

## **So You Need A Squeeze Page?**

If you are serious about growing an income online you need a way to build an email list.

There are lots of different ways to make money online – some of them very different from the rest. However, there is one thing that they all have in common and that is they can all be improved massively by having a customer list.

To build that list you need a way of capturing some information about your site visitor and recoding that information so that you can get back in contact with them.

That's where the squeeze page or lead capture page comes in.

The sole purpose of a squeeze page is to capture leads. That's an important point to keep in mind here. The squeeze page shouldn't have lots of other links on it that can take your visitor away from the page.

We need to get these visitors onto our email list so that we can follow-up with them in the future.

The point to realise is that when you promote an offer most of your visitors to that offer will not take action immediately. There is an unwritten rule in sales that potential clients need seven exposures to our sales message before they buy.

Now even if it's not always seven exposures, it is more than one in most cases. That's why we need to capture their information. Once we have them on a list we can mail that list as many times as we want to with details of the offer.

Some of those people on our list will never buy our offer for a variety of reasons whether we mail them seven times or more but if we don't have them on a list we can't mail them again ever.

OK, so let's get back to the subject of this training - you need a squeeze page. This is the first step in putting together any system for making money online, you'll come across it in training programs everywhere, and for most people it's the first big hurdle.

Only a very small percentage of people coming online to make money have any degree of technical knowledge and so creating a web page is seen as an impossible task.

Sadly, that's where the majority of people either give up or go looking for another way of making money that doesn't include the squeeze page step.

Fortunately technology has moved on a long way now and there are lots of options for creating your squeeze that do not involve you being a web developer.

In this training I'm going to show you lots of ways that are available many of which I've used myself.

### **Bundled with an autoresponder service**

To build and maintain your list you need an autoresponder service.

At its most basic an autoresponder service allows you to collect visitor details on a list and as the name suggests create messages that are sent out automatically on your behalf to those subscribers.

Most autoresponder services provide options to create a series of messages that are programmed to go out on specific days after the person subscribes and also to send out broadcast messages that go out to everyone on the list once at the same time.

However there are some autoresponder services that now provide you with the ability to select from a library of squeeze pages that you then add the optin form to to capture your leads.

## **Getresponse**

Getresponse is one of the two autoresponder services that have been around for the longest time.

The other one is [aweber](#) which is a very good service and one I've used for many years. They didn't used to provide the range of facilities that Getresponse do but they do provide many of them now.

The services that Getresponse provide include;

### **Marketing Automation**

Here you can create a complete marketing funnel with "ITTT" (If This Then That) logic. What that means is that you can monitor your visitor's progress through your marketing sequence and take them to different pages depending on what action they take.

For example, if they join your list you can tell the system to send them to a thank you page which has a link on it for them to download the free offer you have promised they will get for joining your list.

This page could also have a link to a paid product offer. If they buy the paid offer you can tell the system to send them to another offer or somewhere else.

That's what marketing automation is. It's putting in place automatic actions that the system will take depending on what the visitor does.

### **Email design**

There are facilities in there to design the look and feel of your email rather than having just plain text.

You get total freedom with the design without the need for any technical knowledge. They have also incorporated a mobile email preview option in their email creator to ensure that your emails are mobile friendly.

Ensuring that your emails can be read on mobile is very important these days since according to a survey that they carried out 41% of emails are opened on a mobile device.

### **Forms Builder**

There's a comprehensive form builder to create a wide array of different forms. They include not just the usual email sign-up form but order forms, free download forms, course sign-up forms, feedback forms, event forms and more.

It seems that whatever you need you can probably create it in Getresponse.

## **Landing Pages/Squeeze Pages**

They include over 100 mobile friendly landing page designs for you to use. Everything is just drag and drop making it easy for anyone to create a landing page or squeeze page.

They have page designs with built-in forms already to use and they even provide hosting for your pages so you can get started without purchasing separate hosting.

If you're just starting out this is a very cost-effective way to get going with your online business.

Add to that an image editor, A/B split testing and integration with popular analytics programs and you have a very powerful Internet marketing service.

[Find out more about Getresponse here.](#)

## **Sendlane**

Sendlane is a more recent service that is rapidly becoming the one to use. Sendlane has two of the top Internet marketers amongst the owner/creators – Anik Singal, Jimmy Kim and Zakaria Meftah.

Between them they have sold millions of dollars in digital products and no what a good autoresponder service should provide.

They created Sendlane for their own use. It isn't just a product to sell for them, it's a fundamental part of their businesses and that's very important.

Because of that it already has a very wide range of page designs to choose from and also includes marketing automation that is the most comprehensive I've seen and email design as standard.

They are constantly improving the system adding more facilities as they need them for themselves so you know things can only get better if you choose them.

Whenever I'm looking for a product to do a particular job I am always more inclined to buy from someone who is using the product in their own business. Having been a long time aweber user, I recently changed over to sendlane because it combines lots of other products that I was using, like page creation, all in one place for one monthly fee.

