

The Road Map To Your Own Virtual Cash Machine!

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About the author...



Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

The Marketing For REAL People newsletter is also published by Liz where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

- <http://www.TomeyMarketing.com> - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.
- <http://www.MyOriginalEProducts.com> - Limited resale rights offered each and every month. Don't compete with Tom, Dick, Harry, and the 10,000 other people who own the same old resale rights products. Make money by being one of the few to promote high quality resale rights products!
- <http://www.JointVentureSeeker.com> - Last year JV partners brought in over 85% of my sales. Now you can learn exactly how to get JV partners to put money in YOUR pocket!
- Adsense Article System – No SEO, No keyword research, No competition, No tricks or schemes, just a simple system that will allow you to make money with Google Adsense immediately!
- <http://www.UndergroundMarketingStrategy.com> - Now you can get several marketing strategies that will show you how to make money online. This site is devoted to teaching you proven ways to make money online, so that you can create multiple streams of income.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home.

She enjoys any sports her kids are in, playing outside with her kids, dates with her husband, traveling anywhere warm, and "playing" in her many flower gardens.

What The Heck Are Squeeze Pages?

Before you begin to build a successful list, you will want to start with a rigorous introduction to squeeze pages. Unlike undifferentiated, unfocused home pages, squeeze pages focus specifically on capturing leads for a newsletter or making sales for a specific product(s) – and make no attempt to give visitors a different option. Either get on the list or get off the page. That's it...

Another common phrase that is often used to describe a squeeze page is “landing page” (or “lead capture page” in some circles). A squeeze page is a page designed to get names and email addresses. Usually, however, a squeeze page is usually a smaller type of landing page, which usually has an opt-in form in sight when the page loads.

So what is important to learn in an introduction to squeeze pages? First, it is important to recognize that all successful marketers use these. If you plan to sell a product over the Internet, you will want to use one, too, rather than relying on sidebar opt-in forms and unfocused pages that do not convey a single point or a single call to action.

Another important thing you will want to take away from this introduction to squeeze pages is that every squeeze page contains the same parts and is focused on a SINGLE goal – getting the visitor to give you their contact information.

These parts are as follows: an opt-in form (or sales prompt), a brief or lengthy introduction, a picture of the list/product owner, the signature of the list owner, and a call to action (or multiple calls to action).

Determining which model will work best for you can simply only be done through testing. While many boast a conversion and attribute it to the shortness of their introduction (many will be one short paragraph), otherwise will boast a high conversion rate because they use lengthy, thorough, and compelling copy.

If there is anything you absolutely must take away from an introduction to squeeze pages, it is that you cannot create a squeeze page that isn't focused. It has to do/sell/offer **ONE** thing!

How To Setup A Squeeze Page System For Multiple Streams Of Income

The squeeze page system provides a uniquely powerful system through which you can derive profit from multiple streams. Let's briefly discuss some of those different streams – and how you can use them.

Let's start with the squeeze page itself: all traffic is sent to the squeeze page. From there, it will have a number of options, depending on what you have given them. Your squeeze page should always be an offer for something free and then an opt-in form to get your visitors name and email address so that you can send them what you are offering them.

Whether it's a free newsletter, free product, a free membership, a free report, etc... the squeeze page system you create should include a “one time offer,” they are shown after submitting their information which will compel them to take action and buy your one time offer.

Once the visitor becomes a buyer, the squeeze page system you create should then re-route them to a thank you page, which opens up more means through which you can up-sell. One quick way to up-sell is to simply include advertisements on your thank you page for related affiliate products or for your own products.

