

A Beginner's Guide to Squeeze Pages

by Matthew Glanfield

<http://www.yoursqueeze page.com>

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**A Personal Message from Matthew Glanfield,
Creator of [YourSqueezePage](http://www.yoursqueezepage.com):**

Dear Friend,

Thank you for downloading this e-book. You are about to learn the beginner's steps to starting a successful Internet business by using "squeeze pages."

You see, if I could answer the question "What is the single most important thing that you must do in order to succeed online?" – I would say:

"BUILD A LIST!"

However, this is easier said than done.

In this e-book I am going to show you the steps to starting your own successful business. I will not hold anything back here.

Once you are done this material, I want you to start taking action by going to <http://www.yoursqueezepage.com> and grabbing a Pro membership.

So are you ready?

Let's get started!

To your Internet success...

Matthew Glanfield

Matthew Glanfield, Founder

<http://www.yoursqueezepage.com>

The Process...

Ok, first off we will talk about a very simple process that you can follow to start any Internet business off right.

It goes simply like this:

1. Find a niche market.
2. Create a squeeze page (offer something for free).
3. Send some information to your list about your market.
4. Ask your list what they want.
5. Create what they want **OR** find a product that fills their needs.
6. Repeat steps 4 and 5.

There it is – this is the “magic” formula that successful Internet marketers use time and time again to make a ton of money in almost any niche market.

However, although it is simple, it is not always easy. Think about it, if it were that easy then everybody would be successful!

There is one more magic word that you will need to learn in order to be successful:

WORK!

Just by putting that word on this page I have just lost about 95% of “interested” potential marketers, so if you are still reading, congratulations!

You see, a lot of people are looking for “something for nothing,” that gold mine where all you have to do is work 5 minutes a day and you’ll make \$10,000 per week.

Well, I hate to tell you this, but unless you win the lottery that is NOT going to happen.

As soon as these “marketers” see the real work involved most of them return to their day-jobs thinking that the Internet is some big scam where the rich get richer and the poor get poorer.

I hope you're not one of those people.

In fact, if you are reading this e-book then you most likely aren't one of those people.

At this point I will take you through each step in the above formula.

Step 1 – Find a niche market

Unfortunately the scope of this e-book will not allow me to go into great detail on how to find a niche market, but I can tell you this:

You **MUST** find a market that you are passionate about and which you already have at least some skill.

The problem is most people try to find a market that can make them a lot of money, but they don't really look for something that they are interested in or that they are good at.

What ends up happening is they enter a market where they have to both learn the market and learn Internet marketing!

Learning Internet marketing is already overwhelming enough, never mind learning about the market as well!

For example you might find it tempting to start a website where you show people how to make money online.

But the question is – have **YOU** made any money online? If you have, then that might be a potential market for you. But if you haven't, what are you going to offer them that will make you stand out from the 1.5 million other websites talking about the same thing?

Here are a few questions you can ask yourself to find some potential markets:

1. What are you good at?
2. What skills have you learned (think of past jobs, education, experiences, etc.)
3. **If time and money were not a factor, what would you want to do?**
4. What do others say you are good at?
5. What do others seem to ask you about? (e.g. car repairs, financial advice, parenting advice)

Write down a list of ideas, and then narrow it down by thinking about what you would love to do. This will help you to stay motivated when things don't go exactly as you would like them to (which happens quite often).

Step 2 – Create a Squeeze Page

As soon as you know what market you want to get into you must start building your list.

The easiest (and best) way to do this is by **creating a squeeze page**.

A squeeze page is a simple webpage where your single goal is to get the visitor to enter their first name and email address.

Here are some examples of squeeze page:

<http://www.onthelineradio.com>

<http://www.aminnercircle.com>

<http://www.yoursqueezepage.com>

You will see that they all have some common elements.

The easiest way to create a squeeze page (especially if you don't know how to web design) is to go to the following URL:

<http://www.yoursqueezepage.com>

At YourSqueezePage.com you will have all the tools necessary to create your squeeze page.

Step 3 – Send some information to your list about your market

Once you start collecting email addresses you need to send useful information to your list.

Stuck for ideas? Go to <http://www.ezinearticles.com> and see what other webmasters have written on your subject. You can even use the articles at that site in your ezine for free!

Make sure that any information you send them is **useful** and **high quality**. If you start sending junk information you will ruin your relationship and will not be able to make any profits.

Step 4 – Ask your list what they want

Before spending hours creating a product or searching for one to promote, why not ask your customers what they want to buy?

You can do this by sending a simple email to your list such as the following:

Hello Matthew,

Can you do me a favor? I am trying to decide what information to send you next, but there are so many things to decide from!

Can you reply to this email with your single most important question regarding **affiliate marketing**?

Thank you!

Matthew Glanfield

Replace “affiliate marketing” with your niche market subject. You will be surprised at how many people will reply and give you their questions.

This is far more effective than doing the research on search engines or any other resources.

Step 5 – Create what they want OR find a product that fills their needs.

Now that you know what your customers want, sell it to them!

You can do this one of two ways:

1. Create the product yourself.
2. Find an affiliate product that will fill the needs of your readers.

If you search for an affiliate product, make sure it is of high quality (it helps if you buy it first in order to see how good it really is). Nothing will hurt a relationship faster than promoting junk products.

Step 6 – Repeat steps 4 and 5

All you have to do is pay attention to the needs of your list and you will find more and more ideas for products that you can create or promote.

This is how I come up with all of my ideas for websites, products, and services. It's as simple as **asking my readers what they want** and then selling it to them!

It creates a “win-win” situation – my readers get what they want and need, and I make money providing it to them!

Conclusion

I hope that I have given you a better idea at how simple Internet marketing can be if done right.

There are many more things to learn, but if you apply these strategies you will be on your way to making a lot of money online.

To your Internet success...

Matthew Glanfield

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Don't know how to web design?

[Create your squeeze page easily and effectively!](http://www.yoursqueezepage.com)

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