

**SERVE  MASTER.COM**

**PRESENTS**

# **LIST BUILDING TURBO**



**THE SIMPLE STRATEGY THAT CAN LAUNCH  
YOUR OPT-IN RATES INTO ORBIT!**

# A FEW NOTES

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# THE STAKES



The single most valuable asset that any business can have is a list of past, present, and future customers who know you, trust you, and are willing to buy your products. In fact, developing this list is the entire POINT of Internet marketing as a long-term business.

The Internet is a very big place. No matter what product you're trying to sell, you will always have to introduce yourself to people who've never heard of you to build your credibility before you can close the sale.

That's why having a list of subscribers who know and trust you is so important. Once you have this list, most of the hard work is already done. The only thing left to do is deliver value to your customers, remind them why they trust you so much, and wave fresh offers under their noses.

The List Building Turbo system will have your followers chomping at the bit to buy your next product, and this book will give you the tools you need to put it into action.

# THE SQUEEZE PAGE

There are **THREE** main steps to the List Building Turbo system. The first is to build a page where customers can input their email addresses.

As you build your website using the other trainings and free guides that I've created, you'll find other ways to obtain email addresses from your visitors, such as adding forms to your sidebar or creating modal pop-ups.

While each of these tools is valuable for different objectives, none will ever convert higher numbers than a squeeze page. This is because a squeeze page only offers people **TWO** options – enter your email address or leave.

**Here is an example of one of my highest-converting squeeze pages:**



**I'VE WRITTEN FORTY AMAZON BESTSELLERS - BUT MY MOST IMPORTANT BOOK IS YOURS FOR FREE.**

It's called SERVE NO MASTER, and it's the basis for EVERYTHING I do online. If you're looking to build a six-figure brand, create seven-figure products, write best sellers, and just generally crush it, I'm happy to show you the way.

This is NOT some wishy washy motivational book. This is a real ESCAPE PLAN from your daily grind that uses your own skills and assets, just as if I was coaching you in person.

This Amazon bestseller has been sold at full price to rave reviews, but today, I'd like to offer it to you free of charge!

**GRAB YOUR COPY RIGHT NOW!**

Rather than building your first page from scratch, you can model what has worked for me.

I don't want you to make a copy of this page, however. I want you to learn what **WORKED** about this campaign so that you can get similar results with your own campaign.

**PRO TIP:** Even if your squeeze page produces amazing results, you should always test new versions to see if you can improve your numbers.

# WHAT SHOULD I GIVE AWAY?

Every action that we take in our business should have a purpose. Rather than focus on the first action that you want a visitor to take, it's far easier to focus on the FINAL action that you want them to take. From there, you can work backwards.

The final action that you want your visitor to take is the purchase of your product or service or the product or service for which you are an affiliate.

Knowing how we want the journey to end will affect how we craft our message along the way, and the gift that you give them should be a logical step on that path.

For example, if you are selling a yoga mat, a guide on "The Five Things to Look for When Purchasing a Yoga Mat" is a logical gift to give.



**PRO TIP: The more interest, expertise, and passion that you have for a topic, the easier this process will be. Channeling your enthusiasm and speaking authoritatively about a subject will lower the learning curve for your visitors.**

Asking someone to give you their email address in exchange for sending them a newsletter no longer works.

We get emails every day that we don't want, and a newsletter without an incentive will likely be among those unfortunate few that go directly into the trash and spam folders.

Twenty years ago, I had a friend who was the Queen of Forwards, and she would forward joke emails every day to her entire contact list.

That behavior is socially unacceptable in today's world. The Internet has changed, and we consider our inbox to be a private place.

Just as my parents were annoyed by catalogs for products that they would never buy, I get annoyed by spam emails, and I have dozens of filters in place to sort through the emails that I don't want.

Even if you manage to slip into someone's mailbox without offering a big incentive, they will quickly get tired of your message. That's why we want to build value from day one.

The personal contact information of your visitors is incredibly valuable, and you must give them something of equal value.

