

CREATING A SQUEEZE PAGE OR FLYER



Flyers and Squeeze Pages

- These may seem like two different things but they actually have the same rules
- Both are marketing tools that get a potential client to take action
- Both are essential for you to start building your relationship with your target audience



Squeeze Page

- If you do not know what one is – you have certainly seen one

Underground Internet Marketer Gets Real and Sheds Some
Light on Building the "Internet Lifestyle"

"Free Video Reveals the Single Biggest *Newbie* Internet Marketer Mistake!"

...and how to fix it in the next 3 minutes :)

In this 3 minute video, you'll also discover:

- why...if you get this wrong....nothing else works but;
- if you get this right...everything else becomes so much more easier.
- The "Big Three" and how to get your (fat) piece of the cake.

Enter your email to the right and click "Get Instant Access" to watch this video right now.

- Rishan B.



Enter Your Email Below
and Click "Get Instant
Access" Now

Enter your email...

Get Instant Access

Building Your List



- Offering something that people must give you their email address for in order to get what you are offering such as a course instead of a video or a pdf
- 3 short videos (3-5 minutes) – easy to absorb the info – send one per day – hence the email address is necessary
- A pdf or a video does not really require an email address
- Offer less – not more people do not sit through a 30 min video (unless they have paid for it) or have time to read 15 page ebook
- Have your URL take them directly to the squeeze page and use this instead of a pop-up (with instructions to “continue to the site or a no-thank-you- button

Rules

1. Call out to your demographic:

ie: Attention: Lupus Sufferers

ie: Moms: Looking for Healthy Options For Your Kids?

2. Provide a Clear Option - that solves a problem

ie: 10 Easy Healthy Snack Ideas You Can Prepare in Five Minutes

3. Make sure the headline clear, concise and benefit rich



Rules

- 4. Have a call to action about the fold (do not have them need to scroll down)
- Make the call to action personal
- ie: “Send My Ebook” or “Reserve My Spot” – not “Submit” or “Click Here To Register”
- The call to action button should be a different colour than other colours on the page and red buttons are best followed by green



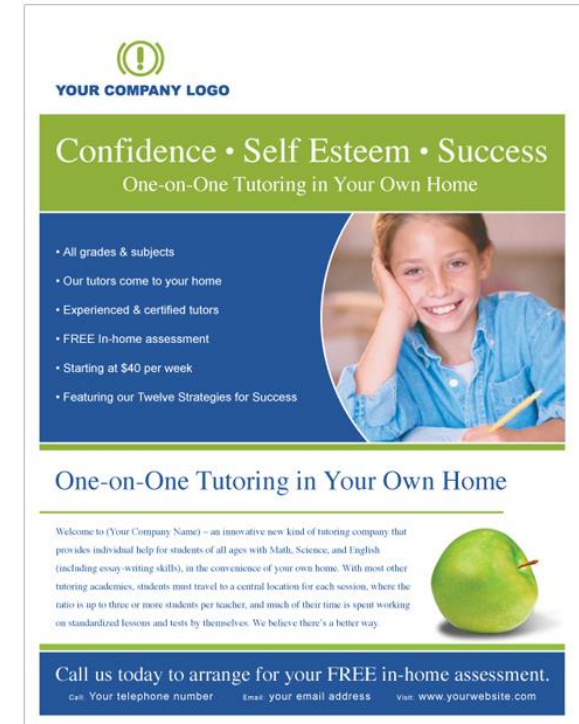
Rules

- Social proof – you need to some validation of you
 - If you have been on TV or blogged for a well-known blog or write for a newspaper or magazine
 - Or put a testimonial from a client
5. Have a nice image of what you are offering put in the squeeze page
 6. Form Fields: As few as possible – email address only or first name and email address
 7. Make sure you have a privacy policy in the footer and terms and conditions



Flyer

- Same rules apply
- You want it clean, simple and to the point with a call to action
- Think about where you will be sending the flyer
- Emailing is not for flyers – that is what a squeeze page is for
- Flyers are physical and should be printed and put where your key demographic can find them



Flyer Rules

1. Call out to your demographic:

ie: Fit Food for Fit People

ie: Moms: Looking for Healthy Options For You Kids?

2: Provide a Clear Option - that solves a problem

ie: 10 Easy Healthy Snack Ideas You Can Prepare in Five Minutes

3. Make sure the headline is clear, concise and benefit rich



Flyer

- 4. Have a call to action
- Make the call to action personal
- ie: “Here’s How to Reserve Your Spot” and then list the URL, email address and phone number
- The call to action should be a different colour than other colours on the page and red print is best followed by green

Email or Call us
FOR MORE INFO

Flyer

- Social proof – you need to some validation of you
- 5. Have a nice image of what you are offering and a picture of you
- Include all contact info plus registration info – make it super easy for them to contact you
- Use a graphic designer to get a good look ([Upwork](#))
- It can be a template form that you can adapt for each activity.



Squeeze page



- Lead Pages or Optimizer Press 2.0 have templates (and sales page, too) that have been tested for style and conversion – you just have to write the words (or get someone to write for you)
- If you get someone to write for you – make sure it sounds like you
- Host the squeeze page on your site and not on Lead Pages or Optimizer Press
- You will have to do some trial and error to get the right freebie, the right headlines and look but it is worth it for getting email addresses and growing your list
- Getting an audience to see your squeeze page or your flyer to sign up is still the hard part