MODULE 2: Setting Up Your Squeeze Page

SniperListBuilding.com

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James Brown & Stuart Stirling

Introduction

This is going to be the top of funnel and learning how to setup squeeze pages on the fly is very important. This isn't that hard at all, especially when you get done reading this module.

I'm going to show you 2 different ways you can setup squeeze pages very quickly.

You will often hear the word landing page, which is basically the same thing. That's why I just stick to saying squeeze pages because it makes it easier on everyone.

When you get the hang of things you should have a squeeze page setup in less than 30 minutes and driving traffic with ease.

Creating a cool looking squeeze page is super these days, there is no need for you spend hours or even days creating squeeze pages.

There are three ways that you can setup a quick squeeze page:

- · Use squeeze page templates and simply edit them

- · Use Wordpress themes built as squeeze pages

- · Outsource or hire a designer (expensive)

When you're able to create squeeze pages on the fly you will be a list building machine!

So let's get into the content!

Squeeze Page Templates

I usually go with this route 95% of the time because they look darn professional and I pay under $20 for each of them.

It's amazingly simple!

If you don't have a lot of money and don't feel like learning a lot of technical stuff including design and optin forms, this is going to be your best bet!

I've found one site to have a good source of squeeze page templates:

http://landingpagedesigns.net

You can get any of their themes for under $20, that's a darn good deal if you ask me.

You can take these templates and tweak them to match your offer and on top of that you will look really professional.

Here is an example of one:

Using OptinEase

This is an online software tool that I've been using as of late. It works great because you can do all your editing right there online without using any HTML editors.

http://www.optinease.com

Even though it costs $97, you don't have to worry about buying another squeeze page template or paying someone else to design one for you.

Here is a squeeze I created in less than 10 minutes, literally! I had to test it out for myself to make sure it was everything it said it was.

For only ten minutes worth of work, that looks pretty darn good!

Using Wordpress to Setup Squeeze Pages

This is brain dead simple and you don't need anything more than Wordpress installed. If you're not sure how to install Wordpress there are plenty of online resources that will take you through the process.

I want to stay focused on building "quick" squeeze pages. Fair? Good!

There are plenty of Wordpress themes that can accomplish setting up a squeeze page. Some are free and some you have to pay for you.

If you have a few bucks to spend it's best to get it right the first time and buy a good theme.

Here are few Wordpress squeeze page themes that I recommend:

- **Free WP Squeeze Page Theme - http://wordpresssqueezepage.com**

- **Premium Sales Page/Squeeze Page Theme –**
  http://www.squeezetheme.com

- **Another Premium Sales Page/Squeeze Page Theme -**
  http://www.flexsqueeze.com

Using a Wordpress Plugin

It's amazing how many different ways you can actually get everything setup.

This is a Wordpress plugin that you can install to place an optin form on your blog.

http://www.wpsqueezepage.com

Getting Higher Conversions

This is similar to copying writing but it's the short version. You simply need to follow A.I.D.A. (Attention. Interest. Desire. Action) when crafting the sales message for your squeeze page. I will go over this formula here in a second.

Consider this the cliff notes version of writing good copy. To learn how to be a great copywriter it would require entire course, and that's not our focus. You don't even need to be a good copywriter to build an email list.

Simply follow the outline I'm going to give you!

You're Headline

Follow this criterion when creating your headline and below I will give you a few examples.

· Use words like scientifically-proven, shocking, explosive, secret, and free. This activates people's mind and triggers interest in what you have to offer.

· Keep your headline short and to the point. Be sure to express the benefits in as quickly as possible. The headline is suppose to draw them in and keep their interest.

· Use large, bold, red or dark blue font for your headline. Dark blue has been shown to put readers at ease, meaning they will stay on the webpage longer. Red is known to get people to take action.

When creating your headline, it's a good idea to mix and match the above techniques to really make an impact. I suggest looking at other salesletters in your niche to see which ones work the best.

