

# HOW TO WOO AND KEEP YOUR WEBSITE VISITORS



*A Guide on List Building Online*

*By Heike Miller*

## Welcome to

### *“How to Woo and Keep your Website Visitors – A Guide to List Building Online”*

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Dear friend,



*Thank you for reading this ebook I have prepared for you.*

*Many websites cost a lot of money for the business owner, yet deliver not much in terms of money back.*

*When someone comes to your website and they find nothing what compels them to stop them in their tracks, they leave. And chances are they will never*

*come back **ever**.*

*It is vital to be able to bond with your website visitors successfully.*

*Building the “I know, like and trust you” relationship with your target market is an essential action for your business to grow and also self-select the right people to you and your work.*

*We all know that working with our ideal clients is so much more rewarding and fun, so why not help your “people” to identify YOU as their potential coach, consultant or service provider?*

*One way to attract the right people to you is your branding and message. Your people will feel compelled to check you out based on their first impression.*

*You see there are so many lovely looking websites out there, crafted magnificently by creative web designers, carefully optimized for search engines, loved by their owners , but sadly people*

*visit the website for a few seconds – minutes, if you are lucky - and leave, most never to come back.*

*So, what can you do to keep your website visitors on your website at least as long as it takes for them to trust you enough to leave their contact details behind and to feel you have given them something valuable and helpful for this trust?*

Enjoy!

*Heike*

## *Let's dive straight into it!*

Many business owners are delighted when they finally get their website finished and handed over by their web designer. The design is beautiful and the text (content) has been created with search engine optimization in mind.

There's one thing many website owners don't think about, though: **that 50% of their visitors bail within 1 and 8 seconds after arriving on their homepage. 30 to 40% click away within the first few minutes.**

And only a very small percentage of website visitors stay on for longer and take any action.

Additionally, studies show that the average user only reads about 28% of the text and the average internet user will skim or scan a page and not read the content sequentially.

Most visitors that bail from your site quickly never return. Ever.

**If you consider that some websites cost up to \$5,000 this outlook is fairly grim.**

### *What to do to entice your website visitor to not click away immediately?*

- Clear and big headlines
- Relevant content that addresses the website visitors challenges
- Audience-appropriate design
- Etc.

Even if all the above points are fulfilled, many visitors will vanish without any action, without leaving any contact details and without any trace.

Yet we know that most people only make a purchasing decision after around 7 contacts with you, your content or your products. It's the "I know, like and trust you" principle which turns a stranger into a purchaser, especially on the web. Many people still distrust the Internet and you need to make sure to employ as many tools as possible that prove to your website visitors that you are an ethical person and that you are "human". Video is one tool that many entrepreneurs utilize nowadays to appear "real" and to bond with their prospects.

***So how do you get them to know you?***

If you can persuade them to give you permission to contact them and tell them more about you.

You need to make them an irresistible offer that they can't refuse! And ideally it is free and deals with their major pain points.

***Check out these three screenshots of websites. What do they have in common?***

Reference: <http://www.tinaforsyth.com>

Tina Forsyth

HOME ABOUT BOOKS PROGRAMS SPEAKING TOOLS BLOG CONTACT

CEO Business School  
Profit + Freedom for  
**FEARLESS**  
Women Leaders

Your work matters. You can either flail around trying to figure it out on your own OR you can follow my proven formula for purpose driven entrepreneurs who don't just want to make a living – they want to make a difference. I've spent the past 15 years honing this step-by-step system to create a strong business foundation that lifts you up so that you can fulfill your mission and make a profit.

▶ LEARN MORE

6 Steps to Take Charge of Your Business TODAY so You Can Enjoy More Profits, More Time Off and Do What Matters

Your CEO Blueprint & Profit Assessment

First Name

Email Address

▶ SIGN UP

How to catch your website visitors and keep them coming back for more



“Ali has a laser sharp focus on profitability. Her vision requires you to up-level immediately.

"I have had the honor of being coached by millionaires, moguls, and leaders, so when I offer thanks it comes from a very discerning place. Ali has a laser sharp focus on profitability. Her vision requires you to up-level immediately. If you need your business to have a brand and an offer that enthusiastically sells itself, then you need Ali. She is an entrepreneurial leader, a visionary, and a kick in the pants to go from your business working to your business cornering the market."

Suzanne Evans, Coach/Consultant, Murrells Inlet, SC  
Suzanneevans.org

[\[read more here\]](#)



Get **FREE ARTICLES** from Ali each week that give you proven strategies for growing a **profitable business**, living a **purposeful life**, and becoming an entrepreneur of **influence**.

**FREE BONUS GIFT:** We'll Send You Ali's Audio...  
"Top 10 Success Secrets for Entrepreneurial Women!"

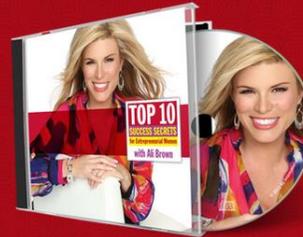
First Name\*

Last Name\*

Email\*

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Reference: <http://www.alibrown.com>

MARIE *forleo*

ABOUT WORK WITH ME PRAISE GIVING BACK

**Get ANYTHING YOU WANT**  
IT DOESN'T TAKE TALENT OR LUCK TO SUCCEED,  
YOU JUST NEED TO DECIDE - I'LL SHOW YOU HOW

↓

GET FREE TIPS TO CREATE A BUSINESS & LIFE YOU LOVE

First Name E-Mail

Get it!

5 Reasons People Don't Take You Seriously

181 COMMENTS

NEW PRODUCT

FIND YOUR VOICE  
SELL YOUR ANYTHING

Reference: <http://www.marieforleo.com>

All three websites have a sign-up or opt-in box where website visitors can leave their name and email address in order to receive a free report, a video report or an ezine (electronic newsletter).

This opt-in box usually asks only for two things, the name and the email address. Very often businesses make the mistake and ask for too much. They have a long sign-up box with name, address, phone number, etc. which could result in many people leaving their website before leaving their information.

Make the opt-in as fuss-free and easy as possible. Remember that your website visitors are still strangers; they want to keep their anonymity. Support them with this and build the relationship with them slowly and respectfully.

**Asking for a name and email address is enough for now.**

The Internet Marketers described above have something **very compelling** to offer. The first website screen shot features Tina Forsyth and she tempts her website visitors with **6 tips to take charge of your business so you can enjoy more profits, more time off and do what matters.**

Ali Brown, famous Inc. 500 CEO, promises **information about how to grow a profitable business, live a purposeful life and become an entrepreneur of influence.**

Marie Forleo, “Rich, Happy & Hot” Mastermind Leader, offers advice on how to **create a business and life you love.**

These entrepreneurs **hit a nerve in their audience.** People want to be happy, rich, rewarded and make a difference in other people’s lives. They want more free time and feel their lives have a purpose. And most importantly, the advice these entrepreneurs offer is **FREE** and gives report the website visitor a glimpse of what the website owner is all about and what they teach and what they can help you with.

