Secrets of MASS Persuasion

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What Is A Squeeze Page?

Every Internet marketing guru in the world will tell you that your profit is in your list of subscribers and, without a list, you will not have a business. That statement is true and scary enough all by itself to drive you to find solutions, especially if you do not know what a squeeze page is or what to do with it after you get one.

Let's start with what a squeeze page actually is. Any search for an explanation of these critical marketing pages could easily confuse you since they are known by four different names: **"squeeze page," "capture page," "lead capture page"** and **"opt-in page."** They are all the same thing.

Let's make it simpler -

The squeeze page's **only job** is to get your visitors to give you their name and email address, which, through the double opt-in process (email confirmation) and their wish to subscribe, lets you market to them in return for a free gift.

Basically – a squeeze page is like a sales page but where the 'buy now' button would be, there's a form where the visitor can give you their name and email address (sometimes other details) in return for the product advertised on the page.

By giving you their details they're also agreeing that you can contact them in the future. This should of course be made clear on the squeeze page.

The whole point is to build a list of people you can email again and again and sell to.

Why does everyone in internet marketing use squeeze pages (or at least seem to)?

Because they work.

A lot of internet marketing 'gurus' – by this I mean the big players and millionaires have build their business lists using squeeze pages, and to put it bluntly, these guys don't mess around!

The one thought you can "take to the bank" is that those successful Internet marketers **do not waste time and money** on processes that do not work. They test and retest everything mentioned above and only use what is proven to increase their income. Use their pages for a classroom and *"Copy Success!"*

But why a Squeeze PAGE?

Why not just put an opt-in form on your blog or sales page?

The truth is that you cannot rely on casually placing your opt-in forms just anywhere to motivate your visitors to give you their contact details. A simple opt-in form on the sidebar of a busy blog or on a column of a loaded sales page could be easily overlooked by visitors reading down the page.

And people are beginning to realize that their email address details are valuable, and don't want to just give them away to any marketer. They want to be courted and made to feel special!

Another truth about visitors to your site is that they can and will click off your site in a second. They commonly just scan the page to find the cost of what you are selling or your free bonuses. If you add some

affiliate banners and links, and there's way too much distraction to keep them on your page.

Which is why your squeeze page has just one job – to get leads onto your list.

Squeeze pages are all designed around identical concepts. The actual presentation may be different, but the focus and intent is 100% the same on any successful opt-in page. Read behind the words and feel the emotional triggers and subtle guidance those pages are utilizing to get you to spill your details or buy a product. The more you can learn from watching the successful marketing gurus, the better off you will be with your own marketing campaigns.

Most squeeze pages have the same elements or parts:

- **An opt-in form waiting for your name and email details.** This data goes right to the autoresponder and the new subscriber immediately gets a thank you message and a link for the bonus download offered for your sign up. The list owner gets an email with your details and notice of your subscription.

- **An introduction to the benefits of your products.** These are normally, but not exclusively, bullet points that tell you how you will benefit from subscribing to the blog or newsletter or buying the product. These benefits will be compelling or they are useless. Remember to list benefits and not features. There is a big difference.

- **A call to action that creates a sense of scarcity or "losing out" on a great deal.** This could be a warning of **"only <u>XX</u> widgets available"** or **"Price increases to $___ in 3 days."**

    Potential customers **need a reason to buy or subscribe <u>NOW</u>**.

Without a strong, emotional call to action, they will just click off to another site. All buying decisions are truly emotional, and you need

to get them whole they're hot, interested and most of all, emotionally ready.

- Two graphic items you will see on a large number of squeeze pages are a **picture** of the marketer and a graphic **signature**. While these might be effective for improving the personal connection between the marketer and the customer, these are a matter of personal choice.

Long or short squeeze pages have both been used successfully to increase the conversion rate, which is the percentage of viewers who buy or subscribe. It is, again, a matter of choice. Smart marketers will test both with their sales copy to see which one converts at a higher rate than the other.

I prefer shorter pages, but as ling as you remember that basically a squeeze page is a sales page with the 'buy now' button replaced with an opt-in form you'll not go far wrong.

Here's an example of one

www.breakintointernetmarketing.com

If you go to most marketer's home pages you;ll find a squeeze page. This is because the home page is often the first site visited by newcomers, and it's an excellent chance to grab them for their lists!

Building Relationships With Your Subscribers

Before we get into the intricacies of squeeze pages, there's a concept you need to recognize and put into place **while** you are building a list with any method.

From the first contact with your subscribers or customers, you should be quietly building a relationship with them that is friendly, helpful, honest and full of readily available information they need.

