



Presents:

Podcast Episode 092: How to Set Up a Squeeze Page with Optimize Press and Aweber



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Introductions

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from becomeablogger.com and as usual, another exciting episode for you today.

In today's episode I'm going to be talking about, "How to Set Up a Squeeze Page using Optimize Press and Aweber." When it comes to blogging, your mailing list is one of the most valuable aspects and assets of building your blogging business, and a Squeeze page is one of the most powerful tools for getting people to subscribe to your list. However, A LOT of bloggers don't have one. In fact, I didn't have one for a while. It's nothing to be ashamed of. We've all been there.

So, in this episode, I'm going to be talking about the easiest way that I know to get your squeeze page up and running and looking good. That's what I'm going to be talking about today.

Oh, man. There's so much that can be said about this concept of setting up a squeeze page. A squeeze page is very essential if you're trying to build a list. Of course, I know say, "essential," but you can build a list without a squeeze page. But, a squeeze page really gives you that extra 'oomph,' that's extra *je ne sais quoi*.

What are Squeeze Pages?

First off, I want to answer a simple question, "What is a Squeeze Page?" I do what I typically do when I'm looking for a definition. I went to Wikipedia. I did a search for Squeeze Page. This is what came up.

*“A **squeeze page** is a landing page created to solicit opt-in email addresses from prospective subscribers.” -- Wikipedia.com*



You're trying to solicit email addresses, opt-in email addresses from prospective subscribers. My simple definition of a squeeze page is this:

A squeeze page is a web page with one purpose – to get people to subscribe to your list.

That's it, a page where you're trying to get people to **subscribe** to your list. It consists of a certain amount of content, you have some content that you're trying to convince people that whatever they are signing up for is valuable information, or valuable content, or valuable resource, or anything of that sort and an opt-in form.

Determining What Resources to Offer

So, in order for someone to get access to that resource, whatever that resource is, they need to opt in. They need to give you their email address. In return, they get that resource, whatever that resource is.

The question is, “What kinds of things can you have to get people to sign up in your list?” Before we even talk about setting up the squeeze page and all that kind of stuff, we know what a squeeze page is, but now let's talk about what you can do to get people to sign up on your list.

Newsletters

One of the simple things you can do is you can just have a **newsletter**. You have a newsletter that goes out every so often. It might be once a week or once every other week or twice a week, once a month or whatever the case might be where you're updating people or your subscribers about what's going on in your niche, what's going on at your blog, what's going on in the world of whatever it is you're blogging about. You can just have a newsletter to update people on content.



Free Resource

Also another way to get people on to your list is by having a free resource. You can put together an eBook, a free report, a course, a special video, or an audio that they can listen to that teaches them a specific concept, anything of that sort whether it's text, video, audio, whatever the case might be, you can have someone opt in to your list for that.



Those are some of the things that you can have people opt in for.

Why You Need to Use Squeeze Pages

The question is, “Why with a squeeze page? Why do I even care about having a squeeze page? Can I just have an opt in form on my blog and send people to my blog and then, hopefully get on my list because they saw this opt-in form, it looks so exciting and they just really want to get on there?”

Yes, you can do that! But, there are some reasons why people use squeeze pages. It's very simple.

Reason #1: Gives a Single Focus by Minimizing Distractions

The first reason is because it minimizes distractions. I don't know about you but, if you go to becomeablogger.com, which is my blog, you will see a whole bunch of content and stuff there. You'll see that you can opt in to get my free course, you'll see my premium products, and you'll see all the recent posts that are listed, you'll see my podcasts, you'll see some banners and so



on. You can go on to my About Page and you can contact me. This is a whole bunch of stuff going on. There's a lot in terms of distractions.

Now, when you have a squeeze page, there is one single focus. That's getting people on to your list. When people come to your blog, they see a bunch of stuff but when they come to your squeeze page, all they see is one option.

When you do that, you are increasing the likelihood that they'll actually subscribe to that list. This is a great thing. The more options you put, the more options that are included, the more distractions that are there, that minimizes the chances that anyone, I don't care who they are, that anyone will subscribe to your newsletter, to your list. They will opt in and give you their email address and say, "You know what? I'm giving you permission to contact me."

Having more options minimizes the chances that people are going to actually subscribe. So, by minimizing the distractions, you are increasing the likelihood that people will subscribe.

Reason #2: Directs Readers to a Single Page to Receive the Free Resource

Another reason why having a squeeze page is such a good idea is because it gives you a specific page that you can send people to receive that free resource, whatever that free resource is.

All right, you know that there is someone that you want to subscriber to your list. You send them to your blog. Great! They get great content. But, it's not going to be accomplishing that one specific purpose.

