

Discover The Secrets To Killer Squeeze Pages



Build **Profitable** Squeeze Pages in a Flash!
No Technical Expertise Required!

**ISPG generates the entire funnel,
including upsells, and download pages**

**CLICK
HERE !**

- High-Converting Templates
- Professionally designed Graphics to make your squeeze page Pop!
 - Free Enticing Products
 - Free Digital Product Hosting & Delivery

AUTHOR'S NOTE

We have strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that we do not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, we assume no responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

Readers are cautioned to use their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice.

All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

YOU ARE ENCOURAGED TO PRINT THIS BOOK FOR EASY READING..

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WHAT IS SQUEEZE PAGE

A squeeze page is a sales letter that has only one purpose. That purpose is to create a reason for a prospect to give you their permission and information to continue contacting them.

This can be done in either a long form sales letter or a short form sales letter. The length is unimportant. The important thing is that it works.

You can use squeeze pages in a few ways.

-
- A preliminary page before someone reaches your sales letter so that you can continue to follow up with them.
 - A signup for your newsletter or ezine
 - A sign up for your offers.

As a Landing Page For Your Product Info.

As a sign up for your give aways.

WHY USE A SQUEEZE PAGE

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Unfortunately, no matter how good your sales letter is the truth is that most people won't buy from you on the first visit. Even more important is that even if they liked what you are offering and went as far as book marking your site the odds are that they won't return.

Just take a minute and open your browser and look at all of the things that you have bookmarked. Odds are there are tons of sites that you thought enough about to bookmark but can't even remember why now.

Even though you created the interest in your visitor when they arrived at your site they probably did not know enough about you to have the trust necessary to do business with you.

If you have created a squeeze page and gathered the prospect's contact information you can follow up with them. This allows you to build the relationship that is necessary.

Think about whom you do business with on a regular basis. You probably buy most of your groceries from the same store, get your haircut at the same place, and get your car serviced at the same garage.

WHY?

Because you have a relationship with that business.

When you stop in for your haircut the barber knows your name, how you like your hair cut, probably even knows your family. Just as important you are comfortable that you will get what you expect and can trust the service at this store.

Gathering the information from your visitor allows you to follow up and create the same type of relationship. More importantly, you have the opportunity to get this prospect to return and look at your site from a new perspective.

Now you aren't a peddler but rather a trusted resource making a recommendation. Can't you just see the power of adding this resource to your marketing?

STRUCTURE OF YOUR SQUEEZE PAGES

Remember that your squeeze page is a sales page. The product you are selling is why they should give you their contact information. You need to follow the same rules you would on any sales letter. Good copywriting techniques are as important in a squeeze page as they are in your main sales letter.

It should include the following main items.

- Attention grabbing headline
 - Text to create a value and curiosity
 - Social proof as to the value of your offer
 - A call to action

Discover Your Favorite Books From [Amazon, In](#)

Introducing **Used Books Store**

Save upto 80%

Shop now ▶



Over 1,00,000 Books

Cash on Delivery

100% Purchase Protection

Now let's break down each item.

1. ATTENTION GRABBING HEADLINE :

Reality is that if you can't catch the visitor's attention without your headline, it does not matter how good your copy in the main letter is. Your headline should tell the whole story.

2. CREATING VALUE OR CURIOSITY

This will be the key item that will decide how effective your squeeze page is converting.

If you are giving away an item like the ones listed below in exchange for your prospect's information

- A sample chapter of your course or book
- A free or limited version of your software product
 - An e-course
- Any other item of value

You will need to create a desire within your prospect that this is something that they must have.

The more desire you can create the higher your conversion rate will be.

Using short bullet points with a hook built in is one of the best ways to do this.

Some examples of how to structure these points

- The worst place for
- The one thing that
 - How to use
- One simple trick that

All of these types of bullet points added to your benefit that you are providing will create the curiosity that just tells the person that they need to do whatever is necessary to find these answers.

3.SOCIAL PROOF

This can be extremely important in tipping the balance scale in your favor. People will respond more favorably if they feel that others have benefited from what you are offering.

One of the reasons you will see the words and you too can in a lot of headlines is that it creates the feeling that others have already benefited from this.

Having testimonials helps to add this for you. Every little thing that can help lend credibility to you and your offer is extremely helpful.

4. A CALL TO ACTION

There should be no doubt in the prospect's mind as to the action that you want from the prospect. Tell them in detail what you want them to do.

I can't tell you how often I have seen a great squeeze page that simply doesn't ask for the order as they say. Just because there is a form on the page does not mean people will fill it out unless you ask them to do that.

STRUCTURE OF YOUR SQUEEZE PAGES



Make sure that you are telling them what to do and not asking. Don't say "Submit your information to get abc"

Use something along the lines of

- **Get started now**
- **Get your xyz report immediately**

Make sure that you use positive statements that assume the action will be taken.

SOME OTHER TIPS

Adding audio to your page can be a great way to improve conversions. No longer are you just another page but your voice allows you to start the relationship process and let your personality show through.

No matter how good you think your page is it can always be improved. Testing is the only way to tell exactly what is working and what is not.

