

# ez Little Squeeze Pages

*How to Create a Squeeze Page that  
converts like crazy*

A product of [Mr. B.O.L.D](#)

To help you make [[ [th@t million dollars](#) ]]

# **\$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy**

## **COPYRIGHT NOTICE**

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express writer, dated and signed permission from the authors.

## **LEGAL NOTICE**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does 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, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

The report is for informational purposes only. This report is not intended for use as a source of legal, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, accounting and finance fields.

You are encouraged to print this book for easy reading.

## **Creating a High Converting Squeeze Page**

Your squeeze page is just a mini sales letter – perhaps around 400 to 500 words – that tells your prospects why they should join your list.

Here are the six main parts of your mini sales page:

**1. Headline:** The bold, big-fonted headline appearing centered at the top of your page has one job: To attract attention. And it does this by presenting your biggest benefit.

Examples:

- "Free Report Reveals How You Too Can Look 10 Years Younger!"
- "C3 Corvette Won't Start? Are You Thinkin' It's a Fuel Problem, But You're Not Sure? Now You Can Find Out for Sure... Free Report Troubleshoots All Your Carburetor and Fuel Problems!"
- "REVEALED: the Seven Surprising Secrets of Losing All the Weight You Want... for FREE!"

**2. Opener:** While your headline grabbed attention, the opening paragraph or two of your letter is designed to get the prospect interested in both your letter as well as your offer.

You can do this by asking a qualifying question, telling a quick story, reminding the prospect of his pain and/or elaborating on the benefits mentioned in the headline.

Examples:

- A sweaty hour in the gym plus nightly hunger pangs – you'd think the weight would melt off quicker than snow in the desert. But Suzy hadn't lost even one stinkin' pound...
- Are you tired of not fitting into your clothes? Do you ever feel ashamed when you look in the mirror?
- You're tired of being overweight. None of your clothes fit. You hate going out in public. And you get winded after a short flight of stairs.

## \$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy

- Imagine slipping into that little black number you own. Imagine getting the double-takes on the street. And now imagine losing all the weight quickly and easily, without sweaty exercise or hunger pangs!

After you've reminded the prospect of his problem, then you can introduce your free report and newsletter as the solution.

Example: Introducing the "Seven Secrets of Getting Skinny," a free report that shows you how to easily lose two pounds every week and keep it off! Just look at what you get when you claim your free copy now...

**3. Bullets:** Your prospect is interested in your free report. Now you need to tell him what all he gets when he subscribes – that is, how does it benefit him? To do that, just provide a bulleted list of the top five to ten benefits of the report as well as your newsletter. Basically, these benefit statements look a lot like mini-headlines.

Examples:

- You'll discover a surprisingly simple way to double your conversion rate – and it just takes two minutes!
- Warning: Don't even think of taking apart your carburetor until you read Chapter 2! (Unless you enjoy spending \$800 to buy a new carburetor!)
- Plus when you claim your free report, you'll be automatically subscribed to the "Dog Training Secrets" newsletter – free!

**4. Proof:** If your bulleted benefit list did a good job of intriguing the prospect, then he or she is about ready to fill in your form and hit the "subscribe" button. But he's not completely sure. After all, you may have made a few pretty big claims.

The solution?

Offer proof of your claims. This could be as simple as offering testimonials or even endorsements from influential others. Or you might offer photos (like "before" and "after" photos for a weight loss report), screen shots, videos, scans or other proof.

**5. Call to Action:** Your next step is to tell your prospect exactly what you want them to do next – and how to do it. This is referred to as your call to action. And if you can

## \$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy

introduce a sense of urgency – such as by making it a limited time offer – all the better.

Tip: Don't say it ends at midnight or next week or some other date unless you really mean it. In other words, if you're going to create urgency, do it honestly.

Example: Your next step is easy – simply enter your name and email address in the form below, click "submit," and you'll get instant access to [NAME of REPORT]! But do it now, because this offer disappears for good on [DATE]!

