

Date: Friday June 30, 2006

How To Create A "Squeeze Page"

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, you'll learn all about **squeeze pages**, and how you can start using them right away to build your list at an explosive rate.

What Is A Squeeze Page?

A squeeze page is a simple web page designed solely to capture opt-in emails from your website. You see, most websites have a front page that has lots of choices and options. When a person arrives at a site using a squeeze page, however, they have only two options: either join your list... or leave.

SIDENOTE: I believe it's important to give credit where credit is due. It was Jonathan Mizel who popularized the squeeze page (he calls them "Name Squeeze Pages").

The general website wisdom that us marketers have come to learn is that the more steps you make a visitor take, the less likely it is that they'll buy from you right then and there.

For example, when people first try putting their ezine on their website (instead of in email form), they are shocked at the dramatic reduction in readership. What they didn't realize before they made this change is that people are generally lazy, and won't bother to take the extra step.

SIDENOTE: I realize that I *myself* am taking that chance by asking you to download this newsletter in PDF format, but I'm also clear that the PDF format raises the value in the reader's mind (something to think about for your own

business). Plus, this newsletter has way too much content to put in a text email.

So back to the question of "why". The main reason you should use a squeeze page is because you can build a list much more quickly than if you just put an opt-in form somewhere on your index page or even in the middle of a sales letter. And every smart marketer knows that the money is in the list.

Also, if you're an affiliate marketer who is buying ads and pay-per-click traffic for a certain product, wouldn't it make more sense to capture those leads first? I mean, what happens when they don't buy the product? I'll tell you what happens... you lose money.

The truth is, most prospects won't buy on the first visit. In fact, even with a really killer sales process, only 1-2 out of every 100 people will buy. Wouldn't you like to capture a big chunk of those other 98 people so you can sell them again and again?

Different Types Of Squeeze Pages

There are two main types of squeeze page. They are "The Instant Access" model and the "Mini Sales Letter" model.

The Instant Access Model

I have to admit; I didn't think this model could work, until I found myself opting into sites that used it. Basically what you're doing is telling people that they are about to gain instant access to a website that contains secrets about a subject that the reader is interested in. All they have to do is use their first name and email address as the username and password to get in.

Before you continue reading, take a quick look at this screenshot for a good example of a successful "instant access" type of squeeze page:

<http://MichaelRasmussen.com/newsletters/ims7-ex1.html>

Notice how this squeeze page is very short, and to the point? This page is very successful, and it might be a good model for you to follow. Before you decide, though, let's look at the other type of squeeze page that you can use.

The "Mini Sales Letter" Model

Honestly, this is the model that I prefer. It's essentially a short sales letter to get people to subscribe. It focuses more on the benefits of whatever it is you're trying to get people to interested in. This could be anything from a free mini-course to a simple newsletter subscription. A good example of this model is:

<http://MichaelRasmussen.com/newsletters/ims7-ex2.html>

Notice how this squeeze page spends more time selling you on the benefits of getting whatever content they promised? I'm really not sure what model works better (I'm still testing). If you get some data on this, please get back to me with it.

How To Create A Killer Squeeze Page

There are four main parts to a great squeeze page. I'm going to focus on the "sales letter" type of squeeze page first, and then tell you how you can adapt it to the "instant access" model if you prefer to go that direction.

Headline

I tell you, this is where most marketers get super lazy. When writing a headline, you don't just write ONE headline and then move on. You must write dozens of headlines in order to come up with a winner. This is where having a swipe file of other proven headlines really helps.

What you want to remember is that a great headline should scream out your most powerful benefit. Believe it or not, nobody actually cares that you worked really hard on your mini-course and that you'd really appreciate it if they'd subscribe. They only care about what you can do for them. Remember, your visitor is there looking for information. They are not looking to join your email list so they can receive offers.

Here's an example of a bad headline:

"Download My New Report That Will Show You How To Make More Money!"

Here's an example of a good headline promoting the same free report mentioned above:

"Amazing Free Report - Available Instantly - Reveals How You Can Add An Extra \$949 Per Month To Your Income By Adding Only 3 Extra Sentences To Your Website!"

I don't know about you, but I would want to know what those 3 sentences are, and how they can make me an extra \$949 a month. Remember... your headline should scream out your biggest benefit, and it should also be specific (like with the \$949 example).

Body copy

The body copy is the shortest and the easiest part of the squeeze page. The purpose of the body copy is to lead people to your bullets (which I'll cover next). It should welcome people to the page, and get right to the point as to what you have to offer them.

One great way to start off your body copy is with a simple "If... then..." intro.

For example:

Dear friend,

If you've ever wanted to learn how to make a ton of money every time you send an email promo to your list, then you're going to love my free downloadable mini-course. I'll teach you:

- bullet #1
- bullet #2
- bullet #3

Keep your body copy short and punchy. Don't waste your reader's time by going into any stories about yourself unless it's directly related to your product's main benefit. Let's move onto...

Bullets

The basic rule that you want to remember about creating squeeze page bullets is that they must be "blind". In other words, the bullet must NOT reveal what the secret is that you're mentioning.

Here's an example of a bad bullet: □

Why making your bullets "blind" will make your squeeze pages more powerful and persuasive.

Here's the same bullet written my way:

A simple change you can make to your bullets that will instantly make them more powerful and persuasive.

Do you see how the 2nd one doesn't actually reveal the secret, while the first one gives it away (completely eliminating the mystery and curiosity).

The Opt-In Form

This part is pretty easy. All of these autoresponder services have form creation tools built into their control panel.

<http://MichaelRasmussen.com/Recommends/Aweber>
<http://MichaelRasmussen.com/Recommends/GetResponse>
<http://MichaelRasmussen.com/Recommends/IntelliContact>

Just make sure that the form looks neat, professional, and clean.

SIDENOTE: Also, make sure that you state somewhere below the form that you will not share the reader's email address with any other organization. People want to know that you're not going to sell their email off to some spam list broker.

Mistakes People Make When Creating Their Squeeze Page

Mistake #1 - Thinking that "free" is enough of a selling point. Like I said just a minute ago, just because something is free, that doesn't mean that it's perceived as being valuable. The dirt on the side of the road is free, but unless you're looking for dirt, you don't care.

And besides, the content that you're giving away isn't really free. The price that the reader pays is having to spend their time either reading or deleting your emails. The bottom line is that you have to sell people on your free stuff just like you would a paid product.

Mistake #2 - Thinking That People Care About You And Your Story. If there's one mistake that almost every marketer makes, it's this. They assume that just because THEY care about all the hard work they put into creating their product, that the reader will care too. The reader ONLY cares about himself or herself. The only time you should really talk about yourself is when you're establishing credibility. Otherwise, keep it focused on the reader.

In Conclusion

We've covered a lot of ground in this newsletter. I hope you'll print this out and use it as a working reference when you're building your very own squeeze page.

Remember, often times your squeeze page is a person's first contact with you, and you only have one chance to make a first impression.

Take your time when creating your squeeze page, and you'll be rewarded with an opt-in list that grows larger and larger with each passing day.

Good luck building your list.

Your friend,

Michael Rasmussen

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