

Module 4 - Squeeze Page

Alright, so inside of Module 4 we are going to actually break down a landing or a squeeze page - what exactly it is, its goal and the entire formula and how you can best utilize a squeeze page to convert some cold, warm or hot traffic into a subscriber and/or a buyer.

Now the first thing that we are going to look at is what exactly is a squeeze page. Well, for those of you who don't know, a squeeze page is just a simple page that only offers one thing to do and that's usually either buy product or let them subscribe so that they can get a freebie, or as I like to call it, a lead magnet so that they can learn more about your product, become informed, learn more about you, trust you and then make that final decision to buy. So again, the squeeze page is delivering one solid, main idea, and that's going to be covered inside of usually a text based format. Some squeeze pages do contain videos, but we have often found that to start out, the best thing that you can absolutely do is create a text based headline that can be read easily.

Now for ours, we have used, 'Free Video Reveals the #1 secret to turning just 100 clicks a day into \$21,457.18 in 100% pure gross profits every 31 days (and you don't even need a website).'

So what is all contained inside of this? Well basically you're telling the one reason why people should sign up - what is that thing? And you need to let them know that it is free. Usually free should be one of the first words that you can say - free video, free report, free blah blah blah. Whatever it is tell them it is free immediately and then give some attractive adjectives such as 'reveals', 'secret', 'number 1', and then give that big promise. And usually the promise should be in a different color, I especially like red because people will instantly stop inside of most Western speaking countries because stop signs are red. So when you see red they read that part usually first, they read 'free' and then they go 'Free... just 100 clicks a day into \$21,457 in 100% pure gross profits, and you don't even need a website.'

Again, sometimes you can have a little tagline just like that where it says maybe you don't even need a website or whatever it is, but I have often found through split testing that simple is best, usually just one headline, that's all you need, one core idea and then that's going to convert the absolute best. From there, all they have is usually an opt-in box where they can say, "Hey, how should I sign up?"

Now there are a couple things that you can obviously change for the wording. The best thing that I like to do is pre-frame by letting them know - 'get', which is almost a command, 'get', 'free' - they know it is going to be free - and 'access'. Now if it isn't an instant access thing, you're not doing a free-plus shipping or a book or a physical product, then do tell them it's free instant access, and when you do that it's better than even using 'get access' or 'get free access' because at the end of the day they are immediately going to know what they are doing, what you're offering them, and when they click that button, what is going to occur on the other side. So again, that is the breakdown of what a squeeze page is, it's entire goal is just to get some information from somebody, they have nothing else to click through, they can't read your blog, they can't read your

article, they can't go to your website, they can't check out your product. There is absolutely nothing else to do except for that one goal. And that's why squeeze pages are so extremely successful because you cannot go anywhere else. It polarizes people and your audience, and that is exactly what you want. I always talk about this and you're going to hear me say it a lot - polarize, polarize, polarize; why? Because the worst thing that you can do is have someone not take action. It's better to have someone leave and take that action than just to sit there and let them think about it. And then the more they think about it, the more likely it's going to become a 'no' rather than a 'yes'.

Now when it comes down to what you can actually choose for the breakdown of your squeeze page and how you can build it, I highly recommend Click Funnels. I have made my own little sheet and I have basically broken it down for you. Here are the main things that you need to know when you are choosing your squeeze page creator. Number one, there are basically three things that it breaks down to - you can either get Click Funnels, you can get Lead Pages or you can get Optimize Press. Now, with Click Funnels or Lead Pages they are monthly recurring subscriptions, and with Optimize Press it's a one time. Unfortunately with Optimize Press you have to have your own website, your own hosting, it takes a lot more to edit it. While it is drag and drop, it's not nearly as easy as Lead Pages or Click Funnels, so the old adage goes 'you get what you pay for' and the unfortunate thing is the Optimize Press being a onetime sale - we'll talk about this even in the trackers - the fact is, with software, people who do not get paid monthly for whatever they do, for some reason don't end up updating their software as much, they don't end up keeping on top of it. Usually you'll get updates every six months a year, and if you have a bad product it's just going to be completely left to be desolated with the new updates and changes that come with the modern technology. So again, you want someone that you're going to be paying every month, so that is the main reason why I usually knock off Optimize Press right from the get go. While it does allow a few unique things, like I said, a onetime purchase and unlimited traffic compared to Click Funnels.