When you think about it, everything we do is based on relationships that we've created , usually without thinking too much about it...just letting it happen naturally.

With an mailing list though you need to manufacture this relationship.

How do you build a personal relationship with so many people? In this high-tech, "moving at the speed of light" Internet marketing scene, you might be surprised that it all depends on ancient principles you were taught by your grandparents or parents:

- Good manners
- Taking an interest in the needs of other people
- Providing help when it is needed
- Being honest in all your dealings with anybody

It's just good old fashioned customer service!

To start with, after you get a sale or subscription to your blog or newsletter, your autoresponder should send them an email you created with a "Thank You for _____" message. That email should also explain that they have to confirm their subscription in order to get their download link or whatever was promised when they signed up. **Directions on how to confirm their subscription should be explicitly stated.**

> **Note: Never forget that you do not know the experience level of your customers. Do not just send generic communications to customers because you believe they have the same expertise you do.**
>
> **Explain how to do all the things you are asking them to do, like confirm their subscription.**
>
> *Confuse them and lose them!*

From this point on, your relationship building with that subscriber will be through **email marketing**. Don't get nervous about a new concept when you are just learning about squeeze pages. Email marketing, from your standpoint, is what you are doing when you send an email to any customer or subscriber.

Take a look at what you are already doing:

When you send a personal email trying to get a date with someone or pleading with your brother to help you fix your car, you are already email marketing. All of us market constantly. We just do it with a different focus, depending on who the target is and what we want from them. And we never think of it as email marketing. Y**ou already have a set of skills** you can adjust slightly and use in your business.

One of the best tips I was ever given and still use today is when you're writing an email to send to your list, write it to **just one person –** this helps you to find that 'personal tone' that is the secret to success.

Remember marketing is just promotion, selling or advertising.

Consider this. You've felt the need to build relationships since your birth, starting with your parents and siblings and moving on, as you grew older. In one way or another, you've been marketing yourself as your desires and needs expanded.

Remember thinking up ways to get the keys to your dad's car when you wanted to impress someone on Saturday night? What do you think you were doing when you solicited the neighbors for lawn mowing jobs or babysitting? Take those skills you've used all your life and use them to talk to your customers with emails.

When you first start to create a personal business relationship with your customer you have to consider two things: what your motive is and what your customers want. The secret to selling is providing what the buyers need and making it available.

Here's what you need to decide before you create any web pages or marketing messages:

- **What do you want your customer to do?** Subscribe? Buy? Refer?

- **What response are you trying to get?** Questions? Answers? Sales? Affiliations? Joint Ventures?

When you can answer those two questions, you will have narrowed and sharpened your focus. Take that focus and use it when you are building relationships or web pages, particularly squeeze pages.

Here's several ways to start building relationships:

One way to do this is to stay in touch with different *types* of emails. Do not send an email to your customers every day. Initially, they will get sent two emails from your autoresponder. One will thank them and ask them to confirm their email address. The next will send the report they wanted or links to their download and the bonuses you promised.

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After that, give them a break and follow up several days later with a simple inquiry about their satisfaction with your product or service. Give them a contact method, email address, help desk or phone number, in case they are having difficulty with your products. That's it! **No selling, no marketing, no links to sales pages.** This will start building their trust in you.

In a week or so, send an email with some related content or specific information your customer might need. This can be about new trends in your niche or helpful information. A **gentle** marketing approach would be to suggest that they can receive more information on the topic by following the included link to that information.

When they follow the link, your web page would have graphics and data about your products that may or may not be of interest to them. You are marketing without being gratingly obvious. Just make sure that, when they follow the link, they land on the information they wanted in the first place. **Do not make them crawl through several pages before finding what they want**. It irritates your customer and ruins your credibility.

One simple rule of thumb that might be helpful to you is to remember how you feel when you are constantly bombarded with email sales pitches every day or several times every day. Responsible marketing with emails to your customers is the only way they have to determine who you are and whether or not to trust you.

Too many marketers treat their subscribers like fools. But what would you do if you got nothing but sales emails every day? What would be in it for YOU?

Nothing – of course, which is why people unsubscribe from lists that hammer them with sales emails.

Some say that, for every sales email, you should send two just informational emails, occasionally including one with a surprise free gift for download on your website. Others ignore that advice and go their own way. It is, of course a personal choice based on your own

marketing campaign, but you might want to check out what successful marketers do and remember to "**Copy Success**."

