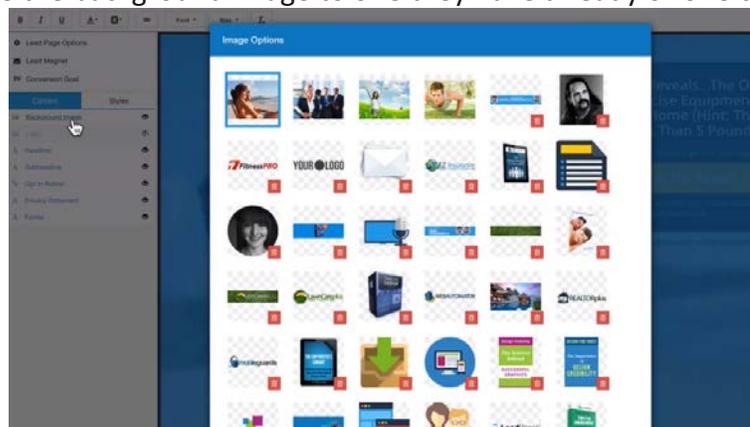
5. Integrate Leadpages with you AR service

6. Select the information that you want to collect with your Squeeze page

7. Then save the page and then publish it.

That is pretty much all you have to do to create your Squeeze Page on Leadpages.net.

Like I said there are other services just like this on the internet. Check them out and see which one works best for you.

Then perhaps something introductory for the technical aspect- indicate that there are many different ways to do it based on your current software and experience level, there is no "one way"

Use your Autoresponder Service

Getresponse is a pretty popular AR service.   They will even host the Squeeze page for you just like Leadpages does.

Here are the steps you need to take to create a Squeeze page with Getresponse.
note: this information and the pictures are taken from Getresponse.com. I in no way own the images nor am I an affiliate of Getresponse.com

1. Log in to your Getresponse account and create the mailing list that you want all the information you are going to collect to go to.
2. Then go over to the right and to the top and click on the button call "Landing Pages"
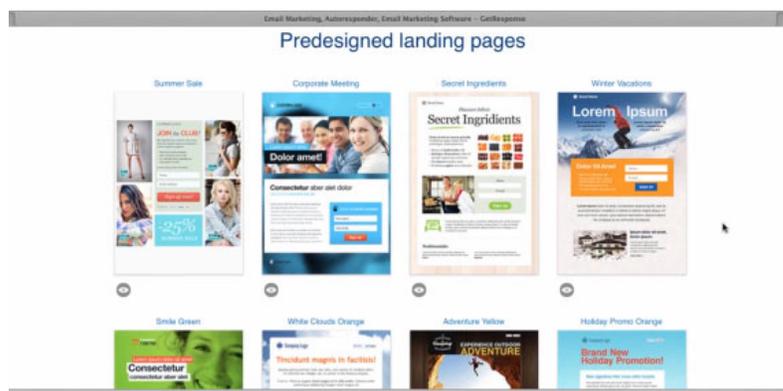
3. This will take you to a form where you will put in the page title. This is just for you so you will know what page you created. For example "my first Squeeze page"

4. Then fill out the description of the Squeeze page. This information will be used by the search engines. So think of good keywords to use here

5. Now you are going to define where the page will be hosted. You can choose for Getresponse to host it or use your own domain.

6. Click next step and now you will get a list of templates that you can choose from.   Go ahead a choose one that looks good to you
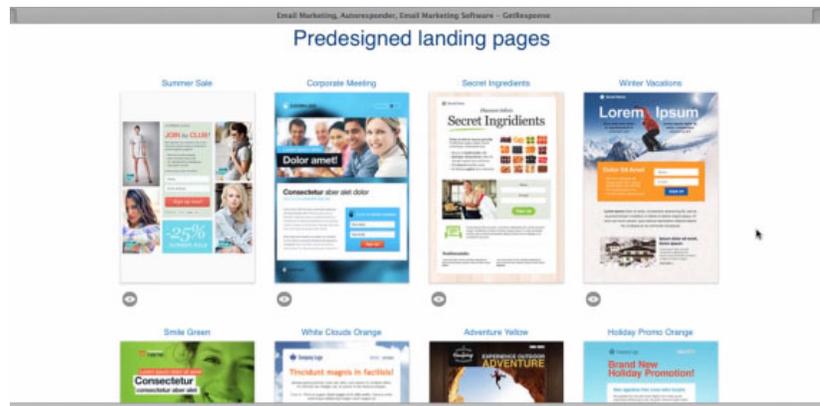
7. Now you can change the text with your headline and copy. Just like we did with Leadpages.