At the end of the day, if you get Click Funnels, like I will recommend later on and have before, for an auto responder and tracking segments in your list and tracking and all of that, the \$297 is going to give you unlimited visits a month. Most of the time for \$97 a month you're not going to reach 20,000 visitors, just like I said before. At the end of the day if you're getting 30,000 clicks to your squeeze page, you're going to probably end up making quite a bit of money, so \$297 isn't going to be an issue for you, it's going to be an afterthought. When it comes to being a landing page builder and how easy it is, it is amazingly easy and I love it just for that reason. All of them are actually pretty easy, but Click Funnels and Lead Pages, by far the most because they have had millions of dollars worth of investment into them. So again, you're going to have a million dollar product that is going to be the output. When it comes to being a drag and drop creator, Lead Pages is more of a 'what you see is what you get' whereas Click Funnels is truly drag and drop, easy to do and it allows AB split testing with the ease of use lead pages. Their split testing

is about the same as Click Funnels, it's pretty easy to do. But then it comes down to how easy is it to do one-click up-sells, how easy is it to make an entire sales funnel? Lead Pages is actually only for your squeeze page, it does not create your entire sales funnel, which we will talk about. You need a sales funnel, the squeeze page is just your front page; that's how you get the emails. Then you need to have a sales page where once they do buy you need to be able to do one click up-sells which means they have already put in their credit card information. Right after they have done all that you say, "Hey, would you like to add this to your order?" And all they have to do is click 'yes' one time and when they do it is added right to their order, as simple as can be. But the fact is that unfortunately at this point in time, Lead Pages doesn't offer that type of amazing upgrade which can truly double your conversions and double the profits that you make each and every month. Well, the other thing of course that is really nice about Click Funnels compared to Lead Pages are the membership sites. While Optimize Press does have a membership site, it's an add-on and it takes a lot more work than it would with Click Funnels and setting it up. So again, if you want a membership site, Click Funnels is your go to.

When it comes to conversion tracking and Word Press integration, they basically all can do that. Again, with the Optimize Press you're going to be getting up-sold, it's another entirely separate module that you have to buy, and you can just kind of feel nickel and dime the whole way. And at the same time like I said, you're not feeling like they are being motivated every day or every month to update their software and become the best of who they can be. Now when it gets down to this, this is where Click Funnels of course breaks away from everything. Once you upgrade their plan to \$297, like I said, you have over 10,000 emails and inside your subscriber list, or you do have enough emails that you feel is just a value to be able to segment your buyers and create hyper-buyers which can 2x your income overnight. You definitely want to use Click Funnels for an email responder, and obviously segments in your list. It does help and can be a complete CRM, which is a customer relations module. Normally if you went to Infusion Software or anywhere else you're going to be paying \$200, \$300 a month to do this, and that is for the lowest amount. At the end of the day it is just blowing everyone, as far as competitors, out of the water and what it can offer for the price and the ease of use. It collects and subscribes everybody to your list, it segments them. If you have a hyper-buyer it immediately pushes that hyper-buyer instead of into your Soap and Seinfeld, into your next sales funnel. So that way, "Hey, I want to see what you got next." And it is telling them, "Here you go, here's what I got next if you're ready to buy it." And guess what? They usually are. And just like that you can convert someone from a single Facebook lead, that maybe cost \$1 or \$2 to get that click, into someone is going through your entire sales funnel and has bought every product from \$7 to \$12,000.

Now, being able to sequence someone allows you to do that. And how powerful can that be, to be able to turn someone that's a hyper-buyer from \$7 into \$12,000 overnight. And again, that's like I told the story about Russell, how he was a hyper-buyer, a buyer in heat. You got to be able to catch people when they are in heat in their buying mode and that's when you catch them for

more sales. If you do anything that is even 30 minutes later or even 24 hours later, you're losing a lot of people; you need to be right then and there right away. Outside of that, if you want to run your own affiliate network and obviously pay out your affiliates and have your own affiliate platform, Click Funnels allow you to do that. It pays out via cost per action or a percentage based on if someone actually got a sale for you. It allows you to track everything that they do, the numbers that they have, it's completely unlimited, you have unlimited offers that you can do. So again, you can build out hundreds of sales funnels and have thousands and millions of affiliates pitching your product to all of their list, and the whole time this is all running through one roof - Click Funnels. So again, when it comes down to it, that's why I recommend Click Funnels time and time again, they are absolutely the best hands down.

