

List Building Starter Course

Lesson 1

Create a Giveaway Product and a Squeeze Page

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Introduction to Creating a Squeeze Page

What is a Squeeze Page?

A squeeze page is a web page that has as its only function the opting in of subscribers. The idea with a squeeze page is that there is only one action asked of your visitors – that of opting in to your email list.

In a strong squeeze page, there should be no other actions asked of your visitors. There should be no links to other pages in your web site, there should be no advertising, and there should be no alternatives other than opting in to your list.

A squeeze page normally will offer some type of a free gift in exchange for opting in. This free gift should have relevance to the niche in which you are attempting to create an email list.

Why Do You Need a Squeeze Page?

The basic idea with a squeeze page is that it allows you to leverage your traffic. Instead of getting one page view to one sales page from each new visitor to your web site, a squeeze page allows you to gain repeated exposure to that visitor. Once the visitor opts in to your opt in email list, they are no longer a one-time visitor, but a subscriber. As a subscriber, if you develop a relationship with them, and earn the right to expect them to open your emails and click through to web pages, you will earn many more page views to your sales pages than you would have from the one time visitor.

Why Is It So Important That There Are No Other Outbound Links on the Squeeze Page?

The reason it is so important that there are no other outbound links or other action options on your squeeze page is that each additional action or outbound option will decrease significantly the opt in rate to your email list.

This is critical. For example, a good squeeze page can get between a 30% and a 60% opt in conversion rate (percentage of visitors who choose to become subscribers), depending on the traffic source (the more targeted the traffic, the higher the opt in rate, all other things equal). However, a squeeze page with one other outbound link (this no longer officially qualifies as a squeeze page if it has additional links) will immediately drop its conversion rate to about ½ of the original – so now the opt in rate is around 15% to 30%.

Add one more option, and the opt in rate drops to 10% to 20%. This includes PPC. For each PPC link, you lose conversion rate and opt ins drastically.

Create a Giveaway for Your Squeeze Page

This is an extremely critical part of the squeeze page. You have to have a free gift to giveaway to the people who opt in to your list.

This giveaway product should have high perceived value and a low cost to you. One of the lowest cost products you can create is an information product. This information product can be an ebook (my favorite), a video, or an audio recording. Note: at this point, unless you already have a video or audio recording that you can upload, do not use video or audio. It is far more important that you spend the next few days on creating this squeeze page, than to spend it creating a video or audio. You can always change your giveaway product in the future.

If you already have an ebook that you have created, or you have an ebook of someone else's that you have giveaway rights to, use that first. This will allow you to focus your energy on creating your squeeze page, rather than creating a product. Again, you can always change your giveaway item in the future.

If you do not already have an information product you can giveaway, you can create one easily using these easy steps:

- 1) Write 5 articles, or pull out all the articles you have written over the last few weeks. Select 5 articles that are related in topic, and yet are not repetitive of each other.
- 2) Take the five articles and place them in some logical order. It can be from basic to advanced, or beginning to end, etc.
- 3) Compile them into one document; use copy and paste to do it.
- 4) Create a heading and footer for your document (like this one has)
- 5) Write a title for your mini-ebook, focusing on features, not benefits (explained in the next section of this lesson)
- 6) Rename each of the articles so that they appear to be chapters in your mini-ebook.
- 7) Create a table of contents
- 8) At the end of the book, place a link to your sales page (if you do not have one, you can add it later)

9) Upload the ebook into a pdf. If you do not already have pdf software, you can get five free pdfs made here: [Free Adobe Trial](#) Look for the link to creating a trial account. After the first five, you can subscribe to their service for \$10 per month, or of course buy the software for yourself.

10) How to Upload Your Giveaway PDF to Your Web Site

I am going to assume for this tutorial that you are using the hostgator web hosting and that you are using core lite ftp to do the actual upload.

To download the core lite ftp system click here: <http://www.coreftp.com/>

Click on the ‘download’ link and then choose one of the free versions. Follow the instructions to download (it should all be one-step-at-a-time menu driven, just take it one step at a time, and follow the directions precisely).

Once you have downloaded the coreftp, then follow these directions to upload your pdf:

Open core ftp (or core lite ftp).

If this is the first time you are using it, you will need to prefill some boxes in order to ftp to your site.

The first box is your site name.

The next box is your hostname/IP/URL In this box, type in one of your hostgator nameserver addresses which is in your welcome mail from hostgator.

The next box is for your username for your web hosting account (with hostgator)

The next box is for your web hosting password (your password with hostgator).

Once those are filled in, click ‘connect’.

You should have your web hosting account files show up in a new window, on the right side of the screen. If they do not, generally one of the 4 boxes you just populated is incorrect.