Once you decide on your specific marketing approach, it is important that you maintain a steady email plan that keeps contact with your customers without irritating them. Do nothing that will make you lose existing customers, who are almost 10 times more valuable and not as fickle as new customers.

One of your major goals will be to draw customers into your business, making them virtual friends that feel like they have a stake in your success or are a valuable part of it. The emotional trigger you are accessing here is the need for a sense of belonging to something like a community.

One way to do this is to offer all your subscribers and customers free membership in a forum dedicated to niche topics of interest to them. They can ask questions, meet new friends, give advice, offer help when they have the solution to a problem and share experiences. That keeps them involved with you and open to buying your products.

What you've built with a forum for your customers is trust, a source of information 24/7 and a sense of community. Those are very critical emotional triggers that will build loyalty and credibility. If you chose this avenue, it is important for you to be an active member of your own forum. Your personality and personal contact with your members is what will keep your members involved with **you**.

If you are looking for topics to suggest or products to develop that your customers or forum members want, just ask them. An email from you asking what information, instructions or software they need will probably give you enough topics to keep you busy for months. It also improves your standing in their eyes.

Another way to draw your subscribers into a relationship with you is to run an occasional contest with a prize that has some value to the niche members on your list. If your niche is golf, for example, run a contest asking for the best way to improve a golf problem, like "How To Easily Get Out Of A Sand Trap" or "How to Putt Like A Pro."

Your prize, might be an ebook compilation of the solutions you got from your subscribers (identifying each contributor and expanding on their suggestion), or one you wrote yourself about some aspect of golfing that is not a rehash of old data. A golf shop might be willing to donate a box of golf balls in exchange for a plug.

Keep what you've learned in your mind and let's get down to some specific aspects to creating and using squeeze pages to increase your conversion rate.

Squeezing The Most Out Of The Squeeze Page System

As with any process that involves more than an occasional glance, there is a very specific squeeze page system that, once understood, can create multiple streams of income for you. If your niche or focus changes, this system can be easily manipulated to capitalize on changes in the Internet marketing arena.

To start with, all your traffic, regardless of how you get it, needs to be sent to your squeeze page. Once your customers get there they will have whatever options you provide for their selection. This is where you wrap **your focus** around your customers and move them to where you want them to be.

Your only job for your squeeze page is **_still_** to get the email addresses from your visitors, with no distractions, like links to anything else, not even your affiliate links. If there is an opportunity to click off your squeeze page and follow other interesting links, your customer is gone and you have nothing to show for their visit to your page.

So no links except the opt-in form. Don't try to sell any of your other products from your squeeze page – just get the opt-in.

Some marketers believe that you need some graphics on your squeeze page or your smiling picture of you sitting at you computer. Others think you should restrict your squeeze page to mostly text, your benefits and call to action.

Why not try both? (on separate pages – called a 'split test') If you use Aweber they have the facility to automatically display two different pages automatically so you can track results.

Quite a few squeeze pages have golden seals with a single word inside, like "Hurry!" or "Guaranteed!" Those words are designed to create a sense of urgency in your visitors. Almost all will have an attractive, colorful arrow or two to send your eye right to the opt-in box.

It is a commonly accepted practice to have at least one headline on a squeeze page, along with some sub-headlines or bullet points that can be read, 'above the fold', or without requiring the reader to scroll down to finish. Some marketers swear by using a 100-word limit on the squeeze page text, with the opt-in box being visible. The final text on the page should be below the opt-in box and assure your visitors that you will not share their information.

Your next question is probably **"How Do I Get Them To Sign Up?"** The answer to that is to offer your visitors something of value, a video showing them how to do something, a high-quality ebook relating to their niche or a stash of fresh information that they need, in exchange for their email address.

These techniques are used both offline and online and have been a very successful marketing staple for many years. When companies like major food corporations run contests for the best recipe or some business is launching a new product and runs a naming contest, for example, your email address will be required to enter or to see if you are a winner.

Some, like music or book clubs, will give you a load of free books or CDs and will require your email address when you register for the membership. If you've ever signed up online to get free samples of something, cereal, dog food, beauty products, you have been exposed to a squeeze page.

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Though this discussion has been focused on the squeeze page as a single page, it really is a complete system with several components that are related.

Each component within that system stands alone, but is critically focused on making you money.

Remembering that although every component in your squeeze page system is designed to grab that email address, your system could include an **OTO**, or a **"One-Time Offer."**

If you've bought anything from an Internet marketer, you probably were shown an OTO while waiting to receive a download link or confirmation.