By having that squeeze page, I can tell you for example, go to freebloggingvideos.com. When you go to freebloggingvideos.com, it will take you to my squeeze page where you can sign up and get my free blogging videos, how to get your blog up and running and build business around your blog. That is a page that I can tell you to go to and you will get that one resource that I am giving away.



All right, having a squeeze page, number one, it minimizes distractions that's extremely important. You have a single focus. It's more likely that they're going to accomplish whatever it is that goal is, and in this case, that goal is to sign up to your list.

Number two, it gives you a specific page that you can send people to, to receive that free resource that you're giving away.

Reason #3: Helps Increase Conversion Rate

The third and last reason I want to give for why a squeeze page is so important or why it's such a good idea to have a squeeze page is because it allows you to test different elements of that page to increase your conversions. What do I mean by that?

When I talk about **conversions**, I'm talking about the number of people that subscribed to your list, or opt in to your... whatever it is you're having them opt in for as a percentage of the number of people that actually visit the site.

For example, that sound a bit complicated so, let me rephrase that. If a hundred people come to your site and ten people sign up, you have a 10% conversion rate. If you can increase that conversion rate by 20%, you're going to get twice as many people signing up to your list. So, you'll get 20 people signing up to your list for every 100 visitors that come to your site.



By having a squeeze page, it makes it easier to be able to test elements like your headline, the content that you have on the page and the colors that you're using and so on. It makes it much easier to be able to test those different elements and to see what makes your page more effective so that, you can make it more and more effective over time.

I'm not going into a bunch of details about that here and I'll probably do a follow up at some point talking about conversions and different ways of increasing your conversions.

But, for this podcast episode, I really want to dive into just setting up this squeeze page and how to go about doing it in a way that's very easy, the easiest way that I found and the way that has allowed me to create multiple squeeze pages that look really good without having to be a professional designer or anything of that sort.

Setting Up Your Squeeze Page – What You'll Need

We know what types of things you can give away to entice people to sign up from your squeeze page. We know why you should use a squeeze page. Now, let's talk about what you need to have a squeeze page.

Autoresponder Service – Aweber

The first thing you're going to need is very obvious. You're going to need an **autoresponder service**. An autoresponder service is a service like [Aweber](#). Aweber is the one that I highly recommend. I've been using it for years and it's a great service.

What it allows you to do is send automated emails to your subscribers at specified time intervals and you can deliver content to them, you can deliver information to them and get them to come back to your blog. You can deliver that free resource whether that's a PDF report, or an eBook or a free video, or whatever the case might be. And, you can follow up with them in an automated way.

Aweber is the service that I recommend. If you don't have an Aweber account, you can go to becomeablogger.com/aweber. That is an affiliate link, of course but, I never recommend anything that I haven't used and I find it has a significant amount of value to my business.

Aweber-- great autoresponder service. If you do not have an autoresponder service, I highly recommend for you to go with Aweber.

A side note on that, there are other autoresponders services out there. If you're on another one, that's fine. There are a number of reasons why I choose Aweber.

A lot of people go with [MailChimp](#) but MailChimp has a number of things in their terms and services that are very restricting that a lot of people don't recognize. I like to be safe and let people know the service that I use and that I trust.

Aweber, great. That's the first thing you're going to need, an autoresponder service.

Wordpress Theme – Optimize Press

The second thing you're going to need, if you're going to do it the way that I'm going to recommend which is the easiest way that I found is by using a Wordpress theme called [Optimize Press](#).



Now, let me tell you a little bit about this Optimize Press deal because I am in love with Optimize Press. **Optimize Press** is a Wordpress theme that makes it really easy for you to set up sales pages, squeeze pages, membership pages, launch pages, all of these different things that you would typically have to hire a designer and spend who knows how much to get a nice page designed.

Optimize Press allows you to do it. If you know how to use Wordpress and you know how to add a page, you can use Optimize Press to generate a very attractive looking squeeze page. In fact, along with this episode, this is going to be [Episode 092](#), in the show notes of this episode, I'm posting a video, and the video shows you how to create a squeeze page in three minutes flat using Optimize Press and you will see exactly how I was able to do it.

If you want to check that video out, come back to the blog and come to the show notes for this episode. You can get there by going to becomeablogger.com/episode92. The number is 92, becomeablogger.com/episode92. You'll be able to see exactly how I went about creating a squeeze page in exactly three minutes.

It's going to amaze you if you haven't seen what Optimize Press can do. This video will be very enlightening. Go ahead and check it out.

Not only am I including a video but I'm also including a detailed PDF download, a detailed walkthrough on how to set up a squeeze page in Optimize Press.

If you come to this, the show notes for this episode, you're just going to get whole bunch of value. You'll get the video that shows you how to do it in three minutes and you're going to get a PDF download that has screenshots walking you through exactly how to set it up.

