

Mapping Out Your Future With Mike: Guide To Internet Marketing



STEP SIX: BUILDING A LIST – Lead Capture Page

BUILDING A LIST

How do you build a list?

The fast answers are:

1. 2012 Webhosting for Domain Names and Hosting
2. My Free Website Builder to build webpages
3. Autoresponder to provide the capture form.
4. Squeeze page to sign up visitors
5. Traffic strategies to drive targeted visitors to the squeeze page

Step 4 discussed webhosting, domains and web builders.

Step 5 discussed autoresponders.

Step 6 will discuss **LEAD CAPTURE or SQUEEZE PAGES**

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SQUEEZE PAGES

Squeeze Pages do the following:

- capture the name and email address of the visitor using an opt-in form. This opt-in form usually is generated by an autoresponder.
- clicking the submit button of the opt-in form sends the captured data of the contact is sent to the autoresponder data base.
- clicking the submit button of the opt-in form also causes a redirect to a 'thank you page'
- at the autoresponder a 'confirm you information' email is sent to the contact.

The fulfillment on the '**promise**' is begun.

The 'promise' is the '**ethical bribe**' which was offered to induce the contact to submit their name and email address to the opt-in form on the squeeze page.

PLEASE NOTE: SQUEEZE PAGES CAPTURE THE NAME AND OF YOUR VISITOR AND THEIR CONTACT INFORMATION.

The whole point here is to remove distractions and increase the probability that we can get a '**shy yes**' from the visitor to the web page.

Sales pitches and outbound links are distractions that do not enhance our probability of data capture. If the visitor is not interested in our 'ethical bribe', then we do not want his data within this campaign.

This is all about target marketing, narrow niches.

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The basic components of a squeeze page are as follows:

- header graphic (optional), top
- preheadline (optional)
- headline, top
- sub headline (optional)
- media, to the left under headline center: Audio, Video, Photo Or any combination
- features/benefits, left of media
 - headline
 - list (bullet points) of benefits supporting whatever the 'ethical bribe' is.
- caption, under the media (optional)
 - about you and your tie to the offer
- copyright information at the very bottom of the page in the footer if you use one
 - use this ad space if possible (optional)
 - privacy policy – never share data also in footer or with copyright information.
- data submission
 - offer...the ethical bribe presented just above the opt in form on the right side of the media. Note only ask for first name and email address. Remember you are not trying to make a sale, you a trying to start a relationship.
 - tell your visitor to enter his data, then he will get the 'ethical bribe'.
 - be assumptive with the submit button – 'send me my report'

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This really is a simple webpage. With a simple wysiwyg you can create this page with your hosting account discussed in Part 4.

A large challenge for squeeze pages can be the domain name. You must strive for relevancy here. **The focus must be tight for the whole list building process.** It is preferred to **include your main keyword in your domain name as well as the title tag for your squeeze page.**

If the SEO discussion and the building of a squeeze page is too much challenge for you at this time there are alternatives.

If you are looking for a turnkey solution to 'squeeze page creation', then I recommend you look at the software package of Matthew Glanfield:

[**Your Squeeze Page**](#)

This service is approximately \$20 per month. You can easily create an unlimited number of squeeze pages. There are instructional videos. No additional domain name fees or hosting fees are applicable.

The second benefit has to do with traffic but I will discuss it here..

The marketing mantra should be:..

"Test, test again, then test again..."

You should always be running at least two parallel campaigns for all of the stages of your advertising campaign..

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It has many names, but let's call it Split Testing. The idea is to challenge the best with another idea. Let the market choose the winner. Replace the loser with another challenger etc. Always reacting to the marketplace by continuing with the winner.

This takes a bit of organization because everything should be split tested. Just on the squeeze page you should split test:

- header graphic (content and yes or no)
- headline
- sub headline
- media (content and which media and/or which combination)
- features (benefits)
- offer
- caption

You can test color, font, copy, etc.