Seven Things I Have Learned About Squeeze Pages

Introduction

Squeeze pages are theoretically the easiest form of copywriting. They don't take a lot to create, they are (generally) under 300 words and there are not a lot of moving parts.

But this is only at surface. At a deeper, fundamental level, you have a short space to get the best results you can and this is not always easy. Some very counter-intuitive things happen when you write squeeze pages, as a headline only squeeze page getting a 46% opt-in conversion vs. a long, far polished one with only 31% (on the same traffic source, split-tested).

Some of the squeeze pages I've created failed dramatically. Even if a squeeze page converts to some degree, no matter how bad it is, those were pages in which I've invested hours. Some which I've created in just 30 minutes converted ten times better than the control, making a lot of money for the owner. For a long time, I've thought it was skill plus luck. Now I understand that it is only about following proven principles.

In this report, I'm going to name the seven principles that I consider can help you get an amazing squeeze page. These are my personal view, mostly from experience, part theory and you should at least split-test your pages using my suggestions. I'm not saying to send $5000 worth of traffic based on suggestions alone but most often than not, implementing them will boost your opt-in rate.

Principle #1 - The Design Matters

When it comes to sales letter, the design matters but it is not critical. Not so much can be said about squeeze pages. Since they are very short in nature, the design acts as a second headline.

This is why I suggest everyone to use LeadPages.com. It doesn't cost much and almost all designs there are proven to get conversion. Virtually every IM guru uses LeadPages.com. It is the Wordpress of lead generation.

If you want better customization, you can use UnBounce.com. It costs a bit more but it allows you to customize a lot more than LeadPages.com. I have found a single opportunity that required UnBounce (since the nature of the page was different - it was a CPA page and default formats were not enough) but for everything else, go with LeadPages.

A good trick to use is a video background. You can get stock videos from www.istockphoto.com. They seem cheap but having an animated, video background of happy people gets attention very fast. You can get a few videos, unite them in a single one and play it as a loop. I don't know if LeadPages.com permits this out of the box (I've never done this personally and the technical side is always taken care by someone else) but all the videos templates I've seen are LeadPages based.

Now please make the difference between a VSL and a video background. A VSL is when you embed a video into the squeeze page itself. A video background is when you auto-play, on repeat, stock video in the background. There is a big difference.

Principle #2 - Most Of The Time, Shorter Is Better

Don't take this as a "it is always true" type of statement. The truth is that you should split-test. However, I've noticed again and again how a single strong headline based squeeze page beats a longer version with bullets and reason why, even if it is exactly the same headline.

Sometimes the difference was small (30% compared to 25%) while other times huge (50% to 35%). Now my thoughts are that the longer version actually qualifies the prospect and in the long term, they are better converting folks, but since having 1000 or having 1250 names on a list costs about the same, I am now going with volume.

Principle #3 – Qualifying Leads To Better Leads

I've first heard about "moving the free line" from Eben Pagan years ago. I think he coined the concept. Eben Pagan is, in my perception, the best IM teacher in the world. He was the first to coin the concept of a squeeze page and generally, did what is considered now the norm many years before the pack.

Since he was a huge influence on my marketing strategy tactics, I always decided to offer as much info as possible. However, in some cases, actually asking money for something you could give for free is far a better idea. If you want to generate higher quality leads, charge $1 or even 50 cents for your free report or video.

In this way, you'll eliminate 90% of freebie seekers automatically, even if 50 cents is a very small amount of money. Yes, your opt-in rate will drop dramatically and this may seem in contradiction with my other point (go for volume) but in some cases, this is an amazing tactic to follow.

You'll get a highly targeted list, of pseudo-paying clients and you can try to contact each personally, you can network, you can build relationships. If you are doing only email marketing, then go for volume. But if you want to engage in a 1:1 selling relationship, focus on qualifying your leads so you can get the most for your effort.

Principle #4 – Focus On The Benefit, Not The Bribe

This is logical but most people fail this completely. You can have a 100 page eBook that could be sold for $20 in exchange of their email, but he doesn't know this. He only knows what your book does for him. So in the headline, focus on delivering the right benefit. This may be financial freedom, no acne, 20 lost pounds and so on. You need to ask yourself the following question …

"What is the most important burning desire that my prospect is experiencing" and express this as the main benefit in the headline.

Put yourself into the skin of the prospect. He's looking to solve a problem. Maybe it is weight loss. Maybe it is the fact that he's tired of his 9 to 5 job. Maybe he's broke. Your headline must capture this problem and offer a solution. It is never about the nail you are selling. It is always about the hole that the nail actually makes.