So the process goes like this – you sign up for the free ebook or video, then you're taken to a thank you page which also has a One Time Offer – something that you won't see again and is presented as a great deal.

Some marketers suggest it's also an early way of telling your new subscriber that you're going to try to sell to them from time to time, and they should get used to it !

This page should have a separate offer that your new subscriber will see only once and be priced so reasonably they will have a difficult time refusing to buy it. Most marketers provide several free bonuses to go along with the OTO. The only purpose for this page in your system is to add extra income to your original offer and it has proven to very successful.

Once you get the subscription or sale, your Squeeze page system should re-route them to a thank you page, giving you an opportunity for an up sell. Since they have already followed your call to action by either subscribing or buying your product, you can add a few related graphics advertising your affiliate products or with links to your own products. Some include another OTO on this page, but that is your decision.

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Let's take a look at some of the physical characteristics of successful squeeze pages, along with several useful guidelines that will keep you from making costly mistakes. Your purpose is to create a squeeze page that converts a high number of visitors into subscribers or buyers.

<mark>Your #1 Concern</mark>: You have to make sure there is a _real_ market for your products or services in your target niche. That means you have to identify what your market wants to know and is willing to pay to get it. Selling products or services that no one wants is a grand waste of time and money.

You have to know **_WHO_** will buy your products.

- What the members of your niche want
- How you will reach them with your offers (market to them)
- If they will buy what you offer or even like what that is
- The size of the membership
- What marketing methods will get a response
- How much they will pay for your products

You can find out **_WHAT_** your market wants and is looking for with any of several keyword search engines or tools. A keyword is the term being entered in the search engines to help your potential customers find the sites they want to find. A Google search for keyword tools will point you toward quite a few. A simple search on "keyword search" (no quotes) turned up pages and pages of hits.

Write down the keywords that you think your customers might be using to find sites or products like yours and enter them in the keyword tool. Use several of these suggestion tools and keep track of your choices, which should be based on relevancy to your niche. If you are running a sports site and focusing on golf, "putting" or "improving your swing" might be good keywords, while ""making more free throws" or "after the game snacks" will do absolutely nothing to increase your traffic.

While that process will tell you what people are looking for, it only gives you your ***first insight*** about your market. Now you have to determine what the people in your specific niche want and ***if they will pay for it.***

It is much easier to find your best market if you narrow down your target to the segment of your niche that needs the most help or could use the most information. For example, trying to market to people who like to bake, using the keyword "recipes" will return well over 160,000,000 potential customers, including those looking for chili recipes or East Indian recipes.

Instead, using the keywords "peanut butter cookies" drops that 160,000,000 to 552,000, a more tightly focused audience. This is where you think outside the box to narrow down an even more tightly focused group for your market.

"Cookie failures" has a following of 585,000 searchers looking for ways to avoid cookie failures. **There's your market!** People who have trouble making good cookies have a need for solutions and no-fail recipes. Batches of tasty cookies are universally used for several reasons, family treats, school lunch boxes, house parties, brand new neighbors moving in next door and holiday gift boxes, to name a few. There's a few other niche markets in that lists.

Don't sell the cookies! Sell the solutions and sell no-fail, easy recipes. After that, you can sell an ebook titled, "Melt In Your Mouth Cookies" or "Cookies To Die For." Those examples should give you a good look at the marketing technique usually referred to as "The Art Of Selling Shovels."

If you belong to forums based on your specific niche, read the posts when members describe a problem they are having and read the solutions provided by other members. Ask questions to get ideas about what the niche members need to know. Provide personal experience with problems you've had and the solution, if you have one. Forums, if used correctly, are goldmines for ideas.

Regardless of where you are in developing your specific squeeze page system, you have to develop a razor-sharp focus and learn to think like a shark. There's untouched markets all around you. Learn to look for them and recognize them when you see them. This will require effort, strong discipline, planning and confidence in your own instincts.

In short – it takes practise, but after a while you'll see a markets **everywhere!**

Once you've identified your target market and what drives them to look for information, your next task is physically designing your squeeze page.

The first thing any visitor to your page sees is your headline. A blah, boring headline stirs nothing with your customer and gets the same response, nothing. A bold, strongly stated headline starts the desire in the customer to follow your call to action.

Make your headline a provocative question or statement that arouses curiosity and makes your viewer want to read on. Most marketers use a bright red font and at least an 18-point font. Your headline has to stand out in two ways, your message and your color/font choice. If it doesn't grab both their mind and their eyeballs, they will click off your page.

One way to get their immediate attention is to use proven attention attracting words, like "Secret," "Free," or "Never Before Seen..." or "New."