To correct these fields, click ‘file’ (in the upper left corner), then ‘connect’ and you will see the screen you had earlier. Re-input the info – or make necessary changes. Make sure you have the right name server in the hostname/IP/URL box, as well as making sure your username and password are the ones for the correct web hosting account.

To upload the file you have created, go into your computer files, and copy the pdf to your web site folder, or if you do not have one yet, create a folder called the name of your web site.

Go back to the core ftp screen. On the left side, find the folder you have created for your web site, then find the pdf you have created.

On the right side, click on the folder 'public_html'. In hostgator, only what is in this folder will show live on the web.

Once you have clicked on that, go back to the left side, and click once on pdf file. It should highlight it in blue. Then click the right-facing arrow to the top of the box that has the files in it, and this will upload your pdf to your web site.

Now you should be able to type in:

<http://www.yourdomainname.com/whatyounamedyourpdf.pdf> into a web browser and your pdf should come up.

Now you have a giveaway ebook, and if you strictly use articles you have already written as a part of this program, the entire process should take you less than 2 hours (less than that if you have created ebooks before).

If you have 3 or 4 articles, for example, that will fit together well, then write some additional 'chapters' for your ebook.

This giveaway ebook does not need to be long; in fact, less than 10 pages is best. The shorter it is, the more likely that someone will read it all the way through; the more they read of it, the more likely they are to continue to buy from you.

For an example of an ebook that I created by throwing together some articles using this process, click here: [Sample Mini-Ebook](#)

By the way, if you are in the internet marketing or related niches, and do not want to create a mini-ebook initially, I have several you can use as giveaways – just let me know.

Step by Step Process to Create a Squeeze Page

1) Download this squeeze page maker:

[Squeeze Page Creator](#)

Go to the file itself (it is called nichebuilder).

Open the file. The file is zipped. If your computer does not automatically unzip it, or you do not have software to unzip zipped files, you can get a free ‘unzipper’ here:

Free trial (recommended):

<http://www.winzip.com/index.htm>

Other free unzip software (cannot recommend; have not used personally):

<http://www.camunzip.com/>

<http://www.7-zip.org/>

<http://www.info-zip.org/>

For all of those, simply follow the menu-driven directions to download and install the software to use to unzip files.

Now that the nichebuilder file is open, you will see a folder called ‘nlb-software’. Open that folder. Then you will see the software itself, called ‘nlb’, and a pdf called ‘UserManual’.

Double click on the software ‘nlb’.

You will get a new screen that asks if you want to extract or run the program. Try to run the program. If the software does not open to screen that says ‘Niche List Builder v2.0’ then, go back and extract the files, then double click on the software ‘nlb’ in the new folder it will create for you.

At this point, the Niche List Builder is completely automated and menu driven. I will go through each screen with you here.

Step 1: Enter Your Site Title. For this step, enter your site title. If you do not have one, make one up now. For example, if your niche is gardening, your site title could be ‘Gardening 101 – Step by Step Gardening’ Once you have entered your site title into the box, click the button ‘Next Step’. This will take you to step 2.

Step 2: Enter your site description. This is a description of what your site will do for the visitor. For example, ‘Learn to garden like the pros’. Click ‘Next Step’.

Step 3: Enter your site’s first keyword. If you don’t already have one, make one up. In this case, let’s use: gardening. Click ‘Next Step’.

Step 4: Enter your site's second keyword. If you don't already have one, make one up. In this case, let's use: spring gardening. Click 'Next Step'.

Step 5: Enter your site's third keyword. If you don't already have one, make one up. In this case, let's use: winter plants. Click 'Next Step'.

Step 6: Enter your site's main headline. This will be the main headline that will appear at the top of your squeeze page. For example, in this case, the main headline might be: Discover How to Create a Beautiful Garden – Even if You Are NOT a Green Thumb! Click 'Next Step'

Step 7: Enter your site's sub-heading, for example in this case: Step by Step Gardening Instructions Even a Beginner Can Follow Click 'Next Step'

Step 8: Enter your bullet point number one here. Your bullets are generally benefits that your new subscriber will receive by downloading your free giveaway product. For example: Easy Gardening Techniques for Any Climate. Click 'Next Step'.

Step 9: Enter your bullet point number two here. For example: Discover the Secrets of All-Year Gardening. Click 'Next Step'.

Step 10: Enter your bullet point number three here. For example: 4 Quick Tricks to Get Your Plants to Live Twice As Long. Click 'Next Step'.

Step 11: Enter your bullet point number four here. For example: Amazing New Technique Makes Plants Grow Greener and Bigger. Click 'Next Step'.