Becomeablogger.com/episode92. If you want to sign up for Optimize Press, if you want to get Optimize Press which I highly recommend, go to becomeablogger.com/Optimize Press. All of the links will be in the show notes of Episode 092.

Now, how I typically do this is I have my blog, for example, at becomeablogger.com then, I install a separate Wordpress installation for my membership site where I have squeeze pages and all these different things. It's a separate Wordpress installation. You install Optimize Press and then, you can use it to create your squeeze pages and a bunch of other stuff.

The first thing you need? Aweber, an autoresponder service. The second thing you need is Optimize Press if you're going to do it, the way that I recommend for you to do it in this podcast episode.

Optional: Video Hosting Service – YouTube or Vimeo

The third thing is kind of optional because it all depends on the format of the squeeze page that you're trying to do.

If you are like me and you love video and you want to make a video squeeze page, you need to have some kind of video hosting service – a popular one and a free one, a great one is YouTube.com. You can just upload your video to YouTube.com and then, you can use that to embed in your Optimize Press squeeze page and use that to get people to subscribe to your list.



You can use YouTube. I personally use Vimeo Pro, that's a paid service. The reason I use that is because there are a lot of features that you can use in terms of protecting your videos and restricting certain aspects of it.

It's not a huge deal but because I also run a premium membership site and I want to have premium hosting for my video in a way that someone can't just steal my videos and embed it in their site and so on, I use [Vimeo Pro](#).

YouTube.com, excellent for video hosting, you already know that and you can use these for your squeeze pages, also.

All right, so those are the things that you're going to need.

Elements of an Effective Squeeze Page

Now, I want to talk about the elements of an effective squeeze page because, yes, anyone can have a squeeze page. But, that doesn't mean that the squeeze page is going to be effective. So, there are three elements of effective squeeze page.

Write a Compelling Headline

The first element is probably the most important element and I'll probably say that about every element so far, every one of the three elements.

The first element is you want to have a **compelling headline**. You want the headline to be something that captures your attention, something that holds your attention and makes you think, "Okay, I need to read the rest of this page or I need to watch this video."

Some examples of effective headlines or compelling headlines are some that you'll probably see all over the place. But, you see them in a bunch of places because they work well. That's why people use them.

The first example would be something like, "Who else wants _____?"

For example, for me who has a Biology site, I can have a headline that says, "Who else wants to pass their Biology class with an A+?"

Now, if you're a struggling Biology student and you stumble on to this squeeze page where I'm offering you some resource and it has a headline that says, "Who else wants to pass their Biology class with an A+?" is that going to stand out in your mind? Yes, it will!



So, “Who else wants _____?” Whatever that is for your niche, for your blog, or for your resource that you’re trying to give away, that’s a great compelling headline.

Another one is, “Build a _____ you can be proud of.” For example, “Build a blog you can be proud of.” So, if I want to get people to sign up for my resource and showing them how to build a blog, I can have a headline that says, “Build a blog you can be proud of.”

One more example is, “What everyone ought to know about _____.” For example, “What everyone ought to know about building a successful business.” That’s a compelling headline because that talks about something people know that I may not know and I want to know it. You know what I’m saying? If this is something I am passionate about, if this is something that I’m struggling with, and I want to know the secrets when I see a headline like that. I’m motivated to watch the video, to read the rest of the page and so on and so forth.

These are examples of headlines I actually got from a resource from Copyblogger that’s called, Copyblogger’s [“Magnetic Headlines.”](#) If you come to the show notes for this episode, I will have a link to that in the list of resources, Copyblogger’s “Magnetic Headlines.” It’s a series that teaches you how to write magnetic or, I like to call them, “compelling headlines.”

Make sure to come over to the show notes to check that out so that, you can make sure that when you’re writing your headlines, you’re making them magnetic. You’re making them compelling.

That’s the first element, a compelling headline.

Enumerate the Benefits

The second element would be a list of the benefits. If you are doing a video, you’ll be talking about the benefits. If you’re just writing copy, you have text on your page, you’re going to have it just written out there on the page maybe as dot points or something of that sort but you want to pay attention to and focus on the benefits.

Features VS Benefits

Now, there’s a big difference between features and benefits. You need to be very clear about that because you’re not going to be putting a bunch of features on your squeeze page. You’re going to be listing the benefits.

A **feature** is what your product or service has.

A **benefit** is what the person will be able to do after getting your product or service or how will they benefit? What will that do for them?

I want to give you some examples so that you can be clear on what the difference between features and benefits are.

A feature, Become a Blogger training videos, a feature of the videos is I have video training on how to get your blog set up. Okay, that's great! I know what it has to offer but, what is the benefit for me? What is the benefit for you?

A benefit will be you'll be able to get your blog up and running fast without having to stress out about all the techie stuff.