So the preview of what a squeeze page is, I'm going to quickly draw it out here inside of my tablet. And basically a squeeze page, like we have explained before, is just for you to be able to pot-in to one singular idea. Once you have that, that's the whole thing they are there for. There may be links to click below, they may be able to scroll down, but when it comes to something that is a converting page, then you need to have a simple headline an opt-in box, and it all needs to be above the fold. What is above the fold? Above the fold simply means that when someone comes to your website it is everything that they can see without having to scroll down even once. Now you can put additional things below the fold but testimonial, Facebook reviews, things like that that obviously give you some social proof and things of that nature. But other than that, everything should be above the fold and within a quick tight space. The less that you have and the easier and simpler that it is, the better it is going to perform. And I am going to show you a few quick case studies with Vick Strizheus in which he performed these sorts of feats and which he got 70% and 80% opt-in rates. How did he do it? You're going to find out right here.

So my squeeze page secret, this is exactly how Vick did exactly what he did. And I really like to start off with my best foot forward which is number one *simple is best*. No matter how much you think that it needs to be complicated, fancy and have great graphics, you're going to soon find out that the simpler something is, the easier it is to convert someone.

And number two - *https squeeze pages convert anywhere from 29 - 30% better*. The reason is I would pay that extra \$90 or \$100 a year to get that little green lock on the side of my URL just so people know, "Hey, I can trust this guy, he's okay". And then seeing that green in their bar, it means go. So people like to go and sign up with something they can trust that's being verified.

Which leads me to my point number 3, once you have been trusted, just telling someone '*get free instant access*', those words are so magical. If you use any one of those words by themselves, they are powerful in and of it, but when you combine all four together, it really makes the magic happen.

And then I going number 4 - when you have already spent all that money to get someone to be a click to your squeeze page and they've landed there, you need to set up something called **Re-targeting** with Perfect Audience, Adroll or Magnetic. I do recommend Perfect Audience as it's a pay as you, whereas Adroll or Magnetic you need to deposits of anywhere from \$500 - \$5000 to start. Now re-targeting, you can get people back by following them around the web with a little pixel that tracks them and sends them a little banner that says, "Hey, remember me?" It follows them all around the net and what it ends up doing is getting a click right back to your page for guess what? Pennies; literal pennies. And now someone has already seen you twice, so they are twice as likely to sign up. And the beautiful thing is if someone does sign up all the way, that pixel will recognize it and realize it and then they will not be tracked. So again, you're only re-targeting people who have not converted, who didn't hit a certain page and say yes they actually signed up. So again, you do that and it is a great way to double your conversions, make a lot of money back because you've already spent so much for all those clicks, you might as well get the best bang for your buck, right?

Well that takes me to number five - **tracking links**. Tracking links are always what it's about. If you don't track what your links are doing, you don't know what's a winner and what's a loser, and if you don't know that, then I can tell you, that's probably why you're going to get so frustrated in this industry. And 99% of people who do get frustrated are also the 99% of people who do not track. When it comes to tracking, I highly recommend Click Magic at this point because they are someone that really takes pride in their work and in their system. And they absolutely have a phenomenal product that knocks it out of the park. So again, whenever you have a chance, track those links for everything that you can possibly do. We're going to talk more about tracking inside of Module 6, but for right just recognize that putting a tracking link on your squeeze page can make or break whether you're successful or not in the future.

Which leads me to my final point, number six - **solo ad copy and the squeeze copy should be identical**, the exact same. What that simply means is whatever that headline is that I had on that squeeze page that I showed you, whenever I pay someone to be able to send out an email to their email list so that I can get their subscribers to join my list, that's called a solo buy. And that's a very big thing, you can research it, there are solo sellers for all types of email lists, whether it's niche products for organic iguana food, make money online, some health niches, finance, whatever it may be, there is always something for someone. So you can find these people and you want to let them know that I am going to be sending out this ad copy right here and it is going to contain this, and that ad copy should say exactly word for word what your squeeze page does. Because, guess what? The biggest thing that I'm going to explain inside of my traffic secrets is why that works to your advantage and the solo sellers' disadvantage. But long story short, when you keep something similar, one to one throughout the entire sales process, people are more likely to buy because you're keeping that one big idea right in focus in front of them and you never change that message and that's the beautiful thing. You're going to find that opt-in

rates go up, click through rates go up, engagement goes up, sales go up, everything goes up, all of it, because you're keeping the message the same word for word, and that's the biggest tip I can give you to wrap up your squeeze page today.

Now we are going to dive into Vick Strizheus, and what he did here was quite amazing. He had a split test where he took quite a number of different pages, 'Do you need more traffic to your website?' He taught his SEO traffic academy which was going for the time at around \$5000 and he was getting leads to his page and he found out that when he had a plain white page he got somewhere around a 40% opt-in rate, which is nothing to scoff at. If you have 50% you are doing very well for yourself, and if you have anything over that then it means that you have targeted down your niche, your traffic, your message and everything and you have something that people really resonate with.

