



ONE MINUTE BRIEFINGS:  
SQUEEZE PAGES

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By Mark Salmon

## Disclaimer

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You are encouraged to print this report for easy reading.

## About the Author

Mark Salmon started full-time in internet marketing in April 2009 when he invested in his first training programme with Ann Sieg.

Prior to that date Mark was a professional corporate banker for 25 years with a leading UK bank. He left voluntarily in 2001 to set up his own business consultancy which included many interesting assignments.

At one stage Mark bought a manufacturing company in liquidation and sold it profitably 12 months later to a PLC competitor.

Mark's business career and education has given him a unique insight into all facets of business including strategy, finance and accounting, business systems and processes and sales and marketing.

He now specialises as an internet marketing consultant and information marketer

He currently lives in Stratford-upon-Avon, Warwickshire in the UK.

His main website is <http://mark-salmon.com>.

His other interests include:

- Gardening, particularly lawns
- Reading
- His family (including his grandchildren!)
- Photoshop and photography
- DIY and woodwork

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## Squeeze Page Components

A Big Headline in Red:

1. 100% Free Download:
2. 100% New “And Easy” Method:
3. Guaranteed! Fast Weight-loss/Profits:

A Call To Action:

1. Find Out How To XYZ, Download NOW!
2. Find OUT How I XYZ, WITHOUT ABC!
3. INSTANTLY Get My System To XYZ!

A Big Button Script:

1. Download Now!
2. Yes Let Me In!
3. Give It To Me Baby!

## Squeeze Page Creation

Create your squeeze page in your auto responder –

<http://renegade.evsuite.com/one-minute-squeeze-page-briefing/> . Benefits – cheap, easy, fast loading and good conversions. Cons – these pages are ugly. Example:

<http://forms.aweber.com/form/61/999289861.htm>

Use a separate form for each test so you can see your conversion stats in Aweber / auto responder. Host customised submit buttons on Amazon S3 for fast loading.

Alternative squeeze page builder templates:

- WP Profit Builder – see examples at <http://mark-salmon.com/wppb>
- Thrive Content Builder – see examples:
  - <http://mark-salmon.com/tcb-landing-page-1/>
  - <http://mark-salmon.com/tcb-landing-page-2/>
  - <http://mark-salmon.com/tcb-landing-page-3/>
  - <http://mark-salmon.com/tcb-landing-page-5/>
  - <http://mark-salmon.com/tcb-landing-page-6/>
  - <http://mark-salmon.com/tcb-landing-page-7/>

Wordpress - page speed is slower but design is prettier. Simple with no distractions is the best strategy. Max A/B plugin for split-testing.

## Target Audience Demographics

**Squeeze Page Worksheet**

**Who Is Your Demographic?**

1. Baby boomers near retirement who want to make more money
2. People with low income who want to get rich quick
3. Intelligent marketers who want to learn scientific methods of marketing

**What Are Their Three Most Dominant Characteristics?**

1. Not particularly technically savvy
2. Are generally honest and hard working
3. Secretly want to make money with Google, YouTube, Twitter, Facebook etc. and not necessarily interested in a real business

**What Do They Really Want?**

1. To make thousands of dollars without doing any work
2. A ton of "Free" traffic swarming to their offers
3. Respect and prestige

**What Can You Offer Them?**

1. Offers that show them how to make money fast using proven methods
2. Content to help them get more traffic
3. Confidence in their ability to achieve

**What Are They So Afraid Of?**

1. Embarrassment; being deemed a "failure"
2. Wasting money, and being tricked by "Hucksters, Charlatans, and Snake Oil Marketers"
3. Giving it their all, and then having nothing to show for it.

## Thank You Pages

Your Thank You page MUST be a customized OTO page (- send freebie link via email).

There are 3 'Thank You' page options:

- Redirect to meta refresh that goes to an offer after 3 seconds `<meta http-equiv="refresh" content="3; url=http://mark-salmon.com">`

```
Check Your Email In 10 Minutes For Your Gifts!!!  
First Get This Proven Marketing System...  
(Loading)...
```

- Redirect straight to Thank You page – one offer button or multiple buttons (including social media buttons)
- Redirect straight to an offer

Advantages of this squeeze page system – fast-loading squeeze pages, single optin, no distractions, very direct and they convert extremely well if you make the right offer to your target market.