It’s not only free, but also assures **your privacy.** You can **unsubscribe from this list** whenever you like. Many websites give you a special guarantee that you can opt out at the click of the mouse and no questions asked. This is important and re-assuring. **No one wants their email box inundated with emails and feel suffocated.**



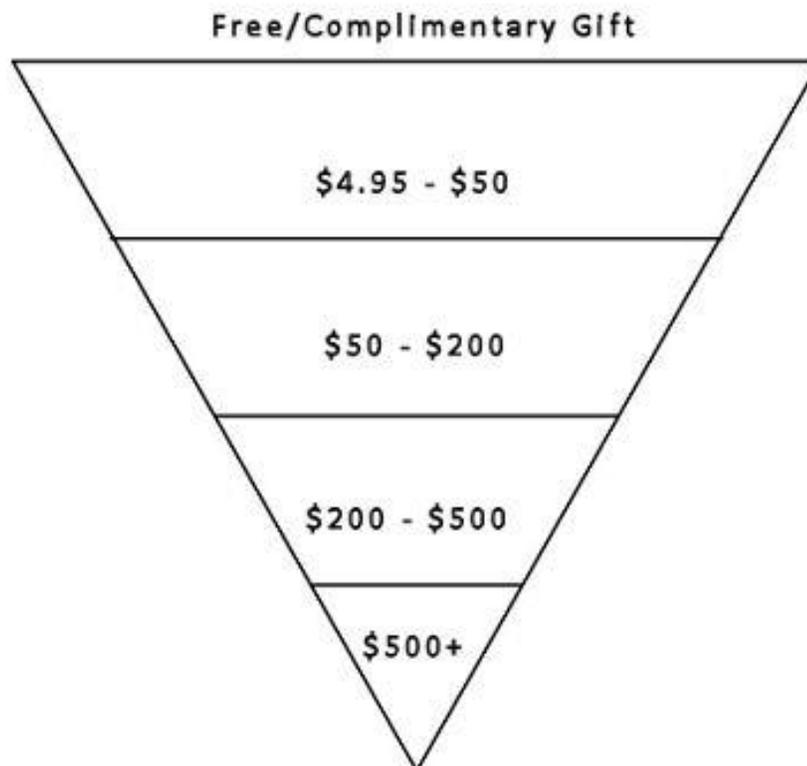
## What can you do with this information?

To be able to collect your website visitors' contact information and to attract the right clients who will love what you do, you need to find a solution to a problem that your target audience, your website visitors, faces and finds challenging. You want to help them with something that they would like help with. And you offer this piece of advice for **free** in exchange for the contact details of the person requesting the offer.

Content is king! Your report needs to be **valuable**. Always make sure that your freebie **helps** those people who want to give you their trust and, consequently, their contact details.

**Why a freebie, you now might ask? Don't you attract all these freeloaders by offering something valuable for free?**

## Let's have a look at the marketing funnel:



*This funnel model has been proven to be a good model for successful Internet businesses. As your website visitors don't really know you they don't have a relationship with you just yet. They have just landed on your website. You need to nurture a relationship with your website visitors – or lose them. To help give them trust and confidence in you, you give them a sample of your offerings or your knowledge. In many circles this is called a **Pink Spoon**.*

*Check out Pink Spoon Marketing (<http://www.pinkspoonmarketing.com>) to learn more about the concept developed by the lovely internet marketer, Andrea J. Lee. The system derives from how people choose the right ice cream flavor from an ice cream parlour. Andrea uses this example that many ice cream sellers use: offer a free taste on a little spoon with different ice cream flavors so that the purchaser can choose their favourite. Quite often it is hard for customers to make a choice when seeing all these different ice cream flavors on offer and can't decide which one they would like to buy.*

*In Pink Spoon Marketing, you use the same technique of giving a little taste of what customers can buy from you. To help them decide, offer a small sample of your expertise and service offerings for free. With this "Pink Spoon" in Internet Marketing you give your website visitors a little taste so that they will make a decision to buy from you later on.*

*At the ice cream stand, often this first taste leads the customer to buy a cone with their favorite ice cream. As they really love the taste they may decide to purchase a small box of ice cream to take home.*

*After a few days the customer comes back and asks for a larger box with the favorite ice cream flavor because the kids loved it too. In the same way, if your customer loves your personal pink spoon offering, he or she wants to buy more from you, more information, more services, more help. The Pink Spoon journey has begun...*

*You see, the Pink Spoon journey starts with a free taste, given on a little pink spoon, to the customer. The customer likes what he or she tastes and wants a cone with that flavor. This means after they tasted the goods, they buy something more for a small amount to see if the first impression was the correct one. After they really enjoyed eating the cone of that particular ice cream they feel more compelled to buy a more expensive, larger box with that particular flavor. They have learned to like what you offer.*

*This is the same with your business. As you can't build trust online simply with only a website alone, you need to give your website visitors a taste of what you have to offer. Note that you need to find a Pink Spoon and other offerings that feed the customer into a natural progression down the funnel.*

If you, for example, are a dating coach it wouldn't make sense to offer your website visitors a guide about the best car insurance. Your visitors expect from you tips about dating and meeting their soul mate.

**Sit down and plan out your personal ice-cream journey! What makes sense to offer to your target market? What do they want to know? What would they like to learn about? What would they like resolved?**



**Once you have an idea, work out which format this freebie should have. There are many options:**

- Report (5 to 30 pages)
- E-course (series of email messages)
- Whitepaper (targeting a more academic market)
- Video (or a recording of a webinar, could be up to an hour long)
- Video series (a series of videos)
- Audio (a recorded teleseminar or a recording of a live event)
- Mindmap/plan/drawing (example: the marketing funnel drawing)
- Teleseminar (can be attended live or recorded, approximately 1 hour)
- Webinar (can be attended live or recorded, length of up to 1 hour)
- Live streaming show (up to 1 hour, live attendance or can be viewed later)
- Blogtalk radio show (live attendance or recording available for later viewing)



To determine which option is best you need to think about what is easiest for you to produce. If you are naturally a great speaker, then a teleseminar would be a good option. If you've always loved writing, then a report would be the easiest solution for you. If your target market is academics, a white paper would be appropriate and welcomed.