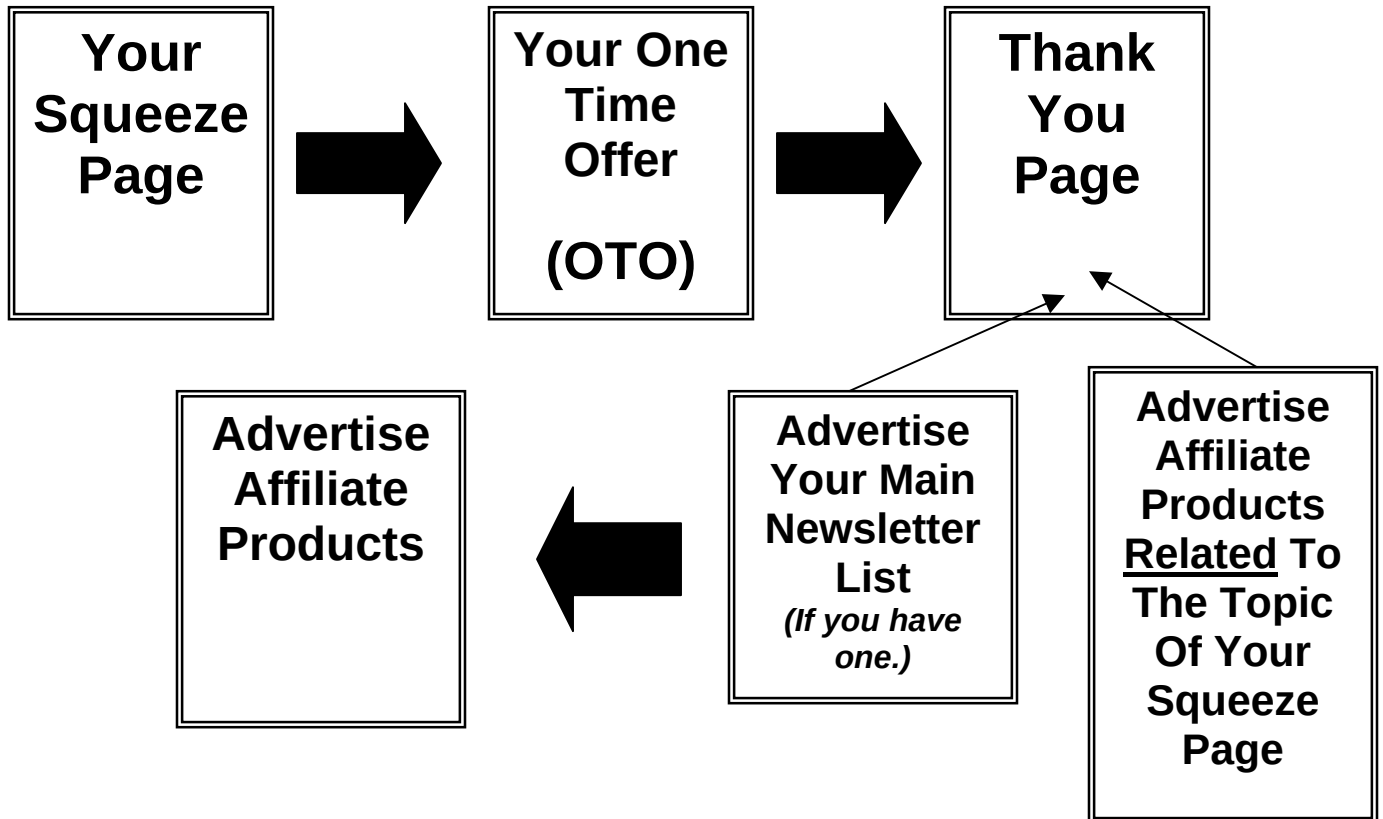
Also, if you haven't yet asked them to join your main mailing list if you have one, this is where you should do it – on your thank you page. Once they opt-in to your list, you now have a whole new option you can use in conjunction with the squeeze page system to generate revenue.

One option is to endorse a product as an affiliate. You can tell your subscribers how someone has just created a brilliant product – and you can offer it to your subscribers through an affiliate link. You may even want to use other products you have as bonuses to give them something extra for buying through you.

The last and most profitable way in which you can generate revenue through your newsletter is by creating and selling your own products to them.

