

How to Create a Giveaway Product and a Squeeze Page

Sean Mize

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Limit of Liability

It is a shame in my opinion that I have to include this in my ebook. I have taken every effort in writing this ebook to include useful information on the topic of creating email lists. I do not in any way shape or form guarantee or even imply any level of earnings from anything you might apply from this ebook or anything else you may purchase or download from me or any of my web sites. I cannot vouch for the legality of any of the methods I describe, nor can I be held responsible for any repercussions or reactions that may occur when you apply any of these methods.

All of the links that I have included in this ebook are designed to eliminate the work and effort involved in searching for effective resources with which to build your business, and are included with the understanding that to the best of my knowledge, which in some cases may be non-existent, are genuine and reputable sources. However, whenever you make a purchase from one of the web sites, links, or companies I recommend, suggest, or simply compile for your use, I cannot be held responsible for their deliverability or reputation.

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About the Author

Sean Mize initiated his first internet marketing venture in January of 2006, writing his first book for internet distribution. In February of the same year, he launched his first web site to promote that ebook, and began building his first online list at that time. By the end of the month, he was in profit, and began to expand his online efforts to include affiliate marketing in the internet marketing niche, and immediately created additional revenue streams.

In August of 2006, Sean made the choice to enter the arena of internet marketing fulltime, and began building multiple email lists of individuals interested in internet marketing topics, including getting started online, traffic building, list building, and web site promotion.

Starting from scratch in August of 2006, Sean had built an internet marketing niche company with revenues of over \$15,347 per month by August of 2007, one year later, generating the bulk of his traffic through article marketing.

To join his mailing list and receive recommendations of useful internet marketing tools and helpful internet marketing and list building tips, visit:

[Secrets of Internet Success](#)

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

Step 1) Get hostgator webhosting here: [HostGator](#)

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.

If you do not have [HostGator](#) and do not know how to upload files using your existing web hosting, I recommend you get [HostGator](#) web hosting before doing any of the next steps, because these steps are written precisely for the [HostGator](#) web hosting system.

Step 2: 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.

Setting Up an Account With Aweber

One of the things you will need for your squeeze page is a way to collect leads, so that you can automatically email them in the future, and the way to do that is with an autoresponder.

Step 3) Get an autoresponder account

I personally use: [Aweber](#)

If you do not already have an account with aweber, go to: [Aweber](#)

Across the top of the page, there is a row of links. Click the one that says “Order”.

Choose your plan and complete the application.

Once your application has been processed, you will be given immediate access to your autoresponder account and can begin to create your first list

How to Route Your Autoresponder for Your Squeeze Page and an Accompanying Sales Page

Note: I realize that you probably do not already have a squeeze page or sales page yet; this is one of those ‘which came first, the chicken or the egg?’ things.

You cannot completely create a squeeze page without an autoresponder set up; you cannot completely create an autoresponder list without having created some of the web pages. So if you are starting at absolute zero (which is the assumption) just follow the alternate directions; once we have created those pages in future lessons, I will give you instructions about going back to this and making changes.

I have written this in such a way that if you already have a few sales pages, etc., that you can incorporate them into my instructions; if you are starting from scratch, I have specifically indicated what you can leave for later and what you can leave out).

To route your autoresponder for your squeeze page (I am going to assume you are going to create a new list to do this; if you are using an existing list, just skip that step):

- 1) Login to your aweber account.
- 2) On the left of the page, it reads ‘Managing Lists’, then the name of the current list. To the right of that is ‘add new’. Click ‘add new’

3) Under ‘Actions’ click ‘ Create List’

4) On that screen all you need to do is change to field that has the list name, and the reply and confirm addresses at the bottom. I like to create an email address called aweber@mydomain.com to send all of my notification emails to; then I put in a second email address for my reply address (just click ‘add’ in the section named ‘Reply Address’) and then click the appropriate box for each address. Hit save before you leave this page.

5) Now that you have created a list, go to “List Setting” (in the top row of links) then go to “Verified Opt In”. It is important that you manage this page, because if you do not, your subscribers will receive a canned email that does not get as good a response as if you personalize it. There are some features on the confirmation email that cannot be changed, but there are several that can.

6) On the “Verified Opt In” Page, you will see a box with ‘verified opt in’ turned on. If this is a brand new account, it is probably locked in the ‘on’ position. If you have an older account, you may be able to turn it off by clicking on the ‘on button, then hitting ‘OK’ on the next prompt. Once it is turned on, from the off position, or if the account is used with it in the ‘off’, it can never be turned off. Basically, if it is on, the only way the subscriber can get your emails is if their verify the confirmation email. If it is turned off, they still get a confirmation email, but they will still get the emails if they do not confirm in. If you leave it off, you will have a more responsive list, as some people will not confirm in to get your free gift. If you turn it on, you will lose some subscribers that way.

However, some people like that double opt in feature because it does create a cleaner list. It really depends on how you are building your list. If you are getting a lot of cheap traffic and cheap leads, then by using double opt in, you get a much higher quality list. But if you are sending strong article traffic to your squeeze page, and getting high quality opt ins, like I do, I do not think you really need to use the double opt in feature. If yours is already turned on...you are stuck with it!

Even if you have it turned off, you may be sending out a confirmation email, so scroll down and customize it. Although it is menu- driven, I will go through this line by line:

7) For the subject line, I like to use something like this: `{!firstname_fix}`, Please confirm your email for your free gift (`{!firstname_fix}` is the command in aweber that inputs the subscribers' first name, and it capitalizes it). Once you change that, the default one from aweber will continue to show until they approve the new one. During the week it seems to take just a couple of hours; on the weekend, it is usually sometime Monday before your custom subject line is working.