Also consider what medium your target market prefers: if they are young people, they may prefer watching videos

*instead of reading a long report. If they are busy women, they may prefer listening to an audio they can download to their phone or ipod and listen to it while caring for the children or going for a walk.*

*If your target market is not experienced with technology, it may be difficult for them to participate in a live streaming show or download webinar software. Some people are naturally a bit scared of too much new (to them) technology at once.*

*Make it as easy as possible for your people. Adjust your freebie to your own talents as well as to the **expectations and comfort levels of your audience.***

### ***But how can I create a report when my business is not information based?***

*This is a great question and I've heard it before. In one case the entrepreneur owned a business offering special anti-allergy garments for babies and toddlers. The owner had an online shop and didn't know what to offer to build her list of prospects.*

*My suggestion was to research the anti-allergenic properties of the fabric and write a short report about the findings. If the report shows that the fabric is beneficial for allergy sufferers, worried parents of allergic children will feel compelled to buy the products because they know that their children suffer when the garments they wear cause an allergy.*

*You see, you can come up with an idea. If you are a dating coach, offer a free video about flirting or a report on what not to wear on a date.*

*If you are a life coach develop an e- (email) course that helps your prospects with their goal setting. They will ask for more after you have shown them how to do it!*

*If you are a budget advisor offer a list of "10 money-saving tips to cut your monthly grocery bill in half" or something else useful for your target market.*

*If you are a style coach, send your prospects some sketches of what not to wear when they are, for example, a "pear shape" or "apple shape". Show them the different body shapes or which hair style flatters different face shapes.*

*Ask those people who you help what they would love to learn more about and build your freebie around this area.*

## **The call to action**

*After offering your pink spoon/freebie make sure you have a call to action. Give out all your contact details, provide an overview of your services, offer something special (like a discount) or refer the prospective client back to your website to offer them more of your advice and help.*

*You could refer them to your articles and blog posts, you could ask them sign up for your blog, you could offer a free consultation, or your ebook: the opportunities are endless.*

*You need to make your target audience come back to your website to do something, to act on something. This can be an up-sell or more information on the topic.*

*Additionally, you will probably decide to keep your new prospective clients updated with news about your company and send them regular messages to keep in touch and build trust. In business it's very often about sympathy. You want to attract those people who like you and like what you offer in the same way as you also only want to work with those people who you like. It's important to remember that to get good clients you enjoy working with.*

*Always remember not to spam your prospects! Don't send them something every day unless they have opted into an ecourse that warrants this, eg. "7 days to a healthier you" or "21 days to change your eating habits once and for all".*

*In these cases your prospects expect your daily message and will probably miss it once the series has ended. This is, of course, great news! They will come back for more and may opt in to work with you or purchase your programs, books or services.*

*Even after the ecourse has finished don't ever forget to give your prospects an option to get more of your help. Make it clear what you can offer them from that point on. Look at your marketing funnel. What is the first step after the prospect has enjoyed your freebie? What would be a natural progression for them to want to know, learn or get offered?*

*If they have received your "21 days to change your eating habits once and for all" you could offer them your book on the topic. Or you could offer them a membership program that helps with their eating habits. Send them to your information or sales page to tell them about the natural progression for them to learn more about their eating habits and how to get them under control.*

## **What happens once you have created your Pink Spoon freebie item?**

*I suggest you talk to your virtual assistant or graphic designer about designing a 3D graphic of the freebie, maybe a book cover graphic or some other graphic that gets the attention of your website visitors. When you use text-only, people might be too fast skimming through your homepage and not seeing your precious free item. So make sure that they see it!*

*A cover page or image that reflects your work will help get attention and also show people in an instant what is on offer.*

*You also need some brief text describing the freebie. Don't make the mistake of saying: "Subscribe here" or "Sign up for my mailing list". First of all, this is boring! Secondly, people are busy. They don't want to add yet another email to their inbox. Thirdly, they are scared of spam. So, what to do?*

*Think about the **problem your freebie can solve and describe the benefit first!** What is in it for them when they give you their precious contact details and allow you to intrude their private space(inbox) . Be very specific by telling them what the freebie will do for them and for who it is intended for.*

***Then, and only then, you can mention the subscription to your list, but NOT as the first point.***

*People are simply not interested in subscribing into yet another newsletter. This is a thing of the past and you can only get away with this **if you are already well known**. If you decide to offer an ezine/newsletter, then state the compelling benefits. There needs to be a benefit for the person to request your newsletter. Too often I see boring, sales pitch newsletters. Don't think about yourself when writing the newsletter text, **think about the person who subscribes**.*

*What do they want to know or learn? Focus on **helping them**.*

*Offering a freebie or an ezine is part of the relationship building process. That's what list building/database building is all about. Many people come to your website seven times before they decide to buy your products or services. Human beings like to get to know you first before they trust that you offer them quality.*

*Always remember this and focus on relationship building. Share your knowledge freely. Don't clam up and say you don't want to give anything for free. As many say: "Givers get". You may not be able to convert every person on your list, but you will definitely become known as someone who provides **valuable information**.*

## How do you get the sign up box?

*As I mentioned above, your virtual assistant or web designer will know how you get the opt-in box and help you with this. I can describe a few options for you.*

*There are many list building systems out there nowadays. I would stress that you to be careful what system you sign up for. Be aware that often web designers bind you into expensive service packages and “all-in-one” solutions that can backfire. Many clients take the first offer as they feel overwhelmed by all the information that is out there and feel the web designer can help them through this jungle of information.*

*Reality is that many will tie you into their own systems to gain a regular income from you. Ok, this is fair enough, but often you get caught up in a system that can't get cancelled without you losing your list of prospects. If you and your web designer part on not so good terms, you have no hold over your database if it is held in the system the web designer owns.*

*Tell your web designer that you would like to use a system that you can manage yourself (or your virtual assistant). And yes, I'm aware that web designers can be very convincing. The reason why I say “talk to a virtual assistant (VA)” is that the VA is an independent service provider and not a software developer. The VA won't offer you a system that binds you forever to her or him. She/he may advise you on different systems and recommend one or two. They may earn an affiliate commission, but you can be assured that she/he is not tying you up into anything you can't get out of. The system you sign up for should ensure your list stays under your control even if you change VAs or web designers, and even be transferrable to another system should you change service provider.*

*Stay independent whenever possible. If you stop working with this VA, you can always find another one who is also trained on a similar system.*

*Basically, there are two kinds of systems that collect your prospective customer's contact details:*

- *A shopping cart system that offers emailing and autoresponder (automated messages) features*
- *An autoresponder/emailing system without a shopping cart system*



*An autoresponder is an automated message you set up before you put the sign up box on your website. Once someone puts their contact details in the sign-up box to request your freebie, the system activates an automated message (or a series of automated*

messages) that go to the subscriber without your further input. You decide when the messages get sent out and in which order.