Now he changed it up and he put it into this top secret format where he changed the background a little bit. What is unique is that the conversions actually went up for that and he actually had a 52% conversion rate. And once he did that he said, "Well, okay, I'm improving a little bit more but obviously now that I am improving so much and I am getting over that 50% rate, I'm going to add a video." So he comes over here and he says, "A free video reveals new 2014 traffic methods that pull 40,000 leads in one day." From that he found out that he all of a sudden went up to a 65% conversion rate - that is quite amazing. So the video obviously really helped to interact people, he had less to read on there, and he found out that bullet points actually killed his sales; the reason why? You're giving more than one thing for someone to sign up for. Again, they should only sign up for one thing. And once he did that he said, "Wow, I'm just going to make this as simple as I can." And he came over here and he said, "100% free! This one thing took my income zero to \$8000 per day and you can model it now." That was it, one message, one thing, it said 'show me how' and then his conversion rates blew up. He had 87% conversion rate; is that insane guys? That is insane. To me that's just unbelievable, oh my God, it was just out of this world amazing. And then he took over and he said, "Well, maybe I'm going to try and split this. It seems like I have the message right." So he took it over and he added a sub-headline, and guess what? He added a little bit more, it wasn't as simple as the one before, and the conversions dropped.

Now, mind you, they dropped down to mid 60s and that's still pretty good, there's nothing to scoff at with that. But he said, "That's not compared to what we had when it was a plain, dead simple squeeze page." So he made it a little bit more simple and he said, "Hey, I'm having a new lead magnet. I got to switch it out; a lot of people are seeing my course." So he changed up the message and he gave them an audio. And he had this squeeze page, he kept it a very similar message, and guess what? It was so easy, he people what they were getting, he set the expectations, he told them what to do; he got 75- 76% conversion rates; amazing. Because he kept it simple. The simpler it was, the more he reduced what he was saying down to one core

concentrated message, everything started having more success. So he finally came over and he said, "I want to have the same success that I had before." So he has a female and she is looking at the opt-in box. Now this was very unique - he actually kept track of who these people were and he actually found out that he, with the female looking at the opt-in box, attracted a completely different audience, and that is amazing to find out. Yeah, your squeeze page having a background image can change your audience because they can focus on that rather than something that's white or that doesn't make your eyes pop out of your head. So he ended up saying, "Well, instead of this, I want to keep up with the people who know me and like me for who I am already. So what I want to do is I want to have a simple squeeze page." So he went back and he made the squeeze page without the girl and it was just centered, and guess what? He made it so that instead of putting in their email, they had to click once. So they had to see, "Hey, what do I have to do once I click this?" And once they clicked it, it was called a micro engagement. That micro engagement actually led to them... he almost got nearly an 80% conversion rate, so he was doing very well for himself. And he ended up finding out that when you have a micro engagement, people are more likely to sign up than if you just throw the "Hey, input your email here right away." Because it turns out that once someone starts something inside of the human mind, it is very hard to quit. And that is something that became a huge squeeze page secret for me and I am telling you guys now so that you can learn from all of the trials and errors that we have done.

Vick Strizheus himself for this case study, I believe it was \$27,500 something that he spent. So well over \$27,000 and all these split tests just to figure out simple is best and those other tips that I talked about to you. So again, go back, rewind, look over those six tips again, burn it inside of your mind because that is what you need to think about when you are making your squeeze page. If you do that you're going to be insanely successful with what you make as long as you split test the results and you keep improving and refining what you're doing.

Now you guys are probably wondering how to get traffic, and inside of Module 7 I go into the details of what exactly I do to get my traffic and leads. And of course, you guys probably know 101 traffic methods, but inside of that I'm only going to be covering the seven best I have ever encountered in literally the last ten years of marketing. Inside you'll learn tons of stuff about generating droves of laser targeted traffic to your sales funnel. But the one thing I really want to stress here is my secret hack you'll use to instantly create winning ads without spending a single dollar, allowing you to get traffic almost free and leads for literal pennies. On top of that we'll also be covering my Kindle lead magnet method where you can process your old content into books on Amazon to generate thousands of downloads each and every month. And I also have the overnight authority hack which will show you how to position yourself and leverage others in your industry to your advantage, allowing you to literally become a superstar in your industry without any prior experience or tenure. And finally, the secret paid methods I talk about are almost guaranteed to triple your success twice as fast hands down. When you pay for traffic, you

can leverage your time by 200% and you can leverage your growth by 300%. Free is great, but free takes time, and we want success as instantly as possible. And that's what these secret paid traffic methods get you. Are you getting this? Does this make sense? Good. So you can check that all out inside of Module 7.