Questions are another good way to attract attention and make the viewer read on down your page. You want to use questions that make reader think a little or one that surprises them.

Which headline would make you continue reading?

<div align="center">

"Do Ants Annoy You?

or

"Do You Know What's Living In Your Walls?"

</div>

(I LOVE that second headline :-))
Giveaways are standard practice in exchange for email addresses on most squeeze pages. That gift can be an ebook, piece of useful software, short report on a topic of interest or membership in a forum.

It should also be related to your niche to have any real value. Don't make the mistake of just listing a rehashed piece of PLR and expect subscribers to fall over themselves to get it. There has to be real value in your free bonus for signing up and your subscriber has to know that value or they will not buy it. Make the benefits of owning your bonus visible.

It is important to remember that you don't want to give away the ranch on your squeeze page. Provide enough information to keep them interested and curious. Too much information will make your product or bonus useless. Walk a tight balance here...create curiosity and tell them where to get the rest of the information on your sales page.

Some marketers think long squeeze pages are the best format to use to get sign ups. Others believe they should be short and to the point, with no distractions other than your call to action. Apparently the short version is the most popular and has forced the creation of hundreds of graphic, Web 2.0 versions for sale all over the Internet.

The benefit of a short squeeze page, besides maintaining reader interest, is that all of it can be centered "above the fold" or on the browser page without requiring scrolling down.

Other techniques used create a sense of **urgency** when your message tells your visitors that your offer might be taken offline at any time and you cannot guarantee how long it will be available.

Limited time offers fall into this category and can generate a lot of signups if your call to action is powerful enough.

Free bonuses normally increase signups if they are valuable enough to draw subscriptions or sales on their own merits. The trend with free bonuses has changed some and page after page of free bonuses, with

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sometimes as many as 50 bonuses for a purchase. That word, **FREE**, is very seductive and can be a powerful tool in your squeeze page system.

Don't forget that your goal is to drive a continuous stream of targeted traffic to your squeeze page and to convert a large number of that traffic to subscribers or paying customers.

Don't Build Your Squeeze Page Without These

Building a squeeze page is easy enough if you follow a format that suits your marketing plan and design needs. The basic format is simple enough. Your offer has to fill a need or want that your viewers share and you have to be able to make the automatic processes work for you.

A definite requirement for a squeeze page is an autoresponder that sends your thank you messages for signing up and the links for downloads. These messages are written by you, or a copywriter, and, after the details are set up in your autoresponder, they are sent to your list on your schedule.

A good autoresponder program set up by you will create and maintain a relationship with your list. One of marketing's most often repeated mantras is that the money is in the list and it is a true statement. Building a list of happy customers is the only way to have someone to market to.

Of course you need a product to sell and at least one to use as a bonus. Most marketers will tell you that you cannot make "real money" until your create and sell your own products. Selling affiliate products can provide a good income for you, but they can be unstable. If the company goes under, you lose the business you created around them.

There is an entire industry that's grown up around online professional ghostwriters and copywriters. If you cannot do a good job of writing the text of your own sales pages and squeeze pages, hire someone who can. Face it; your business sinks or swims on the strength of your

sales copy and your products for sale. Just do a Google search for ghostwriters or copywriters and you will have more choices that you need.

Your check out service is critical. This is where you get paid. The most popular is PayPal, but there's also ClickBank, 2 Check Out and PayDotCom, among others. You need your sales transactions processed immediately and the necessary autoresponder messages sent on time. If you don't know which one to use, ask on the forums you belong to and you will get good information.

The look and feel of your squeeze page is almost always determined by your selection of graphics. You need a graphic header, a checkout button from the service you decided to use, a non-annoying background and your picture. Again, if your graphic abilities are not as sharp as they need to be, hire a professional graphic designer to do it for you.

Then again some marketers insist that plain text pages work best – TEST to see what works for you!

A large number of squeeze pages, and sales pages, too, have a picture of the marketer or website owner and a realistic signature. There are fonts available in your word processor that imitate handwriting that you can use. There are a few signature creation services online that can also do the job.

You could also scan your own signature and put it on your squeeze page as a jpeg.

(If you do this DON'T use your real signature or you might find people cashing checks as you!)

While building an effective squeeze page system, branding your business is something else you have to keep in mind. Think of your entire set of web pages as single parts of a colorful virtual quilt.

Pick colors that are complementary and not garish or always changing.

Make those colors prominent in your headers and other graphics that draw your visitor's eyes. Use similar layouts for all your sales pages or content pages. You might want to think about designing a good background that you use for your entire business and not use different ones for each product.