*This can be set up within the system **and you won't be even aware of what is happening behind the scenes (which makes it so great!). You save time and don't need to reply directly and personally to clients. You do it once and then it all goes by itself.***

*The shopping cart integrates autoresponders, email messages and sales and also houses your database. When you sign up to a shopping cart it means you are free to add sales to your business whenever you want to. It's a convenient all-in-one system that helps you with the entire ecommerce part of your business.*



*The autoresponder/ezine systems usually collect contact details and enable you to send autoresponders and newsletters to your database, but you **can't sell through any of these systems.** They are purely designed to help with your relationship building process. This is their forte.*

*Often those autoresponder and emailing systems are very good when it comes to relationship building activities. They offer an easy-to-use interface and lots of colorful templates as well as very sophisticated analytics (which means you can find out a lot about your database and their behavior).*

*If you still want to make sales and use an autoresponder/emailing system you can always fall back on good old Paypal, which has matured as a payment provider of choice for many. In the past Paypal wasn't always as well regarded, but this has changed a lot recently and many businesses solely use Paypal for their online transactions.*

*Mailchimp.com and Aweber.com offers free or affordable systems to collect your prospects' contact details, send out automated messages, help with your electronic newsletters with popular colored templates, keep your database and has an automated system that makes sure that your subscribers can unsubscribe whenever they want, without feeling embarrassed because they have to contact you to take them off your list.*

*I know we often worry when people unsubscribe, but there is no reason to worry in most cases. People are busy, people change their minds and people have less and less time to wade through all messages. **So don't be offended if you see people unsubscribe.** Focus on those who love to receive your updates.*

*The only time you should be alarmed about this is when a particular message is followed a larger group of unsubscribes. This could indicate there was something in this message your target market didn't like and needs to be investigated.*

*Maybe you addressed a topic they didn't like or are not interested in or they felt offended by something you wrote (maybe a political remark) or they didn't like that you send too much promotion and too little content. So keep that monitored! This is easy; ask your VA to monitor the subscriber list, or do it yourself.*

### ***These are some commonly used autoresponder systems:***

- *1shoppingcart.com*
- *Ontreport.com (for more advanced online businesses)*
- *Infusionsoft.com (for very advanced online businesses)*
- *Mailchimp.com (for communication only, not for the sales process)*
- *Aweber.com (communications only, not for sales)*

*Your VA may have a list of pros and cons for these plus an updated list of other systems. Things and features change, so this list here is only an indication. It is advised that you check out the newest features and conditions before you make a decision.*

***So you have signed up to an autoresponder or shopping cart system, created your freebie, designed a great graphic of the freebie, and you wrote a compelling call to action to make people want to subscribe - what now?***

*You need to get it all on your website! Talk to your web designer or your VA to make this happen. The VA will generate a code in the autoresponder or shopping cart system that can be pasted into the page of choice on your website. If you don't know what is behind your website (the "inside" or the dashboard when you talk about Wordpress blog websites) then let the VA or web designer do it. If you know how to copy and paste code into your website, then feel free to do it yourself.*



**Add the text, the freebie graphic, the text and the sign-up box on your website, like in the example underneath.**



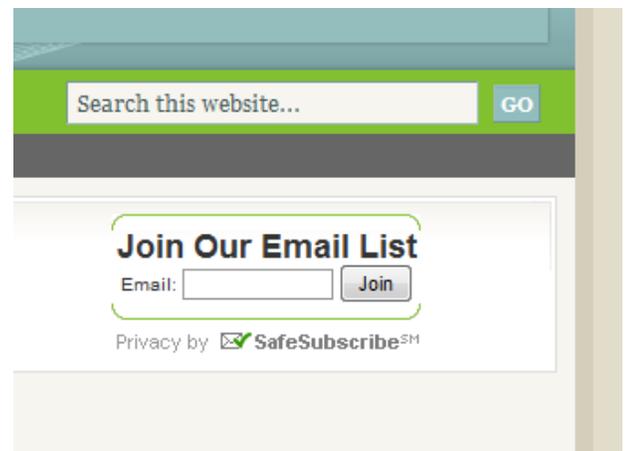
Make sure to have the freebie on the “first fold” (imagine you could fold your website like a piece of paper, the freebie offer needs to be visible on the upper half). If you hide your freebie sign-up box somewhere lower down, people may not see it. Make it clear that there is something **for free** that could help your prospects with their life or business.

You can also place it in the sidebar or the header graphic, but remember not to say “sign up here” only.

Very often I see a sign up box like this to the right on a website:

This is a sign-up box for a newsletter. The box doesn’t tell anybody **why they should join the email list**. There is no real incentive given why anybody should join the email list.

You need to **express the benefits, like “7 BRANDNEW tips on how to lose weight FAST – even if you’ve given up on losing weight” or “5 mistakes single women make when going on a first date”**.



## Different ways to collect prospects' contact information

I have shown you how you collect your website visitors' contact information, but there is another option: you can have a "squeeze" page either installed on your website as the main page or as a stand-alone page with another domain name.

With "stand alone" I mean that you use this page to only do one thing: get people's contact information. This is all. You want just this information and the entire page is dedicated to achieving this objective. There will be no sales, only a sign-up or opt-in box, nothing else. This squeeze page's task is to ask for contact details in order to keep in touch with the people who sign up.

**Here are a few examples of well made squeeze pages:**

The screenshot shows a squeeze page for 'client attraction'. At the top left is the logo. To the right, text reads: 'The AUDIO CD "HOW TO ATTRACT ALL THE CLIENTS YOU NEED" retails for \$24.95. It's yours today, ABSOLUTELY FREE'. Below this is a video player showing a woman speaking. To the right of the video is a full-body photo of Fabienne Fredrickson. Below the video is a form with fields for 'First Name\*', 'Last Name\*', and 'Primary Email\*'. A yellow arrow points from the text 'get your FREE client attraction AUDIO CD NOW!' to the form. Below the form is a 'Submit (Send my FREE CD)' button circled in orange. At the bottom, there is a testimonial from Fabienne Fredrickson and an 'Enter Main Site' button. The browser's address bar shows 'http://www.clientattraction.com'.

Reference: <http://www.clientattraction.com>

How to catch your website visitors and keep them coming back for more

**Traffic Geysers**

## Who Couldn't Use "A Black Box That Prints Money" Right Now?

That's what Marketing Gurus, Famous Author/Speakers, and Firepower Business Owners are calling Traffic Geysers. See, Traffic Geysers makes it unbelievably easy to unleash the power of online video to drive traffic, leads and **sales**.

Even businesses that have never marketed online before have started making money in as little as a day. Now you can learn about the power of marketing with online video through a series of free videos.

Sign up for the videos right now and we'll send you a link for instant access!