It is important to note that you don't have to use all of these means to generate revenue; however, the more you use, the more you earn in general.

The Squeeze Page System Mind Map



What You Need To Have Before Getting Started

Before you get started building your squeeze page, you will need a number of things to **a)** make your offer actually have a point; and **b)** facilitate the creation of your squeeze page.

One thing you absolutely must have before you get started is an auto responder. Without any auto responder, you are tossing potential bags of money in the garbage. Rather than creating a relationship with customers and potential customers – and giving yourself the opportunity to attempt future up-sales -- you're allowing them to leave and never return.

I use and highly recommend [Aweber](#). They are easy to use and reliable. Meaning your messages actually get where they are going and that's VERY important. Many autoresponder companies have a terrible time getting your email out to everyone, but [Aweber.com](#) has the best deliverability rate of all the services out there.

In addition to an autoresponder, you will need to have an actual offer that people want to buy. You may want to develop a product, such as an ebook, membership site, or a piece of software.

If you don't have the skills to do either, you can always hire a professional to do it for you through Elance.com or Guru.com. You will then either want to sell this product, or you will want to get subscribers by offering the product for free (*which is what many Internet marketers now do*) on your squeeze page.

Hiring someone is very expensive though, but there are options. You could use private label content, or resell rights products.

Here's a list of sites that provide private label content, and also a list of sites that provide resell rights.

Private Label Resources

FREE: PLR Tips

<http://tomeymarketing.com/is-crazy-about/plrtips.htm>

FREE: Private Rights Profits

<http://tomeymarketing.com/is-crazy-about/plrprofits.htm>

FREE: Secret Article Source

<http://tomeymarketing.com/likes/secretarticlesource.htm>

Ready Made Content

<http://tomeymarketing.com/likes/readymadecontent.htm>

Niche Health Articles

<http://tomeymarketing.com/niche-health-articles.htm>

Niche Health Products

<http://tomeymarketing.com/niche-health-products.htm>

Info Go Round

<http://tomeymarketing.com/infogoround.htm>

Private Rights Success

<http://tomeymarketing.com/privaterightssuccess.htm>

Push Button Health

<http://tomeymarketing.com/pushbuttonh.htm>

Your Own Articles

<http://tomeymarketing.com/your-articles.htm>

Niche Products Monthly

<http://tomeymarketing.com/niche-products-monthly.htm>

Resell Rights Resources

MyOriginalEProducts.com

<http://www.MyOriginalEProducts.com>

BigResaleRights.com

<http://www.BigResaleRights.com>

Niche Empires

<http://tomeymarketing.com/likes/niche-empires.htm>

EbooksDeal.com

<http://tomeymarketing.com/likes/ebooksdeal.htm>

SureFireWealth.com 1 Year Free Silver Membership

<http://www.surefirewealth.com/rep/liztomey>

IProfit Niche Package

<http://tomeymarketing.com/niche-package.htm>

Niche Marketing Magic

<http://tomeymarketing.com/niche-madness.htm>

Ready Made Ebooks

<http://tomeymarketing.com/likes/readymadeebooks.htm>

Another thing you absolutely must have before you get started is a way to accept payments on your site. You may want to consider Paypal, Click Bank, or 2 Check Out. All of these services will allow you to make transactions quickly.

Another thing you must have before you get started is a set of graphics, which usually includes a graphic header, a check out button, background wallpaper, and a half-decent picture of yourself. You can probably provide the picture of yourself, but you might want to hire a professional to do the rest.

I recommend Jay over at 1800 Homepage... He can do an entire set of graphics for you for under \$50. Most people charge \$97 to \$297 for this same service, and Jay does an AWESOME job! <http://www.1800homepage.com/go/index.html>

Make Them Want To Give You Their Contact Information RIGHT NOW!!