8. After you have all the copy the way you want it then simply click inside the box where the prospect will put their email address and Getresponse will ask you which mailing list you want the collect data to go to. Put in the one you already created. This was the first step that I listed here.
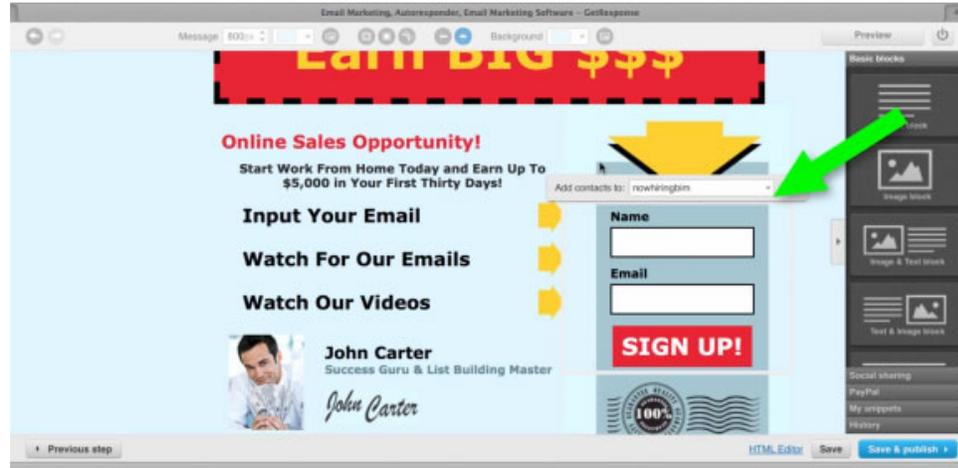
9. Then at the bottom click save and publish

Now you created a Squeeze page with Getresponse.

Use a WordPress Plugin

Another way to create a Squeeze page is to use a plugin. WordPress has a bunch of plugins you can choose from. It all really depends on what you like and how hard their interface is.

One I will recommend to you is WP Lead Plus Free Version.

Here is a list of its Cool Features:
1. Revolutionary edit system: Want to edit anything? Just click on it.
2. Edit everything: Every part of the squeeze page is editable
3. One-click autoresponder integration: Feed the plugin the autoresponder code and it handles the rest
4. Flexible video options: Use YouTube, Vimeo, Daily motion... or your video on your host
5. Easy logo integration: Have a cool logo, banner? It can't be easier to put them into your squeeze page using WP Lead Plus
6. Flexible background options: Use the provided background or use your own background, your choice
7. Multiple color choice: There are multiple colors available for templates of WP Lead Plus

Just like the other services to create Squeeze pages plugins will go through much the same process.

Find one you like and follow the instruction on how to setup you Squeeze page.

Now that you know there are services that will make Squeeze pages for you let me throw one more option out there for you.

Creating the Squeeze page yourself

If you know how to create webpages then you can create the Squeeze page yourself. Then populating it with form from your AR service.

It's simpler to create a Squeeze page than a whole website. It's just the background picture, the headline and copy, and the CTA

You can get the code for the CTA from you AR service. Just copy and paste the code into you webpage and it will work just like any other service that I have describe in this report.

The best thing about creating a Squeeze page yourself is that you are in total control of the whole look and feel of the page.

In Conclusion

If you are building a list then the easiest way to do that is to create a Squeeze page, offer a valuable free gift, and then collect the information of the prospect.

People online are used to Squeeze pages and will respond positively to one that catches their eye and offer a great gift.

Go out on the internet and look around for other people's Squeeze pages. See what you like about them. What is it that makes you want to give them your information?

Then use those as inspiration for your very own Squeeze page.

One more thing we didn't talk about. You can use videos on a Squeeze page too. And you know how I feel about videos…. I love them!

I can't wait to see your Squeeze page on the WWW,

Lane Coe

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About the Author

Lane Coe is the Video Marketing Consultant & Copywriter at LaneCoe.com.

And, the Coach for the membership site: ITeachVideoMarketing.Com

He is a fanatic for all aspects of Information Marketing but specializes in Video Sales Letters, Email Auto-responders, and Prospect Profiling.

He has over 28 years of experience in Marketing, Entertainment, and Promotions working with companies ranging from Cruise Lines, Fortune 500's, as well as his own sole proprietorship businesses.

He also worked on Cruise ships, and during the years he worked on them he did not see TV commercials. This started his love and critique of commercials. And, his secret addiction to Infomercials and Pitchmen. (He cannot stand it when someone fast-forwards through TV commercials.)

As an Undercover Video Marketer for a Major Corporation (cannot disclose the name of the Corporation while NDA contracts still exist) he created close to 700 videos in the span of 6 years.

Those years have given him a considerable background in persuading people to take action on their needs and desires.

Lane has trained(s) as a Copywriter and Profiler at the American Writers and Artists Inc. (AWAI). His mentors include Jay White, the Auto-responder Guru, Alex Jeffreys, and Jimmy Kim… all who are world renowned for helping countless entrepreneurs across the world create businesses from scratch.

UndercoverVideoMarketer.com is the brand for products that Lane creates including Video Sales Letter – Hacked, Persuasive Pitches, and more.