**Watch this short video to find out more about Traffic Geysers**

Web Images Maps News Shopping Gmail more mikakoeng@gmail.com

Google brookhaven carpet cleaner

Results 1 - 18 of about 78,900

Web

Brookhaven Carpet Cleaners - Carpet Cleaners Brookhaven by ...  
Feb 22, 2008 ... A video by brookhaven - http://www.brookhavencleaners.com/ - Brookhaven Carpet Cleaners - Carpet Cleaners Brookhaven - Zynex services the ...  
www.zynex.com/video/10000/brookhaven-carpet-cleaners-carpet-cleaners-brookhaven ...  
Atlanta GA Carpet Cleaning Carpet Cleaning Atlanta GA by atlanta ...  
Feb 07, 2008 ... Brookhaven Carpet Cleaners - Carpet Cleaners ...

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Reference: <http://www.trafficgeysers.com>

Harvey Mackay

BIOGRAPHY | SPEAKING | COLUMNS | TOOLS | CONTACT | BLOG | NEW BOOK

**USE YOUR HEAD TO GET YOUR FOOT IN THE DOOR**  
HARVEY MACKAY  
AUTHOR OF THE #1 BESTSELLER "SWIM WITH THE SHARKS"  
JOB SEARCH SECRETS NO ONE ELSE WILL TELL YOU

Harvey Mackay Secrets

**Discover Job Search Secrets No One Else Will Tell You!**

**FREE JOB TOOLS!**

Register now and get **instant FREE access** to ebooks, downloadable guides, and the Know More! Job Secrets toolbar - a \$250+ value - to help you **get your foot in the door** and land your **dream job!**

TOP SECRET

E-Mail

First Name

Last Name

= Required Field

Submit

**100% SATISFACTION GUARANTEE**

Buy the book today and if you don't find a job within six months, we'll refund the cost. (Details inside book)

By registering you agree to receive Harvey Mackay's and Sam Richter's email newsletters. You can opt-out at any time.

Buy Today From:

BARNES & NOBLE | amazon.com | INDIE BOUND | Sooscored | BORDERS

Done

Internet | Protected Mode: On

Reference: <http://www.harveymackay.com/>

These squeeze pages ask for prospects' names and email addresses, both have utilized the power of video to make the squeeze page more compelling. In the case of Fabienne Frederickson, she bonds well with her audience in her videos as people see her personal and very likeable side. She speaks well and instantly exudes trust.

The Traffic Geyser video aims to get interest with screen shots and fresh information. You can have a squeeze page without a video, of course, but it is a great tool to make your audience know, like and trust you faster.

Harvey McKay's squeeze page features a large graphic of his book, a video and a guarantee. This is designed to create trust with everybody who views the page.

Below is an audio version (instead of video) to get website visitors to opt-in to 'Success Connections' list.

KICK OFF 2010 WITH A CASH FLOW BOOST! FIND OUT HOW TO GET THE FREE TRAINING BY CLICKING ON THIS NOTE.

Discover the secret to a Million Dollar Lifestyle Business

Success Connections  
Entrepreneur Success Coaching

101 Ways to TRIPLE Your Income  
GET YOUR FREE COPY NOW.

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Watch this video to uncover the three fatal mistakes business owners make...

ULTIMATE Wealth and Success Circle  
Are you ready to take your business to the

How would you like to hear 3 of my secrets to creating 6- and 7-figure businesses that ALSO gives you the luxury of real FREEDOM?

Eavesdrop in as Melanie coaches an entrepreneur into a 5 times revenue increase.

Melanie Benson Strick  
Million Dollar Lifestyle Business Coach

Ready? Here they are:

1. STOP trying to do the things in your business you have no passion for.
2. STOP wearing all the hats in your business
3. STOP doing the things that don't generate income.

So, now that you've stopped doing those things, What do you do instead?

The tasks that will help you SUCCEED!

1. START surrounding yourself with a brilliant team.

Reference: <http://www.successconnections.com>

Melanie's homepage is not a real squeeze page, it is a normal website utilizing the homepage to offer an opt-in.

She uses a compelling photo and great headings that make people want to find out more. Note: her sign up box is lower than the first fold, but as her photo and audio takes the space in the first fold with a compelling header people are naturally drawn to read the offer.

## A squeeze page example without a video

The screenshot shows a squeeze page for 'Creating Client Abundance'. At the top, it addresses 'ATTENTION Coaches, Consultants, & Self-Employed Professionals' and asks if they are frustrated by a lack of clients, money, and time. The main headline promises to 'Discover How You Can Enjoy the Peace of Mind, Joy & Freedom That Comes From Having an Abundance of Clients, Money, and Time to Truly Enjoy Your Life...'. A graphic of the 'Creating Client Abundance' e-zine is shown with a price tag of '\$167' (annual value). Below this, a yellow box describes the e-zine's content. The page offers a 'FREE SPECIAL REPORT' and a 'FREE TELESEMINAR'. A form asks for the user's 'First Name' and 'Primary E-mail' with a 'Send it to me now!' button. A disclaimer states 'We will never share your email address, period.' At the bottom, there is a 'FEATURED on BestEzines' badge and the text 'Here's just some of what you'll learn:'.

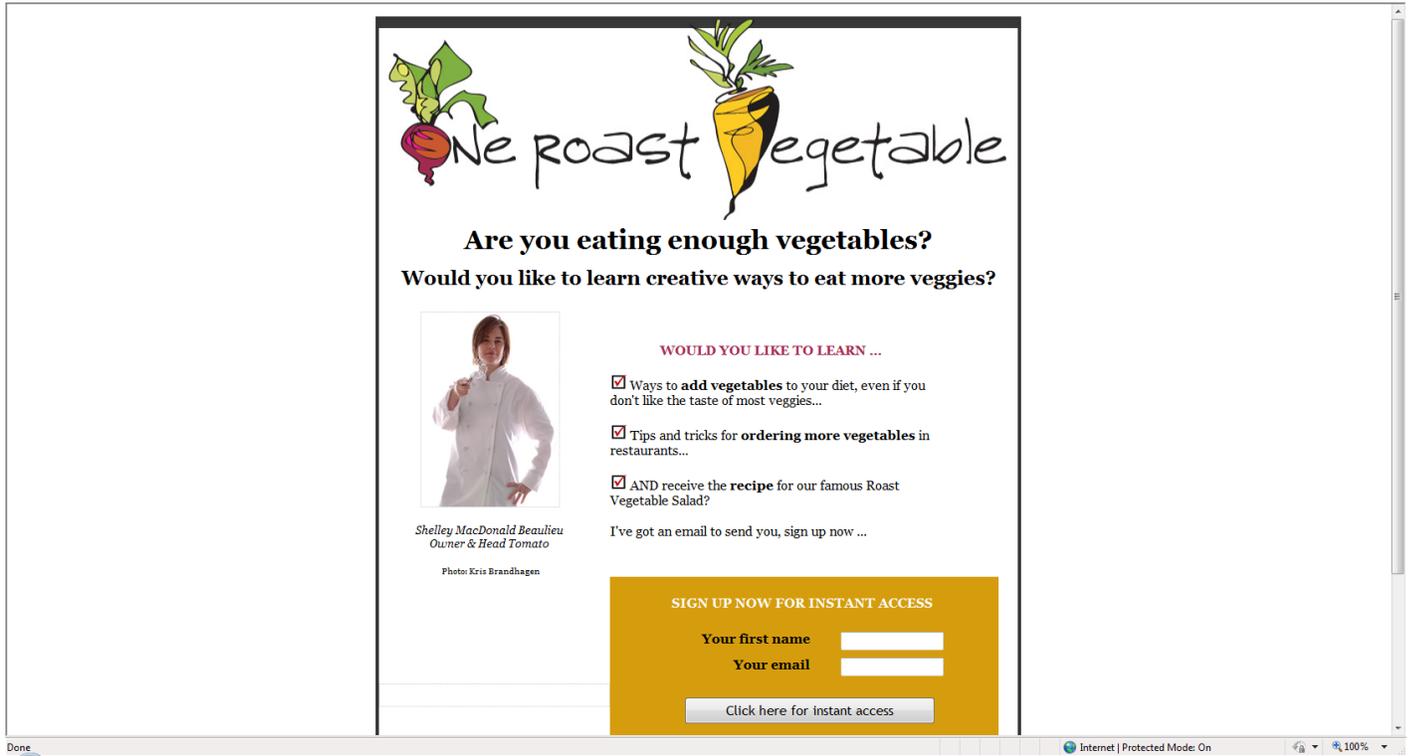
Reference: <http://www.clientabundance.com>