8) For the intro, I like to use something like this:

`{!firstname_fix}`,

Thanks for requesting my ebook, “Name of Ebook”. To make sure that I only send it to correct email addresses, please click below to verify your email address.

Thanks!

9) The body text cannot be changed

10) For the closing, I usually just put my name – you can put your name and url, or a salutation, and your name, etc.

11) The confirmation success page is the next thing on that page you can change. The confirmation success page is the page that the subscriber is redirected to after they have clicked the verification link. It is important that you utilize every opportunity to build a relationship or make a sale, and this is one place a lot of people skip. (If you do not already have a web site or sales page, etc, just use the default one or leave it blank; you can add it later).

You can put a sales page here, you can put the link to your free gift, or the best of both worlds is to create a download page that has a link to the free gift, but also has a link to a sales page. I would use script something like this:

Thanks for requesting my ebook; here is the link to download it: (URL)

Wait! Before you leave, check out this handy tool to (whatever it does):
(link to sales page for handy tool in your niche)

12) Save everything on that page

13) Now go to the ‘web form’ page. It is one of the links across the top when you have the ‘list settings’ tab clicked, or you can get to it from the home page. From the homepage, go to “Getting Started – Set Up Guide” then to “Web Form Wizard”.

14) Click on “Create Web Form”

15) There are two tabs: 1. Form Details and 2. Design Form. Start with 1. Form Details. Give your form a meaningful name. I use this feature for my tracking – by creating a different web form for each traffic source, I know where each of my buyers have come from. And as much as people talk about tracking everything (even me) the most important thing is to know where your buyers are coming from. And you can create an unlimited number of web forms for each autoresponder list.

So to name it, if I am sending traffic from an article at ezinearticles, I might name it: ezinearticles1 or ez1 (and additional web forms could be ez2 and ez3...). (If you do not already have any traffic sources, name it something generic like list1, etc.)

16) Create a thank you page. (If you are starting from scratch, just leave the default page there; we will fix this later). This is another place where you

can get an extra view to your sales page. Do not just leave the default page there; you are leaving money on the table! I create a page that says something like:

Thank you for requesting my ebook. I am sending a confirmation email to your email box; as soon as you have confirmed your email I will send the book.

In the meantime, please take a look at my brand new product:

Under that, I have my sales page.

17) (If you are starting from scratch, skip this step). Now you need something for the already subscribed page. This is useful if you happen to get someone to your squeeze page who has already subscribed; you may want to make a different offer to them. You can assume this person has been on your list sometime; they are obviously still looking for information; their needs are not yet met, or they wouldn't have gotten to your squeeze page again. So you can either put the same redirect as the one you use for the thank you page for new subscribers, or you could put a second sales page their.

18) Next is your adtracking number – I use the same one as I have named the web form, so I can stay a little organized (I have about 40 lists and as

many as 20 web forms in some of them). This works in conjunction with the web form to help you identify where your buyers are coming from.

19) Click 'next' and go to '2.Design Form'.

20) On the left, you will see a column that says 'fields'. A field is something you want to collect from the subscriber. It should have the field 'name' prepopulated. Click on that field, and drag it to the right hand column that says 'preview'. Once it is in the 'preview' section, you can move the order around by clicking and dragging.

If you want to create additional fields, such as telephone number or address, just click on 'add a new field' and you will get an empty box. Just fill that in with the name of the field, for example, telephone number. Click add – and it adds the new field. Then click and drag it to the preview side.

So how many fields should you have? There is a balance you have to create here. The more fields you have, the fewer optins you are going to get. But the more fields you have, the more information you have about the person. So it really depends on the purpose of your squeeze page. If you want to take your leads offline and sell them over the phone, you need their phone number. If you want to mail them, you need the address. But you have to decide if it is worth the ones you will lose to try to get addresses or phone numbers. One way to do this is to test two web forms – send half your traffic to one, half to the other. Observe your conversion rates – then you can decide if it is worth it to get the additional information.

The way I do it is for my initial squeeze page, I just ask for name and email. In the future, I can send my subscribers to a new squeeze page if I want to collect additional information; this way I get as many leads as possible, and I can get the phone numbers or addresses of the most responsive later.

21) If you want to create bigger fields that will accept up to 100 characters of input, click in the top where it says ‘custom fields’, then create those fields on that page. They should show up on your fields column in your web form. This is useful if you want to create a survey or ask your new subscribers a question, for example, do you have a web site, or how much money do you spend online, or what do you want to learn about.

22) Once you have done this, click save. Now you will see the web form in a list of web forms (or just by itself if it is the first one). On that line, you can click to get the html code for that web form to put on your squeeze page.

Keep in mind, if you have never done any of this before, take each thing one step at a time. You WILL learn how to do this, and over time, it will get easier, and eventually you will not need a list of steps to do it – you will just go into your accounts and make the changes you need, or build the autoresponders or web hosting accounts or domains you need to.

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)

If you do not know how to upload using your current web hosting service, I suggest you get a new web hosting account with [HostGator](#) because these directions specifically use their system.

To get web hosting with hostgator: [HostGator](#)

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.

Sean Mize

<http://www.secrets-of-internet-success.com>

P.S. Perhaps at this point, you are thinking “I want to get more training from Sean.” Here’s the thing - I have a robust training program, but I don’t offer it to just anyone - many of my concepts and methods are significantly different from concepts or methods you may have been exposed to with other teachers, so I require that anyone who wants to get access to my advanced training programs begin by purchasing a beginner level, introductory training, which gives them a chance to learn my method at a foundational level initially, before investing in additional or advanced training.

To get access to this first introductory training, and get a future opportunity to possibly enroll in additional training, start here:

<http://www.secrets-of-internet-success.com/new/cashflow.htm>