Nothing should 'jar' the reader. If they realize they're reading a squeeze page you've lost them.

Have a good photo of your smiling face taken and use it on all your pages. Use the same signature on everything.

You are building recognition and trust with your customers and there's only two ways to do that with online marketing. First, your email contact has to be opened by your subscribers or it's worthless. When your list members open your emails and click on your links, they want to recognize the page they land on and know who they are dealing with.

Design the look and feel of your entire sales system carefully because it will design who you are online. Keep these suggestions in mind while you read the next chapter.

Do You Have A Plan For Your Squeeze Page Theme?

The last chapter discussed creating a themed brand for yourself and your marketing design. Let's get down to specifics for your squeeze pages, which are dependent upon on how you plan to generate traffic to your sites.

Most marketers have focused a large part of their marketing efforts on keyword research and search engine optimization (SEO). You are looking for **keywords with a high demand** (lots of searches on the terms you picked) and a **low number of sites competing** for your attention.

When you uncover keywords with those characteristics, create a squeeze page for each one of your products and optimize each one around a different phrase in your list. It would be a mistake to use one squeeze page for everything or to design all your squeeze pages so they send your traffic to one generic product page. Doing that destroys your focus and reduces the perceived value of each product.

Think about it! Would you rather buy your new cell phone from a high-tech store selling only cell phones or a discount store with a pile of different cell phones in a bin?

The same warning can be extended to creating one squeeze page and sending all your traffic to it. Either practice will quickly render your focused marketing methods useless.

You can have several web pages selling the same product or service and several squeeze pages sending your traffic where you want them to go. Just don't make the mistake of tossing all of them in the same basket and expecting great results. **FOCUS! FOCUS! FOCUS!**

Another often-used technique is driving traffic to your products with pay per click (PPC) processes. Here you buy certain keywords and Adwords is one such program. Using PPC methods to generate traffic will require that you fine tune your pages to maximize the effect of the keywords you purchase.

If, on the other hand, you decide to generate traffic through pay per click (PPC) programs, such as Adwords, planning your Squeeze Page theme will again find yourself tuning a number of different pages to fit the keywords you are purchasing.

In case you are not familiar with pay per click concepts, it is an Internet advertising tool used on content websites and blogs. You, effectively an advertiser, bid on the keywords or keyword phrases you want to use in your sales or content copy. Relevant ads matching your keywords display on your pages and you get paid each time one of your visitors clicks on an ad. These ads are easily identified because they are called ***"sponsored links"*** or ***"sponsored ads"*** on search engine results pages.

Three of the largest providers of PPC opportunities are Google AdWords, Yahoo! Search Marketing and Microsoft adCenter, thought there are many others.

Regardless of the method you use, many new marketers fail to construct their squeeze pages to fit a specific audience and lose their effectiveness. You can read instructions to focus like a shark all over the Internet and it is a serious instruction. Lose your focus and you scatter your power until you don't have any.

When you are trying to get that email address, you have to give your viewer compelling reasons to give up their details. Those reasons would be benefits the viewer will get from using or reading your

product. All buying decisions are based on personal emotions. If a potential buyer can see how your product or service will make their life easier or better, they will buy it, or as a minimum, trade their email address for more information.

That emotional process is called, **"WIIFM"** or **"What's In It For Me?"** Answer that question simply and honestly and you win!

When you are formatting your squeeze page theme and the rest of your pages, never forget that your customers are people just like you are. Make everything you put online look professional. Check all links more than once to make sure your customers do not land on the 404 error page instead of your sales pages (or put another squeeze page on your error page!). Be friendly!

Squeeze Page Conversion Techniques

 Writing compelling copy that does the conversion you need is not easy and might be better left to a professional if you are not an excellent writer. You are the only one who knows your personal strengths and weaknesses. Make choices based on what will promote your business and not ego!

Good copywriting requires a mix of persuasive sales points and strong psychological or emotional triggers. It is easy to miss that point if you are just copying a sales or squeeze page that looks good to you.

If you are concentrating on hyping up your copy and headlines and lose track of what you are doing, it's easy to miss that you have not mentioned the benefits of your products. Your benefit list needs to address the problem **_and_** the solution you are providing with your product. If it doesn't, your visitors will not know that the solution they are looking for is right in front of them.

In short – tell your reader they have a problem and then explain how your product can solve that problem.

Psychological triggers are proven terms that can keep your visitor reading your benefits or sales copy. Certain words and phrases are well known to keep reader interest and all of them provoke a response within your visitor that will affect your readers.