Most people have no (or simply the slightest) idea how to write a squeeze page that converts. Instead, they slop together elements that they have seen used in other squeeze pages – but usually do not put them together in the same way the owner of the successful squeeze page did.

One major problem is copy. And that's fine. Not everyone is going to be an excellent writer – never mind a copywriter. But as someone selling a product or trying to build a list, it is important that you know your strengths and weaknesses – and that you either spend the time to overcome them or hire someone else to do it for you.

With copywriting, for instance, it is important to use a mix of compelling sales points with powerful psychological triggers. Most people who create a sales page miss either one or both of those elements.

For instance, they might concentrate so much on building hype that they don't actually explain what solution they are providing – and for whom they are providing it. If I don't have a specific problem that your product solves, why would I buy it? I wouldn't.

Now, if they fail to sprinkle in psychological triggers, such as “scientifically proven,” “guaranteed,” and “shocking,” no one will feel compelled to continue reading, as the benefits will have a low or average perceived value.

In addition to these two problems, some sales pages lack coherency and direction. The copy looks amateurish and it doesn't slowly grind forward, breaking down the visitor's resistance to the sale – and compelling him or her to buy more and more at each sales point.

Additionally, if there aren't multiple calls to action – another form of psychological trigger – then a potential visitor might never feel compelled enough to pull out his or her credit card on the spot and make the purchase.

In addition to careful copywriting, there are other important things you must take into consideration when writing a squeeze page that converts. For instance, it is important to build a compelling case for a time-bound offer.

Now, this doesn't mean you have to invent fake deadlines and constantly revise them each week. This is a good way to guarantee your complete loss of credibility in the shortest amount of time possible.

However, when planning your copy, you will want to make sure that you constantly urge the reader to act immediately by inserting a number of “calls to action,” as I've mentioned previously.

You may want to consider using fly-ins or pop-ups to create more urgency – or to make a time-bound offer. Perhaps you can use a countdown to build urgency (i.e., when someone arrives at your squeeze page, they have five minutes to purchase the product at the lowest price).

For a completely free-to-join squeeze page, you more than likely won't have a considerable amount of resistance to joining, unless the visitor:

- a)** Doesn't see any benefits; and
- b)** Suspects that you will sell their email address to spammers.

Both of these problems are relatively easy to overcome. In your headline, simply state the exact benefits they will receive for joining – as always, mixing in psychological triggers.

In your first paragraph of copy, give them a compelling reason to join now (i.e., the price might go up, the list might become private, you'll get this amazing report).

Now, to overcome the second problems, simply include a short line under your opt-in form that explains that you will not – under any circumstances – spam them or sell or give away their email address and name.

However, the copy on your squeeze page is very important. On any page you are asking someone to take an action on be it buy or give their information, your copy is everything.

I didn't realize it until I hired a copywriter, and now my conversions are through the roof and I'm making more money. By investing in a copywriter you could be making more money. So, you have to put some money out. If you could pay a copywriter a few thousand dollars and get several thousands dollars back wouldn't you do it? If you said no, then you better just forget this whole making money online thing right now. You would be crazy not to want to put in a few thousand and get several thousand back.

A copywriter is an investment and the better the copywriter the better the return on your investment will be.

I recommend only one copywriter, and that's John Hostler from <http://www.RenegadeCopy.com>. He does all of my copy for me, and is the least expensive around. You can't beat his prices for the kind of copy he produces. On his first job for me, he took a sales letter that was converting at around 2% to an average of 9%. That means that for every 100 people that were coming to my site I was only getting two to buy. After John was done, I was getting at least 9 to buy. That's a HUGE upward push in my income, and now John is my permanent copywriter! You can check him out at <http://www.RenegadeCopy.com>

If you don't have funds for a copywriter just yet there are a few things you can do to increase your squeeze pages conversion rate.

Let's talk about the three major ways in which you can increase your squeeze page conversion rate. All squeeze pages created by professionals usually include these three elements at a few others.