After the call to action, be sure to copy and paste the subscription form code that your mailing list provider gave you (you'll learn more about that just a bit later in this report). Then sign your mini-letter.

**6. P.S.** Finally, you'll want to close your letter with a post-script (P.S.). This is an important piece of your letter – second only to the headline – because it's one of the most-read parts of letter. As such, this postscript can do one or more of the following:

➔ Reiterate the main benefit.

Example: "And remember, you too can look 10 years younger... once you know these amazing age-defying secrets!"

➔ Reiterate the call to action (and mention the scarcity again, where applicable).

Example: "Subscribe now to start losing weight – but do it now, because this offer ends soon..."

➔ Post a particularly compelling testimonial.

Example: "Just look at the results [NAME] got when he read this free report [insert testimonial]..."

➔ Offer a new benefit not mentioned anywhere else.

Example: "I almost forgot – if you subscribe now, you'll also discover what magic food melts the fat away quickly and easily!"

**Here's to your making [[ th@t million dollars ]]  
Mr. B.O.L.D**

You have never seen anything like this online...

**12 Month Money Machine  
Your Gameplan for making \$100,000  
In the 1st Year of Your Online Business!**

Want to make a little extra money or make  
\$100,000+ income; this is exactly what you need...

[Click here to find out](#)

## \$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy

### Web Business Essentials

Here is a list of resources that every internet marketer MUST have. In fact I use these very same resources every single day, so have no second thoughts about recommending them. And even if the recession hits, these are the bare essential resources I would keep to run my online business.

#### **Domain Name & Hosting**

This is probably one of the most important parts, even though almost everyone simply goes the "cheap" route. I personally suggest that you purchase a robust hosting package, which isn't overly-expensive, but provides you with the features you need to run a professional site.

- 1) Register Your Domains with [Namecheap](#) - Have been using them since July 2006.
- 2) Get Your Hosting @ [Hostgator](#) - Have been using them since July 2006.

Use the coupon "kachinghost994" (without quotes) to get your first month hosting for just \$0.01

OR

Use the coupon "kachinghost25pc" (without quotes) to get 25% OFF your FIRST Year. (You will have to sign up for 1 year plan and can choose to pay up to 3 years in advance)

## **\$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy**

### **Autoresponder**

In addition to a good domain and hosting, you will need a good auto responder system to follow up with your subscribers and customers. As the saying goes "MONEY is in the LIST", you need to use the right service to manage your list.

If you are on my list you can see it live that I use [Aweber](#) for managing my mailing list and that is the same service I am recommending to you. Have been using them since 2007 and you can't go wrong with them.

[Go get your Aweber free trial now.](#)

### **Track Your Marketing Efforts**

One of the important aspects of running an online business is TESTING what works and what doesn't. You need to know where all your traffic is coming from, and analyze the return on investment for each traffic source. And then focus your efforts on campaigns that make money, and drop those that doesn't.

Here is a tool that can track everything from pay per click traffic, banner traffic, article traffic, forum traffic, email ads and more... This tool even comes with an inbuilt link cloaker that allows you to protect all of your affiliate links from commission hijackers! And its the very same tool I am using to track my links right here :)

[Get it Here!](#)



## **\$\$ ez Little Squeeze Pages \$\$ - Convert Like Crazy**

### **Centralization**

If your goal is to build an online business that makes you money 24/7, 365 days a year, you must use a CENTRAL system through which you CONTROL and MONITOR EVERYTHING you do - especially your online sales.

So, what does CENTRALIZATION really mean?

- Offer ALL of your products / services through ONE SYSTEM
- Accept ALL orders for your products / services through ONE SYSTEM
- Offer your affiliate program/s through ONE SYSTEM
- Deliver your product downloads securely through ONE SYSTEM
- Track all sales and credit the right affiliates, right on time through ONE SYSTEM
- Partner with the BIG GUYS and make them feel SAFE JVing with you through ONE SYSTEM

And much much more... ALL of this is possible through ONE SYSTEM and is now available at an unbelievable price.

[Click here and take your online business to the NEXT LEVEL](#)