Principle #5 – Create your customer avatar.

The first thing you should do when writing an email, sales letter, squeeze page or any other type of sales material is to determine your customer avatar.

This is a representation, partly accurate of who is your prospect. It is not 100% accurate but as long as 70 - 80% of the prospects will fall into this category, it is good enough.

You need to ask things like:
1. What gender?
2. Age?
3. Income?
4. Desires?
5. Frustrations?
6. Goals?
7. Objections?
8. Past experiences?
9. Location?
10. Level of awareness in this market?

This is part pseudoscience and part research. Pseudo-science because to some degree, you're going to assume some things even with the best analytics and research because you have to take a look at your competitors and at your own results and understand who is visiting your site and why. Google Analytics provides some insight but two - three hours spent on a forum related to your niche can answer most of your questions.

Then once you have this kind of information, give your prospect a name and then write the sales materials to this particular prospect. You are selling to individuals, not markets. Individuals form markets and they have characteristics that overlap. You need to focus on those characteristics.

Principle #6 - No fluff.

If it doesn't advance the sale, in this case the sale meaning having him give his email or more info, you shouldn't mention it in the copy. Your prospect's attention span is low. All our attention's span is low. We are a nation, a community, a society of people suffering from Internet ADHD.

With sites like Twitter, Facebook, YouTube, we've taught ourselves to shift from one thing to another very fast. If you don't keep his attention from the start to the finish, you've simply lost him. It is that simple.

So after you write your copy, ask yourself "does this advance the sale?". If not, delete it.

There is a principle in copywriting - try to delete the first page of your copy after the headline. This is because the first page is usually warming up and rarely moves the prospect to the sale. Generally, I delete about 30 - 50% of my squeeze page after I write and proof it.

Principle #7 - Track everything.

Squeeze pages are all about optimization. You can't or you'll generally not get the best results from the first try. A single word can boost conversion dramatically. So always test, every single week.

Here's how I like to split-test.

Week #1 - Version A vs Version B (two different versions).

Week #2 - Winner vs new iteration.

Week #3 - Winner vs new iteration.

Week #4 - Winner vs new iteration.

After the first week, I rarely change anything but a few words. I do sometimes change the headline. Once I find something that works, I'll keep improving it.

Even if conversion rate may vary dramatically from week to week with the same type of traffic (since this is the nature of the Internet), even a 1% improvement counts in the long term. So always track what you are doing.

Conclusion

I hope you've found this guide useful and informative. If you have any copywriting needs, you're going to find a questionnaire attached on the next page. Please answer it and you'll receive a free marketing analysis, worth $100.

Thank you,
Razvan

Why You Should Spend 15 – 30 Minutes Completing This Questionnaire?

Hello,

First of all, I'd like to **thank you for taking the time to answer this questionnaire.**

Let me briefly explain why this is required. On Elance, you'll receive a lot of different bids. Every single one of those bids are trying to sell you on an idea. Yet, too few people actually ask what your product is about. What you are trying to achieve. And this, in my vision, is the sign of the amateur.

Just like the copywriter or marketer who says "let's get started, send me the payment" without first understanding the job.

Therefore, I am providing this service. When you are completing this questionnaire, no matter if you decide to work with me or not, **I will provide you with a marketing analysis. In other words, in nine out of ten cases, I will go through every single point and provide you with advice and help.**

And because I will dedicate at least 30 minutes to read your questionnaire and to answer each point, I will be better suited to understand your needs. I can provide you with a more exact quote. **I can tell you if I am the right person for the job or not.** If I'm not, I'll try to direct you towards someone I trust in getting the job done.

In the end, almost every single time I've took a project blindly, there was some friction. This is why without a Skype conversation first or this questionnaire, I can't accept the project. And **this is win – win.** Copywriting and marketing is not a commodity. It is not about going to the corner store and buying a bottle of beer or a chocolate.

It is problem solving. **And in order to solve a problem, you must first understand it.**

That's why your time invested in completing this questionnaire will be time well spent.

Thank you and **I'm looking forward to hear back from you**.

Best regards,
Razvan Rogoz

Instructions On How To Complete It In An Effective Manner

Step 1: Go through each question and answer it to the best of your ability. If you do not have the answer for a question, please give your best estimate. Otherwise leave it blank.