The first way in which you can increase your conversion rate is through personalization. This is usually done in two ways: the first way is by providing a photo of yourself. The second way is by adding your signature to the bottom of your squeeze page.

This radically increases visitors' trust. Most people who resist buying products online do so because they're weary of getting scammed by a faceless liar, who won't be around when they need help or when they need to return the product.

Tip: By adding your picture and signature, you can significantly increase a gain in your visitors' trust.

Another way in which you can increase your squeeze page conversion rate is by using black text on a white layout. Regardless of what anyone tells you, this is one of the easiest ways in which to make your page look professional, rather than pathetic or desperate.

The third way in which you can gain trust is by offering something for free. This is generally what you will do if you're using a squeeze page to generate leads: you'll offer a free report or five-day course – and then use that to generate leads, which you will later up-sell or generate revenue from via affiliate sales. Why is this technique so effective?

Quite simply because it allows them to judge your work and ideas before they actually have to pay for them. Additionally, it builds trust.

In addition to these three general ways in which to increase your conversion rate, you should always guarantee a product. If you sell through Click Bank, you actually won't have a choice.

But if you're using Paypal or some other check out (Credit Card processing) program, you will want to make sure you clearly state that customers can return your product for any reason within a given period of time after the purchase.

Follow all of these steps and you will significantly increase your squeeze page conversion rate.

Example Squeeze Pages You Can Learn From

The following squeeze page examples are all examples of squeeze pages that are well done, and convert visitors into subscribers. Study these and you will be well on your way to a high converting squeeze page.



The screenshot shows a squeeze page for 'Changing the Rules of IM'. The header features a woman's image, the website URL 'www.IRthereforeIM.com', and the title 'Changing the Rules of IM' with the tagline 'Things Just Got Easier'. The main text reads: 'The Internet Renegade Is CHANGING THE RULES Of Internet Marketing'. Below this is a quote: '"I'm Not About To 'Laser Target Your Traffic' Or 'SkyRocket Your Profits'...I Don't Use Silly Marketing BS To Lure You In. I'm Simply Gonna Teach You How To Market Online And Be Profitable...For Free."' The text then identifies the author as John Hostler, aka The Internet Renegade, and includes a greeting 'Hi,' followed by a paragraph explaining his 'no holds barred approach' to teaching online marketing.

www.IRthereforeIM.com

Things Just Got Easier

Changing the Rules of IM

Things Just Got Easier

The Internet Renegade Is CHANGING THE RULES Of Internet Marketing

"I'm Not About To 'Laser Target Your Traffic' Or 'SkyRocket Your Profits'...I Don't Use Silly Marketing BS To Lure You In. I'm Simply Gonna Teach You How To Market Online And Be Profitable...For Free."

This Is From **My** Desk
John Hostler
Internet Renegade

Hi,

My name is John Hostler, aka The Internet Renegade. Why? Because I'm Anti-Guru, Anti-BS, and Anti-Crap. So, some people are a **little unnerved** by it...big deal. The bottom line is I take a **no holds barred approach** to teaching folks how to be profitable online. I give it straight...minus the BS, minus the fluffy ten-dollar words, and minus the crap.

<http://www.IRthereforeIM.com>

Copy Writing Will Make Or Break Your Internet Marketing Campaign!

**"Can't Write Your Way Out Of A Paper Bag?
If You Hate Writing Copy Or You Just Plain
Suck At It, Your Sales Will Suffer. I
Will Power Up Your Copy And EXPLODE
YOUR SALES! And I Won't Ask You For The
Deed To Your House To Do It For You!"**

*Don't Let Poor Copy Ruin Your Campaign...I'll Turn Your Sales Letter Into A Cash Cranking,
Sales Pulling Machine!*

Do Any Of These Sound Familiar?

- **My sales and conversions are not what I want them to be** - You've spent a great deal of your precious time and money to get your product or service to market. Don't allow that to go to waste. My copy has turned campaigns from zero to hero with the flip of a switch. Let my copy work for you too!