Step 12: Enter your bullet point number five here. For example: 3 Easy Methods of Planting Year. Round Click 'Next Step'.

Step 13: Enter your autoresponder html code in this box (you get this from aweber's web form 'get html' button).

To get the aweber code, log in to your aweber account and go to the list you have created for this autoresponder.

Click on 'List Setting' then 'Web Forms' then 'get html' for the particular web form you have created. (If you strictly followed the directions in the autoresponder tutorial, you should only have one, unless you have added others since). Once you have clicked on 'get html' you will get a new window that will open with two different types of code, one javascript, and one html.

I prefer to use the javascript version, as it allows aweber to track my hits and subscribes. If you use the html version, they will not be able to track for you.

The aweber javascript code looks like this:

```
<script type="text/javascript"
src="http://forms.aweber.com/form/08/600572708.js"></script>
```

If you choose to use the html version, it looks like this:

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="600572708">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="articlesuccess">
<input type="hidden" name="redirect" value="http://www.secrets-of-internet-
success.com/theArticleMarketingManifesto.htm">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="articlern">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="from">
<input type="hidden" name="meta_forward_vars" value="0">
<table>
<tr><td colspan=2><center></center></td></tr>
<tr><td>Name:</td><td><input type="text" name="name" value=""
size="20"></td></tr>
<tr><td>Email:</td><td><input type="text" name="from" value=""
size="20"></td></tr>
<tr><td align="center" colspan="2"><input type="submit" name="submit" value="Send
me the free ebook!"></td></tr>
</table>
</form></center>
```

Click ‘Next Step’.

Step 14: Enter your Business Name here. In this case, I will use Gardening Tips and Secrets. Click ‘Next Step’.

Step 15: Enter a link to your sitemap. I prefer to simply have this link to the same squeeze page or another squeeze page, rather than my site map. So I will put: <http://www.secrets-of-internet-success.com> in this box. Click ‘Next Step’

On the last screen, you will be given several options.

You can preview your squeeze page by clicking the ‘preview’ button.

You can save the squeeze page as html by clicking the ‘save as html’ button.

You can save the squeeze page as text by clicking the ‘save as text’ button.

I recommend you save the squeeze page twice, once as text and once as html, to a file that is easy for you to find. This way, whichever you need, you will have both the text and the html.

How to Upload Your Squeeze Page to Your Web Site

I am going to assume for this tutorial that you are using the hostgator web hosting and that you are using core lite ftp to do the actual upload. (note this is basically the same process as I used for uploading the pdf)

To download the core lite ftp system click here: <http://www.coreftp.com/>

Click on the ‘download’ link and then choose one of the free versions. Follow the instructions to download (it should all be one-step-at-a-time menu driven, Just take it one step at a time, and follow the directions precisely.

Once you have downloaded the coreftp, then follow these directions to upload your new squeeze page:

Open core ftp (or core lite ftp).

If this is the first time you are using it, you will need to prefill some boxes in order to ftp to your site.

The first box is your site name.

The next box is your hostname/IP/URL In this box, type in one of your hostgator nameserver addresses which is in your welcome mail from hostgator.

The next box is for your username for your web hosting account (with hostgator)

The next box is for your web hosting password (your password with hostgator).

Once those are filled in, click ‘connect’.

You should have your web hosting account files show up in a new window, on the right side of the screen. If they do not, generally one of the 4 boxes you just populated is incorrect.

To correct these fields, click ‘file’ (in the upper left corner), then ‘connect’ and you will see the screen you had earlier. Reinput the info – or make necessary changes. Make sure you have the right name server in the hostname/IP/URL box, as well as making sure your username and password are the ones for the correct web hosting account.

To upload the file you have created, go into your computer files, and copy the text file you created earlier for your squeeze page. Copy it to your web site folder, or if you do not have one yet, create a folder called the name of your web site.

Go back to the core ftp screen. On the left side, find the folder you have created for your web site, then find the text file you have created for your squeeze page.

On the right side, click on the folder 'public_html'. In hostgator, only what is in this folder will show live on the web.

Once you have clicked on that, go back to the left side, and click once on the squeeze page text file. It should highlight it in blue. Then click the right-facing arrow to the top of the box that has the files in it, and this will upload your squeeze page text file to your web site.

You can also upload the html version in the same way. You can change the text squeeze page to an html file by changing the extension from .txt to .htm

Now you should be able to type in:

<http://www.yourdomainname.com/whatyounamedyoursqueezepage.htm> into a web browser and your squeeze page should come up, like this:

<http://www.secretsofim.com/gardeningexamplesqueezepage.htm>

Congratulations! You now have your very own squeeze page! This is one of the biggest steps towards building a list.