Some of those emotional triggers have been mentioned before, like **"Free"** and **"Secret."** Others are equally as effective, depending on

the quality of the rest of your copy. **"Scientifically proven"** invokes trust in your product and what you are saying abut it. When you put a **"guaranteed"** label on your offer, you are diffusing distrust and skepticism, while **"shocking"** tickles your curiosity.

A more complete discussion on psychological triggers follows this section.

Another problem that will destroy your forward motion is a sales page or squeeze page with sloppy copy that lacks focus and direction. Your copy has to guide the reader from point to point, with each point breaking down their sales resistance. Along with this, there should be **several calls to action**, which is another psychological trigger, of sorts. Multiple reasons to buy now (calls to action) are needed if you want your visitors to reach for their wallets (or to opt in)

Other very persuasive method for getting sign ups or sales, is creating a sense of urgency with a time limit on your special offer. Statements like, **"For the first 50 subscribers only!"** or **"No guarantee how long this incredible offer will be available,"** induce a **"Get it now Before It's Too Late!"** atmosphere that works.

Don't fall for the trick of inventing fake deadlines and changing them every few days. Your credibility will be bruised, if you do. This phony technique was heavily used not too long ago and has since gone out of favor. It irritated customers who didn't believe it in the first place.

Another technique that has been successful for some marketers, even though it is viewed as a nuisance by some visitors, is the pop-up that slides in and hovers over your page until you click the off button.

While the techniques for squeeze pages and sales pages are different, some of the techniques and mind sets are identical, the major one being focus. Your squeeze page has to focus on getting an email address and listing your most powerful benefits to make it happen. Your sales pages can be considerable longer and spend more time explaining your benefits, but the intensity of the focus is the same.

Under your opt-in box, where your customer can enter their details and start your whole squeeze page system working, include a guarantee that you will not sell or give away their email address. This reassures your customer that you are an ethical marketer.

My Top Effective Psychological Triggers

Salesmanship can be found everywhere. Good salesmen and women have learned to grab your emotional centers and not let go until you buy their car or TV. Internet marketing is no different than marketing in the thousands of stores anywhere and, if used skillfully, your conversion rate can increase dramatically..

First, don't be mysterious about why you're doing something or what you want your visitors to do, buy, subscribe or refer. Don't try to become a person other than the one you already are. People trust ordinary people, and can often tell if you're not being honest.

Give your visitors honest reasons for whatever you are doing on your pages, like offering a discount or limiting the number of memberships or number of products you will sell. An open conversation with your visitors, using your sales or squeeze page copy, will build trust.

Second, Be specific when you are using income details to back up your claims of success. Your visitors will start out being skeptical of your income claims and your job is make what you say believable to them. For example, your specific income could be $1,012. Say so. Don't round it off to $1,000. General numbers can sound phony.

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Next, learn to create curiosity in everything you do, like in your headlines and your email subject lines. If your list members open your emails or read on past your headline, you have a chance of a sale. If they just delete it or click off to another page, you get nothing.

Use words like "Hidden" and "Secret" to make your readers wonder what is so secret. Questions are another way to generate curiosity. Make them start with terms like, "Do You Know _____?" or "Have You Heard About _____?" Curiosity is the easiest emotion to arouse. Use it and make money.

One effective technique to increase sales is fear. Using deadlines or 8-hour specials makes people more likely to buy because they are afraid they will lose something or not be able to get hold of something they need. Limited-time offers work very well, if your sales copy is compelling.

Technique #5 has been discussed more than once on these pages. The art of asking questions that create curiosity or start readers thinking will make them be more responsive to your sales message.

Headlines are great places to ask your question. Page visitors can't miss seeing it when they land on your page and, therefore, begin reading your sales copy with their curiosity already working.

A very influential way to get visitors involved in your offers and your personality is to tell a true story to illustrate a point in your sales message. Your story can be about some true use of your product or about a success a customer had after using your product. Don't be afraid to put a little "You" into the story.

Last, remember that your products are the solutions to problems your ordinary customer has. Present the problem and examine it some to make your customer's recognize the problem (pain) in their own lives and want to find a solution. Once you have the reader understanding the problem they face or have been living with, present the solution in your product. List the benefits.

Studying these techniques until you are familiar with them will help you create squeeze pages and sales pages that make your customers buy from you over and over. Salesmanship is more than wearing good clothes and smiling a lot. You have to be smart and know what you are doing.

Do You Know The 3 Elements of
Squeeze Page Conversion?