Enter Your Information Below

<http://www.InternetRenegade.com>

COMING SOON!:

Mark Your Calendar For **November 17th, 2006** And Go Ahead And Tell Your Banker To Make Extra Room In Their Vault Because You're About To....

"Discover How To Make Astonishing Amounts Of Cash...INSTANTLY...If You're Lucky Enough To Be One Of The *First 500*"

Prepare Yourself For A Private Label Rights Membership *The Likes Of Which Has Never Been Seen Before.*

Sign up **NOW** to be notified about the launch of the most unique PLR site in the industry. Heads will roll, people will take notice, and incredible fortunes will be made. As our little way of saying, "Thanks" for registering please accept a **FREE** gift...*PLR Biz In A Box* comes with 650 fresh and professionally crafted PLR articles, a sales letter you can customize, and a download page. Plug and play...and free to you for registering right now! Hurry though...we're not sure how many of these we'll give away!

Just Imagine...

- **Being On A First Name Basis With Your Bank Officers** - With the content and tools you'll find

<http://www.InstantPLRCash.com>

Let's Kick It Into High Gear

What you have just read could totally change your life if you've never made money online before. If you take what you just learned and then implement what I am about to teach you and follow my exact steps, you'll be making money in no time.

So exactly what am I about to teach you to do?

I'm going to teach you to build your own squeeze page (you can see an example of a squeeze page by going to <http://EbookTopicDomain.com>) that will allow you to build a list. I'll then teach you to create a special offer or a one time offer page that will allow your visitors to purchase a package of products from you. You'll not only be building a list, but you'll also be making money.

This is a wonderful and proven way to make money. Just by implementing the use of these one time offer pages on all of my squeeze pages, I made an extra \$1500 in the first month. Every month since then, that figure has climbed, and in September of 2006 I made over \$8000 just from my one time offers pages. That so far has been my biggest month, but that's not to say you could make more doing what I'm going to be teaching you to do in this guide.

I must give credit where credit is due though. What I am teaching I learned from Mike Filsaime's [Butterfly Marketing](#) course. That course is still being sold at the tune of \$1500, but it's worth every penny. However, if you just want the manuscript which is where the meat of the good information is, you can save \$1400 by just getting the manuscript by [clicking here](#).

Okay, let's get right into this...

The first thing you are going to need is a squeeze page. If you don't know how to build a squeeze page, my favorite person in Internet marketing and also my business partner John Hostler has put together a heck of a deal for you.

John is giving you:

1. 10 proven to convert squeeze page templates. (These also come with private label rights.)

2. 132 professionally designed, custom web site headers. (These also come with resell rights.)

3. Software that formats emails for you. (This comes with give away.)

4. Private label rights to his "Help Me" ebook, that is all about Internet marketing for newbies.

What John is giving here is basically a business in a box, and you can grab it from: http://www.irthereforeim.com/Anti-Guru_Exclusive.html This is his one time offer page, so don't tell him I gave it to you. You're only supposed to see this after subscribing. ☺ SSShhh!

If you want to go the route of using what John is giving you, I have done a complete tutorial on how to use what John is giving you to show you how to setup your own squeeze page and one time offer to start cashing in quickly! Once you grab John's package, go through the tutorial on how to set it all up below.

Download the tutorial here: <http://www.websitetrafficttraining.com/dls/hostler.zip>

Okay, by now you should have your site all setup. Now it's time to start driving traffic to your site. I have prepared several lessons on how to get traffic to your new squeeze page and how to handle your new subscribers and customers.

You can view them by going to:

<http://www.websitetrafficttraining.com/tutorial.htm>

Conclusion

I've just given you a lot of great information and even videos to show you how to put this whole thing together. It's now up to you to take the steps and put it into action! Only you can grow your business. No one can do it for you. You have to take the knowledge you've been given and USE IT!

To your success!

Liz Tomey

<http://www.TomeyMarketing.com>