*This squeeze page is longer than usual and almost looks like a sales page (sales pages are usually longer than squeeze pages as people need more incentives to buy than to opt-in). In this case there is no video either.*

*This squeeze page shows a clear graphic of the special report subscribers receive. It also offers a free teleseminar, additionally to the report. Underneath you see the opt-in box. This squeeze page only asks for the first name and the email address, which makes it easy for people to opt-in.*

*Remember that people at first want to stay a bit anonymous when they sign up for a freebie. This is just a natural instinct of us humans. The less information you request the more people feel safe enough to order the freebie.*

Simple and working: <http://www.oneroastvegetable.com>:



A squeeze page like this is easy to create, is clear and only wants your website visitor to do **one thing: sign up** and leave their contact details to receive the tips and tricks.

Elements of this squeeze page: a photo of the owner of the business, a header graphic showing what the site is about, a compelling heading and a list of things you get when you choose to leave your contact details.

To develop a page like this takes less than an hour and it does its job.

How to catch your website visitors and keep them coming back for more

Following is a more elaborate squeeze page: Looking at James Roche's squeeze page, we see that he uses an audio, beautiful graphics of the freebies and a large sign up box to draw his website visitors in:

The screenshot shows a website page for 'The InfoProduct Guy' by James Roche. The header features a photo of James Roche and the text 'THE FAST, FUN AND EASY WAY TO PROFITS AND PRESTIGE'. Below the header, there is a navigation menu with icons for Home, About, and Contact. The main content area has a large heading: '"How to Create An Info Product To Sell If You Don't Have One Already And How To Make It From Scratch!"'. Below this, there is a sub-heading: 'Now you can find out EXACTLY how to make passive revenue and enjoy the freedom and lifestyle you desire...in any economy!'. A paragraph follows: '(Find out why hundreds of entrepreneurs around the world listen to James when they want to stop trading their hours for dollars...and START turning their passion into passive revenue...)'.

Below the text, there are three images: a book cover titled 'SECRET STEPS TO CREATING AN INFO PRODUCT THAT MAKES YOU MONEY', a CD/DVD titled 'How To Create Passive Revenue', and another book cover titled 'The Info Marketing System'. A large blue arrow points downwards from these images to a large, dashed-bordered box containing a sign-up form.

The sign-up form has the heading: 'Claim Your FREE "Info Product Starter Kit"'. Below this, it says: 'Fill out the form below and you'll immediately receive (via email) FREE access to:'. There are three bullet points:

- My popular Special Report, "3 Secret Steps to Creating an Info Product That Makes You Money!" that shows you the **EXACT step-by-step system** to creating information products that sell.
- A live teleclass I recently recorded with my friend, All Brown that's **JAM PACKED** with the exact strategies I've shared with my clients to help them create info products that sell!
- A FREE Subscription To My Bi-Monthly Ezine, "Info Marketing (...without thinking too hard!)" It's packed with valuable tips and strategies you can use right away to **grow your business the fast, fun and easy way**.

Below the bullet points, it says: 'And you'll discover how you too can create your very own info product by learning about how to work one-on-one with me.'

The form includes two input fields: 'Enter Your First Name:' and 'Enter Your Primary Email Address:'. Below these fields is a red button with the text: 'Send Me My FREE Starter Kit >>'.

So what happens when a prospect enters their contact details in James' opt-in box?

## The magic inside

I enter my contact details into the opt-in form and click “send”.

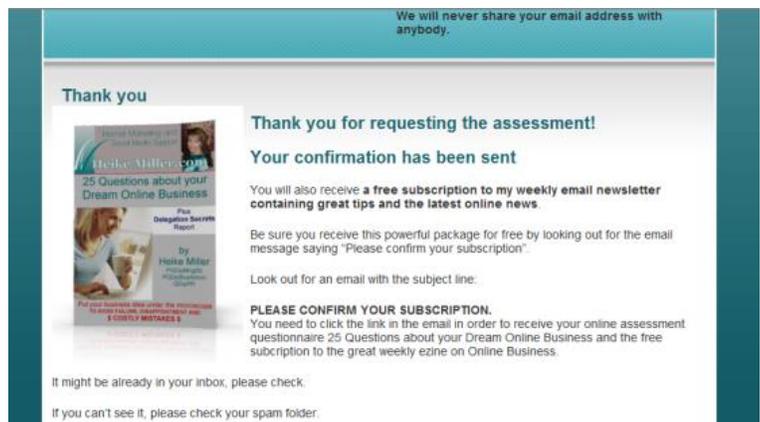
And voila, here’s what happens: I get led to another page with the following text:



I love how James uses this page to explain **WHAT exactly you have to do** to receive his free information products. He even added an audio explaining the process. Many Internet Marketers are not doing this and may miss out when people are new to the process and don't really know what to do.

James uses the double-opt-in of the Shoppingcart system, which helps fight spam as the list/database consists solely of people who subscribed and are willing receivers of any offers and messages James sends out in the future.

This page could also be used as a “thank-you” page, thanking your new subscribers for trusting you with their contact information; see right.