If you check out professional squeeze pages created by almost any recognizable Internet marketer, you will see the same three elements used by most, if not all of them.

The first element that increases your conversion rate is through personalization of your pages or letting your visitors know who you are. You can do this with a photo of yourself and a signature at the bottom of your squeeze page.

People have been scammed to death by marketers they cannot see or even reach when something goes wrong. They want to know who they are dealing with. These two simple additions to your pages will increase trust and make you come alive in their eyes. That creates a relationship with each customer.

A professional page layout will increase your conversion rate. Using black text on a white background is viewed as professional rather than immature or tawdry. It is easy to read and does not mess with your reader's vision, like constant color changes and blinking text.

Competence and professionalism will be more effective every time than flashing graphics and loud headlines with clashing colors. Simplicity, tasteful design and clear copy will keep your customers on your pages long enough to consider buying or subscribing.

The last element of the three major elements in squeeze pages is offering free gifts so you can generate leads and get those leads in front of your OTOs or up-sells. Your free gift can be an ebook, a short report, an ecourse or useful software. Giving away valuable products that your visitors can actually use build trust and because they can make a decision about the quality of your products before they have to buy them.

Publishing a guarantee for your products is another way to increase your opt-ins. Make your guarantee simple and include an expiration that is easily found. Make that simple, also, like 30 days, 60 days or more. If you sell with ClickBank, they have a 60-day guarantee that you have to offer and adhere to if you want to do business through them. Other payment processors will have one of their own.

Whatever payment processor you use to transact your business, make sure you have a clear statement that says your customers can return your product for any reason within a specific time frame.

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How To Get Traffic To Your Squeeze Page

One of the most difficult tasks you have left to master in this system is to drive traffic to your site, targeted traffic, actually. You can have gorgeous websites offering fantastic products and bonuses, content-rich resources for download and squeeze pages to die for, and it will all be a waste of time if no one can find your pages.

Another problem with traffic is that it has to be focused, targeted traffic that wants to know about your products. Hundreds of visitors that don't care about your products will just clog up your bandwidth and do nothing for your sales.

For example, untargeted traffic from a social bookmarking site can send thousands of visitors to your site without generating one sale.

The process that remedies your traffic problems is called Search Engine Optimization, or SEO. Using keywords related to your site is one way and has been discussed several chapters above this one, but two points deserve another mention. Make all your pages focus specifically on one keyword that relates to your chosen niche. Use your keyword in your header, if you can, and title tags.

What you want is targeted traffic that increases over time. One way to get that effect is to get other website owners with related products or information to link to your pages or blogs. One-way links are the most valuable when search engines index your pages.

Remember all the discussion on building relationship several chapters back? Another good option for generating traffic is to solicit joint ventures with other marketers. This human connection should not be taken lightly. The personal side of selling products, watching your bank account grow and creating new products has some serious benefits to your reputation.

First, making real, human connections with other marketers with similar interests automatically uncovers possible targets to approach for joint venture that would benefit both of you. Traffic can be quickly increased with the marketing efforts of your joint venture "partners" as they send possible customers directly to you for sales.

If you are the one requesting the joint venture, make sure you make the terms easy and as beneficial to your prospects as you can make it and not lose money. The incentives for helping you have to be valuable and offer a real possibility for the list owner to make money, too.

Blog and forum posting will help drive traffic to your squeeze pages. There is a definite procedure to make this process work, however, and not following it will get you banned from the forum. Never, Never spam the forum or blog.

First you have to become a trusted and recognized member of the forum by answering questions, posting resources and becoming an expert in your niche. After a few weeks, put a link to your squeeze page in your signature. Other forum members will follow it to see what you are doing.

These last elements will generate traffic for you, but they will probably be a little slower than some of the more dramatic techniques discussed in this report. The benefit to you is that the traffic will be targeted and mostly willing to buy your products.

....and finally

Squeeze pages should be a huge part of your setup.

It's vital not to underestimate how vital building a list is, and squeeze pages are one of the best ways to go about this.

Many marketers – too many – think that if they're giving something away for free they don't have to put as much work in to their squeeze page.

Actually the reverse is true. For one thing you're NOT giving away something for free, you're doing it in return for the privilege of adding that person to your mailing list, and secondly, people are beginning to realize just what a valuable commodity email addresses are, and they're not just opting in for any old freebie.

Instead they're looking round for the best quality information they can find.

You need to provide that info or you'll find yourself left behind.

Make your squeeze pages as good as the can possibly be!

Best of luck

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