You know what? If I'm a beginning blogger or I want to get into blogging but, I'm thinking to myself, "Man, I don't know how to use all these technology. I'm not familiar with Wordpress and all that kind of stuff and I see that one of the benefits of this course or this free resource is that I'll be able to get it up and running fast without the stress of all that techie stuff that I've been worrying about, that sounds very beneficial to me."

Another feature versus benefit comparison for my Biology blog, a feature is, I have a study guide that gives a detailed study of the nervous system. Okay, that's a feature, great. But, what's the benefit?

A benefit could be that you'll be able to understand the nervous system without having to read through a boring chapter in a textbook. And, if I'm in a Neuroscience class or something of that sort, and I am reading through my textbook, and it's so boring. I'm struggling to stay awake as I'm reading it.

I come and I see that one of the benefits of opting in is I get this free resource that's going to allow me to understand what I'm struggling with without having to read the boring chapter in a textbook. Does that sound good to me? Yes, it does! That is a benefit.

I hope that gives you a good idea of the difference between a feature and a benefit. I've heard someone say that a benefit, in order to go from a feature to benefit, you just add, "so that..." at the end of the statement.

"It's a detailed study of the nervous system so that," and here's the benefit, "you won't have to read through a boring chapter in a textbook."

“A video training to help you get your blog set up so that,” and here’s the benefit, “you don’t have to stress out about all the techie stuff.”

So, add that “so that…” if you’re confused about the difference between features and benefits, finish that sentence and you have a better idea of what the benefits are for signing up to whatever it is you’re trying to get people to sign up for.

First element, a compelling headline. Second element, a list of the benefits.

A Call to ACTION

The third element, and you can’t skip this element, the third and final element is, “A call to action.”

It’s you telling people, “Fill out the form to the right,” or “fill out the form right beneath this video to get instant access to my free resource.”

You cannot assume that because you have a compelling headline and you have a list of benefits and you make that very clear, you cannot assume that they are just going to sign up.

No. You need to give them that call to action invite them to sign up, tell them to sign up because you know that they are going to get a ton of value if they sign up to your list or they opt in to get your resource or anything of that sort.

That third and final element of an effective squeeze page is a **call to action**.

Number one, you want to have a compelling headline. Number two, you want to have a list of benefits and number three, you want to have a call to action.



Choosing Between a Video and Text Squeeze Page



You may be wondering what's going to be a more effective squeeze page whether it's going to be a video squeeze page or a text squeeze page. My answer to that is it all depends. The only way to know is to just **test it out**.

The way I would get started is what is easiest for you. Is it easier to create a video where you're just talking about whatever it is you have to offer and what the benefits are and what people are going to get for signing up to your list, for opting in for your free resource.

Can you just get in front of a video camera and make a compelling story and that's easy for you to do? Then, start with a video. Then, from there, you can test it. You can test using just text. You can test using text and video. That's a little more advanced. It just gives you an idea of what is possible.

You start with something and then, you build from there. So, do you have a squeeze page out there? If you do, and this is going to be a time where I am actually asking you to promote your stuff because I would love to see what you're up to.

Come to this episode, becomeablogger.com/episode92. Leave a link to your squeeze page and tell me a little bit about it, whatever. Just come to the blog and promote your stuff. Promote your stuff and let me see what you have going on. I would love to take a look.

If you do not have a squeeze page up and running, you don't have something that you're giving away for free for people to sign up on your blog, to sign up to get on your newsletter, your mailing list, your Aweber list, whatever you want to call it, I want you to come up with an idea as to something that you can give away.

Then, come to the blog and just leave that idea in the comments. I would love to hear what you are thinking about doing and maybe even give you some feedback. So, becomeablogger.com/episode92.

Lastly, I just want to mention this as a side note, if you're struggling with this concept of building a list and you want to get some more help and resources to help you really narrow down on how to build a list, I do have a course that's called **List Building Simplified**. You can check that out at becomeablogger.com/listbuilding.

That's pretty much it for this episode. I hope you got a ton of value from that and I hope you have some information that you can use now to go and set up a squeeze page, to get people to sign up on your list and grow that list because really, your list is the most valuable asset. I hope you got a lot of value from this.

As usual, I want to let you know that this program, this show, this podcast is brought to you by my free blog training course at freebloggingvideos.com. Head on over there, freebloggingvideos.com, sign up, opt in on my squeeze page, and you will get some resources, some video training where I am going to walk you through the exact process that I've used to build my blog and to build my online business around my blog.

I hope you got a lot of value from this. If you are enjoying this, go to iTunes, leslieonitunes.com and leave a five-star rating if you think it's worth five stars.

This is Leslie Samuel from becomeablogger.com. That's all I have for this episode. Until next time, take care and God bless!