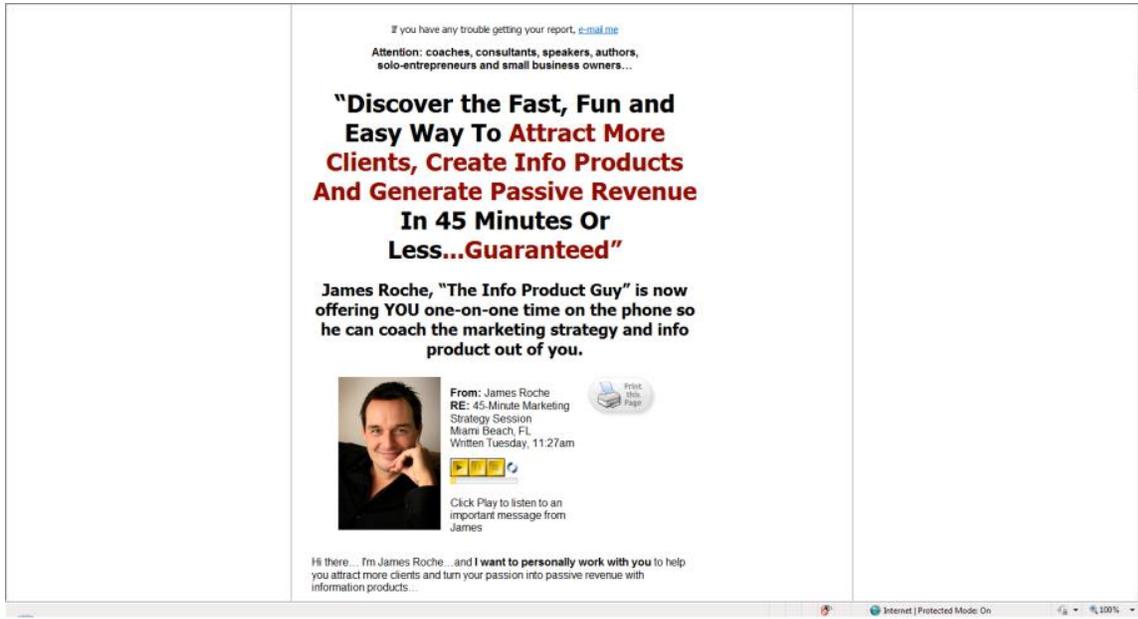
When I check my inbox I see a message from James saying **RESPONSE REQUIRED**. It sticks out because it's written in capital letters. There is a sense of urgency. I quickly open the message and follow the instructions to opt-in by clicking the highlighted link.

Of course, James didn't send me this email personally, it was generated within his shoppingcart system. That's why the email arrived so quickly, within seconds of me signing up. After I click on the blue link in the message, I receive another email, a confirmation. I click on it and find a link to another page on his website that gives me access to his goodies. Yay!



Again, this page is also very well laid out and easy to understand. The graphics make me want to open and download the freebies instantly. The graphics stir emotions in people and they will want to download the freebies quickly. I feel my heart beating in the expectation to find great content in his information package. So make an effort to create compelling, tempting offers.

This same page is also utilized for an up-sell; a strategy session with James. What a clever idea. He chooses a sales page layout and adds testimonials from many of his happy customers to show the value of his strategy calls to his clients. People who are on this particular page are already interested in James' offerings and this makes the page important real estate. Don't waste the page, use it to offer an up-sell, something that would be a great opportunity for the subscriber.



*This is the cycle I wanted to show you. The shoppingcart is, in James' case, the medium to send autoresponder messages (automated and pre-set messages) to the prospects that sign up, it asks you again to opt-in and then it automatically sends you a link to the website page with the goodies. All this happens without James even knowing. He's probably asleep or working on other things. He has his hands free and doesn't need to be around for people to enjoy his freebie offers.*

## **Magic?**

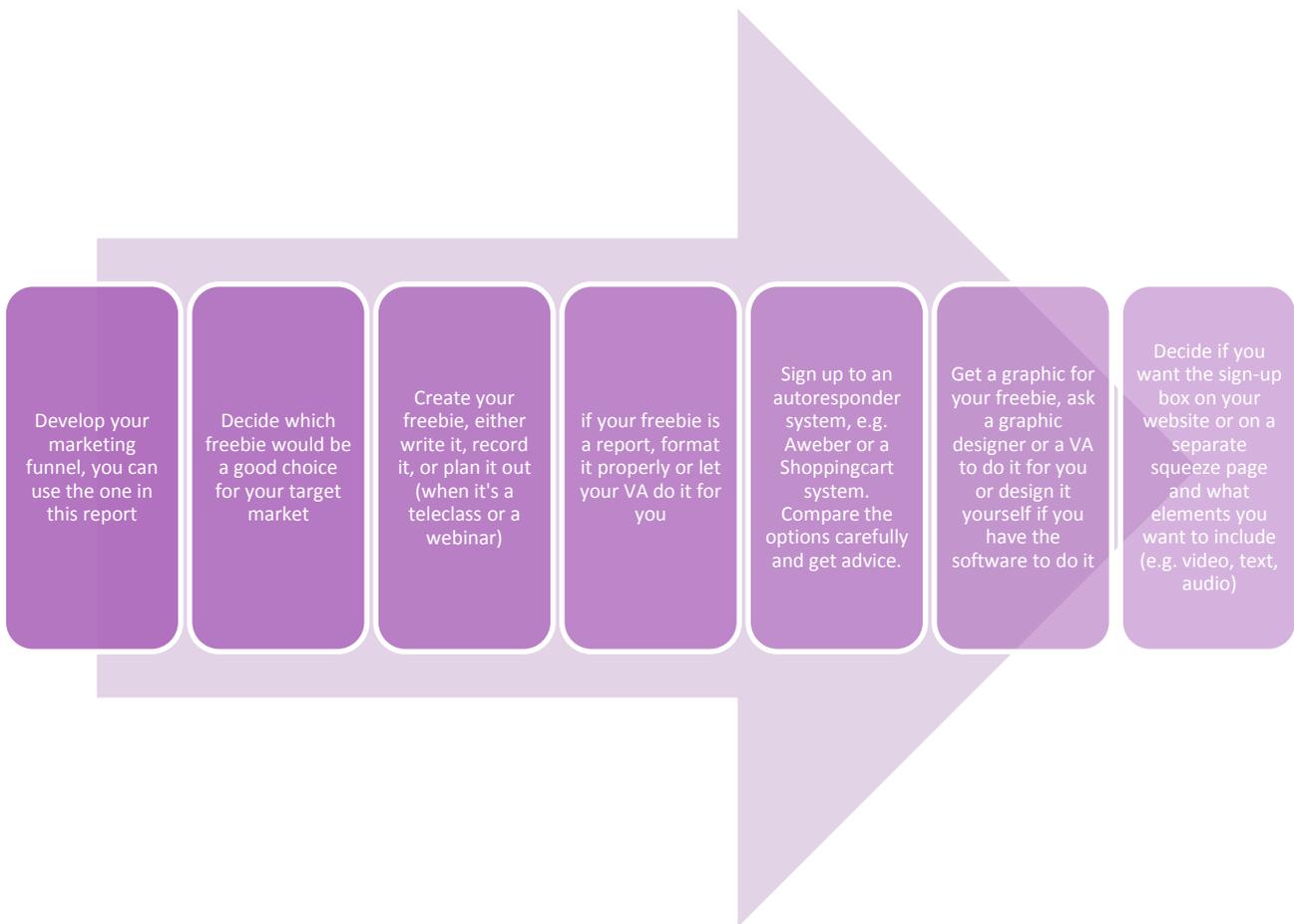
*Yes, in some way it's magic. Automated systems really help us to serve our clients and all this with a much faster response. Imagine if James (or any other Internet Marketer) would have to send me his freebies manually. I would send my contact details, his VA would probably open the email (probably with one day delay), then she would send me the freebies or send me the URLs. This all would probably take at least one or two days, depending also on time zone differences, working hours and other factors.*