[Find out more about Sendlane here.](#)

## **Other Squeeze Page Creators**

### **Thrive Themes**

I use Wordpress extensively for my sites and I'm gradually converting all of them over to Thrive Themes.

Thrive themes are developed by co-founders Shane Melaugh and Paul McCarthy. However, it is more than just a set of themes. In the Thrive Themes stable now there is a page builder option that I've now started using for all of my Wordpress sites.

Thrive Themes is a paid option but like the other paid solutions you get what you pay for. Shane is an Internet marketer himself and so he develops software for his own use and then offers it to the marketplace.

All of the Thrive Themes are mobile friendly and there is a growing selection to choose from. The Thrive Themes page editor is now called Thrive Architect and is becoming more comprehensive with each release.

[You can find out more about Thrive Themes here.](#)

## **Leadpages**

Leadpages was one of the first of its kind to provide a page building service. The pages that you create with Leadpages can be hosted with them or downloaded to host on your own hosting elsewhere.

They have probably the biggest selection of page designs to choose from and that number is being added to all of the time.

Leadpages has an impressive array of features including mobile friendly templates, drag and drop technology allowing you to drag in images, buttons and widgets.

It has A/B split testing, integrations with a range of other software, lead capture pop-ups and SMS optin and 1-click sign-ups.

Leadpages certainly removes any difficulties you may have with creating any kind of page for your website.

[Find out more about Leadpages here.](#)

## **Instabuilder**

Instabuilder is one of the software solutions from Suzanna Theresia designed specifically to create web pages.

Instabuilder has been around for a while and continues to improve with every new version. As I write this the latest version has over 100 mobile friendly templates to choose from.

Amongst its many features it boasts;

- 2 & 3 Step Opt-in Technology
- Built-In Image Editor
- One-Click HTML Converter
- Export & Import
- Welcome Gate
- Split Testing
- Advance Analytics
- Scarcity Builder

- and much much more....

In fact, there is so much included in Instabuilder that there just isn't room to cover everything it does here.

I've used Instabuilder in the past and still have web pages created with Instabuilder running successfully now.

If you have everything else in place and just need something to build pages with then Instabuilder is definitely the way to go.

There is just a one-off fee to get your copy – no recurring fees like many other solutions, so a very good option worth considering. You also get a 60-day money back guarantee to try it out for yourself which gives you plenty of time to decide whether it's the one for you.

[Find out more about Instabuilder here.](#)

## **Instapage**

Instapage is another page builder that offers an impressive library of templates to choose from.

They provide some very useful training modules covering creating all sorts of pages including squeeze/landing pages.

Having created your page you are given the option to upload to a sub-domain that they provide, a domain that you own, a Wordpress blog, facebook or a Drupal website.

If you haven't come across Drupal before it is an open source website creation software that used to be more popular before Wordpress came along and dominated the website creation space.

You can get started with a free 30-day trial then if you're happy with the software you can upgrade to one of their three packages.

I haven't used Instapage but it looks like a good option from the facilities they offer.

[Find out more about Instapage here.](#)

## **ClickFunnels**

Instead of hiring developers to code and piece together your funnel, ClickFunnels allows you, the entrepreneur, to build funnels fast with a one-stop funnel creation system. You can build high-converting funnels to generate leads, make sales, one-click upsells, webinars and more!

But it is so much more than that...ClickFunnels is also your Page Editor. Your shopping cart. Your membership site... and so much more!

[Find out more about clickfunnels here](#)

## **Pagewiz**

Pagewiz is a unique and innovative Landing Page Platform that lets you create, publish, and split-test landing pages. Using top-of-the-line technology, our wizard style interface helps you roll out landing pages as quickly and easily as a PowerPoint presentation.

They have a huge library of templates to choose from covering just about every possible niche. This is a paid service but they do have a 30-day trial during which you can create as many pages as you want for free.

[Find out more about Pagewiz here](#)

## **Free Squeeze Page Creators**

There are any number of free squeeze page creation solutions on the Internet. Here are a few that I've found for you.

Instant Squeeze Page Generator provides a range of facilities that are free to use. However, with the free version you have to agree to receive marketing messages about their other products and services.

They have a gold version that you can upgrade to which cost \$79.99 a year at the time of writing this.

I've not used this squeeze page solution myself.

[Find out more about Instant Squeeze Page Generator here.](#)

## **Page Builder by Site Origin**

Page Builder by Site Origin is a free Wordpress page builder plugin. It makes it easy to create responsive column based content, using the widgets you know and love. Your content will accurately adapt to all mobile devices, ensuring your site is mobile-ready.

[Find out more about page builder by site origin here.](#)

## **Wordpress Plugins**

There are lots of Wordpress page builder plugins available. If you are using Wordpress as your platform I recommend that you do a Google search for Wordpress Page Builder Plugins and check out what comes up.

Many of these are free as part of the open source platform.

I hope you find this review of squeeze page builders useful. As always I welcome your comments on my blog or via a ticket to me helpdesk at <http://www.asktrevorgreenfield.com>

This is an “Action Today” report from Trevor Greenfield.

Get more actionable tips and guidance from Trevor on his [“Action Today” blog](#).