Step 2: Feel free to add any details or insights related to your product or service at the end of the questionnaire, even if it is not included in any particular question. These questions try to cover everything from A to Z but they may not fit all particular situations.

Step 3: Either attach it as a document in the Elance workroom or better yet, send the answer by email at razvan.rogoz@gmail.com.

The Questionnaire

Question 1: What is your project reference? Please include a name, link or any details that will make it easy to know where this came from. This is especially useful on Elance since your email may be different from your Elance username.

Question 2: Do you have any hard testimonials from your customers? This includes what results they've achieved, case studies, etc. Please do not include fake testimonials.

Question 3: How you are unique in your marketplace? What is your USP (unique selling proposition). The best way to answer this is "I am delivering _____ (benefit) to _____ market in a way that is _____ (unique benefit).

Question 4: What is the nature of your product or service? Please describe it in detail. If I were to buy your product, what it would do for me? How would it help me? What results can I expect?

Question 5: How did you developed your product? What is your story? What is the background to it? Even if it is something generic like "I've hired a ghostwriter to develop my eBook and now I want a sales letter", try to tell me the background story. The best way to sell something is to be an authority in this field. Your story can help me position you as this authority.

Question 6: Who is your customer? Please, don't say anyone. You can include demographics and psychographics. If you have a customer profile, a customer avatar, that's even better. When you sell something, no matter if you write an eBook or a sales letter, you start with the customer in mind.

Question 7: What are six objections your customers have or may have about your product or service? Here are some common objections: price, delivery, it is not for me, it won't work, I've tried something similar before, I don't have the time right now. If you don't have actual objections because this is a new project, give your best guess. You can also include here any misconception they may have (ex: I don't know how this will help me).

Question 8: What are six interesting things about your product or service? Tell me why do you think it is unique. These can be your POD (point of differentiation) benefits or simply "stuff" that your customer should care about.

Question 9: What do you know about your competition? I know that in some way, they are NOT doing the same thing as you do but in the mind of the customer, it is about the end benefit. Can you provide some links? Can you tell me how they are a threat?

Question 10: What is the main purpose of your project? This is different from what mechanism you are using to achieve this. For example, if you want a sales letter, the goal is to achieve a goal conversion. If you want an lead gen eBook, the goal is to build a list. By mentioning your actual goal, I can come with new and maybe improved ways to achieve it.

Question 11: What is your complete offer? Your offer is your product, price, delivery, terms and any bonuses you may give him. Even if this project is related to only one part (let's say the sales copy), please include the entire offer. Also, if you have any upsells, please mention them here.

Question 12: What specific accomplishments you own in this field? This may include your experience, any prizes you've won, past results, joint ventures with big players and so on. I need this in order to put you in the best light possible and position you as an authority.

Question 13: What is your specific goal with this particular project (the one for which you want to hire someone). You can mention both technical goals (a 2500 word VSL) and a conversion rate. Please be realistic.

Question 14: What is your estimated budget? I know that you don't have a clear answer for this and in the same time, you don't want to show all your cards. However, to save time, I must make clear that I am not the kind of writer to write 500 words of copy for $10. I can provide either an hourly option or a flat project fee but I do not charge per word.

Question 15: What is your timeframe? When do you want this to be done? Please keep in mind that you will need to review materials and you need to take into account how much time you have available too. As a general rule, for a sales letter, the minimum time frame is five working days.

That's it. Now, once I've received your questionnaire, **I'll provide you with a FREE marketing analysis.** You can either attach it in the workroom or send it to razvan.rogoz@gmail.com.

In the meantime, I'd like to invite you to read a few free materials on self-development, working from home and CRO (Conversion Rate Optimization).

Biz Op & Business Reports (all are on Scribd. No download required).

[Winning In Copywriting](#)

[The Copywriting Files](#)

[The Inner Game of Working From Home](#)

[Boosting Conversion For Non Copywriters](#)

[Advertising Traps Your Copywriter Is Hiding From You](#)

[Seven Marketing Tips For Seven Profitable Weeks](#)

[Seven Reasons You Are Not Getting What You Want Out Of Life](#)

Video Testimonials (note: there are more video testimonials available, however, since I'm using multiple Google accounts and YouTube channels are very confusing, this will be updated at a future date. The most recent testimonial is the first one, from Rob Paris. The others are older). You can find other testimonials on my site (which may not be available at this moment) or on Elance.com at www.elance.com/s/razvanrogoz.

[Testimonial From Rob Paris](#)

[Testimonial From JM](#)

[Testimonial From Zeden](#)