*Your subscribers want to have the information immediately, they wouldn't be too happy to wait for that long. So automate your business and you will make your prospect smile when your freebie arrives in their inbox within minutes or even seconds.*

## Summing up

**Let's recap all the steps involved in the process.**

### Preparation



## The process in the “back” of the website and in the shopping cart



*You see there are a few steps involved, but for your support team it's not hard as they've done it many times. Remember, it's not helping you earn money when you go out of your way to learn how to create a website, use the autoresponder or shoppingcart system and develop graphics. Your time is best spent creating CONTENT.*

*As I said before, CONTENT IS KING. If you don't have content and information for your target market you won't succeed. Focus on creating your freebie and then go straight into creating other information products to get a passive income stream flowing. After all, you want to be able to earn money even when you are on holiday.*

## Things to remember

*If you use video for your squeeze page, make sure it's a good video. Good is good enough, as Dan Kennedy (famous copywriter) once said, but it needs to be good - and not awful. To research check out Youtube.com and look around at what your competitors' videos look like. You don't need a video company to help you with this, it's good enough to do a home job with your own camera. Make sure you sit in front of a neutral background, nothing too distracting. Or go outside, but not if it's noisy.*

*It's always nice to sit in front of a tidy book shelf, a nice painting or next to a vase with attractive flowers. Wear a nice outfit and style your hair so that you look professional and modern. If you address bankers or accountants dress in a suit, if you talk to moms and lifestyle people dress casual, but in a nice, flattering color.*

*Smile! I can't say it often enough. If you look gloomy in the video no one will be interested. Don't make it too long. A 2-4 minute video is plenty. Remember to smile! 😊*

*For audio recordings you can use a system called Audioacrobat. It's a great tool and you can record your voice on the phone if you like. You can also use Audioacrobat to ask your clients to give you testimonials. It's always more convincing if people hear the voice of your referees.*

*Make sure there is no background noise: no dogs, no kids and no traffic. And check if there is wind noise when the microphone is held in the wrong direction.*

*If you don't use a video use a nice photo of yourself. Don't use a photo that shows you in a casual situation, such as at the beach, in a pub, or cut out from a group photo. That's a big no-no. You need to have a professional photo, there is no way around this. You often get good photos for a small amount of money. Just go to the local photography shop and ask for a few headshots. Wear a color that suits you and brings your face to life and adds a sparkle to your eyes. Use a bit of make up if you are a woman.*

*Make sure your hair looks healthy, not like a broom. I often see women with photos done while on vacation: windswept hair, oily nose, red sunburned cheeks, and to add to the disaster, unfocused. Don't use a photo like this. Invest in a good photo from a professional.*

*Check out the photos on the squeeze pages I showed you in this report. They all make the person look trustworthy, tidy and professional.*



***Some excellent examples of professional photos that show off the personalities of the Internet Marketers:***

*( from left )Lorrie Morgan-Ferrero, Bernadette Doyle and Sheri McConnell.*

## **A few words about Copywriting**

*Your squeeze page or the page that leads to the opt-in box needs to make your website visitor feel that they really WANT what you have on offer. This may require a bit of research, too. What do your clients actually want?*

*Bear this in mind when you create the header of your freebie. What will catch their attention? Don't go for boring. Bring your personality into the copywriting. You are not writing an essay for the English Literature course, you want to bond with your target market. Don't get too formal if you target market is not formal and neither are you.*

*Authenticity is always the way to go. Create different headlines and ask your friends or family how they like them. It's helpful to ask others for their opinion.*

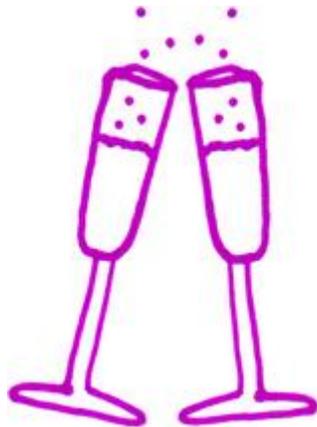
## *Congratulations, you made it!*

*Now you know how to create a website that collects your website visitors' contact information, which enables you to keep in touch and encourage your prospects to come back to your website again.*

### ***The Opportunities:***

- *Keep in touch with people who have shown an interest in what you do*
- *Let them know of special offers and discounts*
- *Invite them to your virtual or live events*
- *Tell them about your recommendations and affiliate programs*
- *Provide them with valuable information*
- *Get recommended to their friends*
- *Build joint ventures with them*
- *Sell your products and services because they know, like and trust you*

*If you have any questions, please contact me: [heike@heikemiller.com](mailto:heike@heikemiller.com).*



## About the Author

**Heike Miller, Full Spectrum Marketing Consultant and Certified Online Business Manager**

Heike specializes in Internet Marketing and Social Media. As a certified online business manager and certified social media consultant she loves developing strategies for clients to move forward successfully. Academically, Heike has a background in PR, communication management and business administration. She is a certified Social Media and Virtual Events Expert.

**Heike's Academic credentials:**

- Postgraduate Diploma in Management, 2009
- Postgraduate Diploma in Business Administration (Communication), 2007
- Graduate Diploma in Public Relations, 2003

**Heike has successfully attended specialized courses in these topics:** Social Media Marketing, Internet Marketing, Video, Webinars & Podcasting, Virtual Events, Memberships (Wishlist), Ecommerce, SHEFACTOR Copywriting, Blog Design, Teleseminars and Facebook Marketing.

For a free consultation with Heike on listbuilding, web design or any other online marketing related topic, please contact her on [heike@heikemiller.com](mailto:heike@heikemiller.com).

**This ebook is the third version and some of the links and websites used as examples and demonstration materials mentioned may have been updated to a new version, but this influences in no way the usefulness of this ebook.**