

7 Steps for That Million Dollar Squeeze Page

by Jo Mark

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Jo Mark is an Internet marketing expert specializing in the generation of income through the writing and placement of articles. Our successful ebooks have helped countless individuals to generate income by writing articles.

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Make no mistake about it, making money writing articles can be tremendously profitable. But the real money, the consistent money, the massive profits, come from your list. List building is one area where size really does matter, the bigger your list, the bigger your income. And the better your squeeze page, the higher your opt in percentages. A squeeze page is web page where people sign into your list.

The primary (first) link in all of my articles will point to my squeeze page. With each article I write, I have two goals in mind. My primary goal is to entice them to opt into my list. I always offer a free report of some kind toward this goal. My second objective is to offer some sort of promotional sale item with each article. Granted, only a very small percentage of people will make a purchase after seeing a single article, but it is money just the same.

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Following are the 6 steps to building that perfect squeeze page and generating those huge profits:

1) Make sure your opt in box is 'above the fold,' that means, you will see this box without having to page up, page down, or otherwise use your mouse. Your opt in box should have a place of prominence on your page. I've heard some people say that they increased the conversion percentages substantially by moving their opt in box to the top. Although I must admit, I have not done that sort of research, so I can't be certain about that.

2) There should never be any distractions on your squeeze page. No ads of any kind, no links, no nothing! Your one and only goal is to convince the reader to opt in.

3) Use a great headline in bold print and create a sense of urgency. You want to almost compel your reader to submit his name and email address.

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4) Keep your opt in box simple. The more information you request, the lower your opt in numbers will be. I ask for name and email address, that's all, two simple boxes.

5) Most people are concerned about their privacy. Provide a privacy statement saying that you won't rent, share, or sell their information and place it right beneath the opt in box.

6) Give them something, create a sense of urgency, and sell, sell, sell! Make sure you provide plenty of reasons to opt in. It is important that you give away something, a free report, article, e-course, ebook, whatever.

7) Last but not least, you absolutely need an autoresponder to make serious money in the article marketing business! By doing a search you will find many available choices. The top two in the industry are Aweber and Getresponse. You probably couldn't go wrong by choosing either one of those for your autoresponder needs. I use Getresponse and have been very happy with the features and service. As an added benefit, they are somewhat less expensive than many of the others. Most of the autoresponder providers will allow you to start out with a free version (with a limited amount of features), and switch over to their paid service if you choose.

Your long-term success depends upon the quality and quantity of your list. Remember, the long-term money is in your list, and the size of your list is directly related to the quality of your squeeze page.

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