Examples of good headlines:

- · The Secret That Six-Figure Bloggers Use Everyday

- · Here is a Method That's Making Me a Consistent $100/day

- · Little Known Ways to Build Muscle Quickly and Safely

Bullet Points

In the bullet points you want to communicate the benefits and give them a specific result they will achieve by opting in. Most of the attention on your squeeze page is going to go toward the squeeze page, so it's important to hit those hot buttons when writing you're bullet points.

As I stated previously, I normally use the **AIDA (Attention, Interest, Decision, Action) method** to create compelling copy on my squeeze pages.

It doesn't take me longer than 10 minutes to write the bullet points for my squeeze page.

Let's get started with the "attention" portion of AIDA

Attention

The first thing you want to do is grab their attention, if you never catch a person's attention to begin with, there's no point in going any further with your sales pitch, because no one is going to read it.

If you haven't guessed yet, getting a reader's attention starts with a well-crafted headline and we covered how to craft a deadly headline already!

From there, you have to push hard to keep the reader moving. You can do this by including a small paragraph after your headline that mentions important benefits.

And this brings us to our next section: interest.

Interest

The second component of AIDA involves building interest. This generally has three different parts.

- **You introduce a problem**

- **Introduce a solution to the problem**

- **Introduce your report as the solution**

You want to write a paragraph before the bullet points to create interest.

Decision

This is where you want to add LOTS of supporting material, including an endless list of benefits. Your goal should be to get them to optin by telling them a specific result they will receive from the report you will be giving them.

Action

The final portion of AIDA involves telling people to take action. Put simply, this is your call to action (or calls to action).

An example would be:

Optin Now To Grab This Report & Learn The Secrets to Finally Building Muscle!

Choosing An Autoresponder

I decided to throw this chapter in for those that don't have an autoresponder and starting from the ground floor.

It's my goal to over-deliver and make sure this course is everything that you've hoped for and then some!

I highly recommend the following services. I believe both are under $20 and are necessary to start listing build...

Aweber – http://www.aweber.com

I've been using Aweber my entire internet marketing career! Most marketers do so also, it's a good idea to have what everybody else has to make integration easier.

Get Response – http://www.getresponse.com

This comes in second after Aweber…

Another third option is a free autoresponder service called list wire put out by email marketing guru Gary Ambrose. It looks pretty good & will most definitely help those starting on a budget build email list just like the big dogs.

List Wire - http://www.listwire.com

Your First Three Followup Messages

These are the first three messages that you want to send out automatically, so they will be part of your follow-up sequence.

If you're having trouble writing your emails, check module 5 for a more in-depth look at how to craft your emails.

The first 3 follow-up emails should go something like this...

· **SUBJECT: Welcome, thanks for subscribing**

This is protocol; you want to thank them for becoming a subscriber and how much you appreciate it. Be sure to had a little personality and energy to this first email.

Also, don't forget to include the link to the report.

· **SUBJECT: What did you think about the report?**

Here you want to follow-up with them and make sure they read the report and ask for their feedback and if they have any questions. This lets them know you are truly interest in their success with the information you provide.

· **SUBJECT: Re: you'll absolutely love this...**

This is where you will recommend a related affiliate product that goes deeper into the main idea of your report.

You want to drip these emails at 2 to 3 day intervals, not the day after each other. You don't want to send them a day after each other, it would get annoying because you haven't built a relationship with them yet.

They're not accustomed to receiving your emails yet!

In Closing

Alright now we're covering some ground! We hope you're keeping up because we are moving full speed ahead :-)

In this module...

- · You learned three different ways to setup a squeeze page very quickly

- · An in-depth look at how to write good copy for your squeeze page

- · 3 different autoresponder services that we recommend

- · What three follow-up emails you should send out first!

You should have your niche selected and the products you want to recommend, plus your squeeze page setup before moving on to the next module.

In the next module we are going to cover FREE Traffic, this should be exciting!

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