Split testing is the easiest way to check each item on your page. That will be discussed in a later section.

You need a good quality autoresponder to handle your follow up with those that subscribe through your squeeze page.

My favorite is [“RESPONSE MAGIC”](#)

This allows your prospects to get an immediate response even if it is 2am in the morning and you are sound asleep. This helps you to build the credibility and start the relationship properly.

The other thing is that a quality autoresponder will get your email through to your prospects. With the current state of email and ISP's taking a more proactive stance in keeping their clients happy it is harder and harder to get your email delivered.

The knowledge necessary to achieve high delivery rates is specialized and a service like AWeber will deliver at a much higher rate than the average person can possibly manage.

Even on a small list the difference in delivery rates can make a big difference in your bottom line. If you send to 500 people and make \$20 per sale with a 1% conversion rate you would make \$100. Now if only 60% of your email gets delivered and all other things remain the same the \$40 from the two sales you lost would have more than paid for the difference in paying for a first rate service.

HOW TO FOLLOW UP



ENHANCE THE PLEASURE OF YOUR LIFE:

Split testing is a constant ongoing process. No matter how good your system is you should always be striving to improve it.

One of the first things to be aware of is that you should only test one item at a time. Don't change the headline and the copy at the same time. If you want to test the headline do that. After you have found the better headline then test the copy.

The easiest way to do split testing is to use a service like Hits Connect. Hits Connect will allow you to send traffic to a single url and rotate the views between the two pages equally. It will also allow you to track through to a thank you page by placing a pixel on it. That way you will know exactly which page is getting you the best response.

Here is an example of how to do this.

Create two pages on your site that are identical except for one thing. In this example we will test headlines. One page we will call head1.html and the second page will be head2.html.

SPLIT TESTING

Create a tracking link for each page and add both pages into a rotator at Hits Connect. Add the pixel from your tracking url to your thank you page for each url.

Send the traffic to the rotator url and it will automatically send each page equal traffic.

After you have sent an adequate amount of traffic to the pages check your stats and see which headline has created more views of the thank you page. Keep the headline that has done the best and you can now create a different headline and start the process again.

After you have gotten the headline better through this process start on changes within the text and test them the same way.

Each time you are keeping the change that performed the best and testing it against another variable. Keep doing this and you can easily double or triple your results if not even more from the same amount of traffic.



Let us build a site for
you

Let Us Help Build You Leads :

[Leads Leap 2.0](#)

Is A Revenue-Sharing, Advertising And Lead Generation System,
With A Focus On Training And Value Creation.

[Net Learning Academy :](#)



A place where Newbie and Experienced Marketers alike can come and learn at No Cost! And at their own speed...

And then once you are moving and earning from the coaching we provide, you can easily upgrade to a more advanced level.

Here At Net Learning Academy We Created A Step-By-Step Training Program That Anybody Can Follow To Generate An Income Online Within 90 Days —

A Course Designed To Make You Out Promote Other Affiliates By Outsmarting Them. No Matter

What Skill Level you're at .

Drive More Repeat Business and Convert More Prospects into Customers with Mobile SMS Marketing!

**96% OF PEOPLE WHO RECIEVE
TEXT MESSAGES, OPEN THEM...**

EXPERIENCE THE MOST EFFECTIVE DIRECT MARKETING TOOL TODAY!

SEE HOW IT WORKS >>



Try It FREE!

To Catch A Lot of Opt-Ins, You Need Good, Fresh Bait...



High-Converting Templates

- **Professionally designed graphics to make your squeeze page Pop!**
- **Free Enticing Products** **Free Digital Product Hosting & Delivery**

Looking for something
out of the box?

You've come to the right place.



RECOMMENDED HOME BUSINESS IDEAS :

For Affiliate Marketing:

<http://www.amazon.com>

<http://www.Flipkart.com>

<http://www.Clickbank.com>

<http://www.cbproads.com>

<http://www.buyezee.com>

<http://www.basicreset.com>

<http://www.instaffiliate.com>

Internet Marketing Tools :

<http://www.ibotoolbox.com>

<http://www.responsemagic.com>

<http://www.herculist.com>

<http://blast4traffic.com>

TRAFFIC EXCHANGES:

<http://www.trafficadbar.com>

<http://www.leadsleap.com>

<http://www.iboexchange.com>

<http://www.rebrandabletraffic.com>

<http://www.mlmgateway.com>

FINAL NOTE:

Before I Thank You For Your Down Load, I Would Invite You To Remember These Short Note On, Why Use A Squeeze/Splash Page & How Important It Is For Your Business.

There Are Many Reasons Why Anyone Want An Online Opportunity To Start With.

The Main Reason Being You Have The Freedom To Choose Your Marketing Opportunity And Increase Your Earning Potential. The Basic Thing Needed To Start With Are –

- Your Own Web Site
- Your Blog, Where You Can Post Articles And Brand Your Affiliate Products.
 - Social Media Presence
 - Online Marketing Tolls
- And Most Important Being The Right Online Product To Promote.

I Want To Hear Your Stories. I Want To Know How Else I Can Help You.

Send In Your Queries And Would Be Glad To Get Back To You ASAP

To Your Success

Iyengar