This process is a barter – an email in exchange for a product or service. In a way, giving you their email address is the first purchase they make on your website.

They might not be giving you money, but this is still a critical step in your relationship. Your gift or incentive should be worth just enough to trigger this purchase.

Incentives come in many forms, such as:

- eBooks
- Videos
- Audiobooks
- Interviews
- Seminars
- Webinars
- Memberships
- Software

Each of these formats will have a different perceived value.

For example, this guide is in the form of an eBook because that is the best format to include screenshots and step-by-step examples to facilitate the process for the reader.

People behave differently and have different expectations for each market. Therefore, you should offer the gift that is easiest for you to create and will offer the most perceived value to your visitors. Look at what your competition is giving away to get an idea of what you should offer. to your visitors. Look at what your



competition is giving away to get an idea of what you should offer.

Don't forget that we want to give away enough value to trigger the email barter, but not so much that we overwhelm them with content or dilute the value of your products.

If you give each subscriber a \$10 gift card, for instance, you will get tons of email addresses, but those potential customers won't respect your value. This process is a balancing act, and it will take some time, effort, and research to find the perfect gift.

When I create my incentives and products, I think about consumption time. Your gift should take an hour or less to consume. If I give away a ten-hour recording, I'll be asking a

visitor to give me their email address AND ten hours of their time on their first visit. That's too much to ask of someone.

The VALUE of the gift is even more important than how long it takes to consume.

Offering a checklist or a tip that will help someone save money can be an amazing incentive. This gift is small enough that it doesn't dilute the value of your product, but it's valuable enough that it motivates your visitor to give you their email address.

Once we have an idea for what content we want to give away and the format we want to use, it's time to create the gift.



# CREATING GIVEAWAY CONTENT

When you're creating your incentive, don't just rebrand something that you've found online.

Making unique material gives you a chance to use your personality, experience, and opinions to build a stronger bond with your readers. It might be more work, but having products that sound like you is better than having generic content that anyone could have created.

Sometimes, the best choice that you can make is to **give away the content that you've convinced yourself that you CAN'T give away.**

I had a promotion a while ago in which I gave away my best-selling book, *Serve No Master*. The book was being sold in bookstores for \$9.99 at the same time as the promotion, so this gift had a very clear value.

Was I nervous about cannibalizing my own book sales? Absolutely. After all, each copy of the book that I gave away was a potential sale that would never happen. Just remember, **the greater the value of your incentive, the better.**



If you're just starting your business, you might not have an existing product that you can repurpose as a gift. If that's the case, you'll have to create content specifically for the gift.

This guide, for example, isn't for sale anywhere else. It was created for the sole purpose of being an incentive giveaway.

My squeeze page doesn't list the price of this book. It only mentions that the book is for sale in the fine print that many people don't even read.

When creating your gift, research is your best friend. Once you've decided on the format of your gift, it's time to lock in the content.

Take a look at your competitors. What kind of information are they giving away? How long will it take to consume that information? Is it a single tip, a checklist, or a longer eBook?

While the length and complexity of your gift are two important factors to consider, they aren't nearly as important as the value of your gift. Ask yourself how this content will improve your subscriber's life.

If you focus on content that provides value, the remaining pieces will fall into place. Once you have the format and the content, it's time to take a look at another important aspect.

## The “Voice” of Your Report

The tone of your report is just as important as the content and the format. People want content that feels out of the ordinary. That’s why it’s so important that your content stands out from “conventional wisdom” on a subject.

Emphasize that your advice is the best and explain why. If other people in your niche have an incentive to spread the wrong information, talk about that.

For example, car salespeople may try to convince you that you need to buy all of the extra, expensive addons that just happen to earn them a bigger commission. Your content could explain why those extra addons are completely unnecessary, and it will put you above the rest because you’re trying to save people money.

Your gift should sound like it was created by the same person who writes your blog posts. That’s who you want your readers to connect with.

As part of this process, you should create a sense of identity or character. When I write emails to my audience, my message is consistent because my identity is fixed.

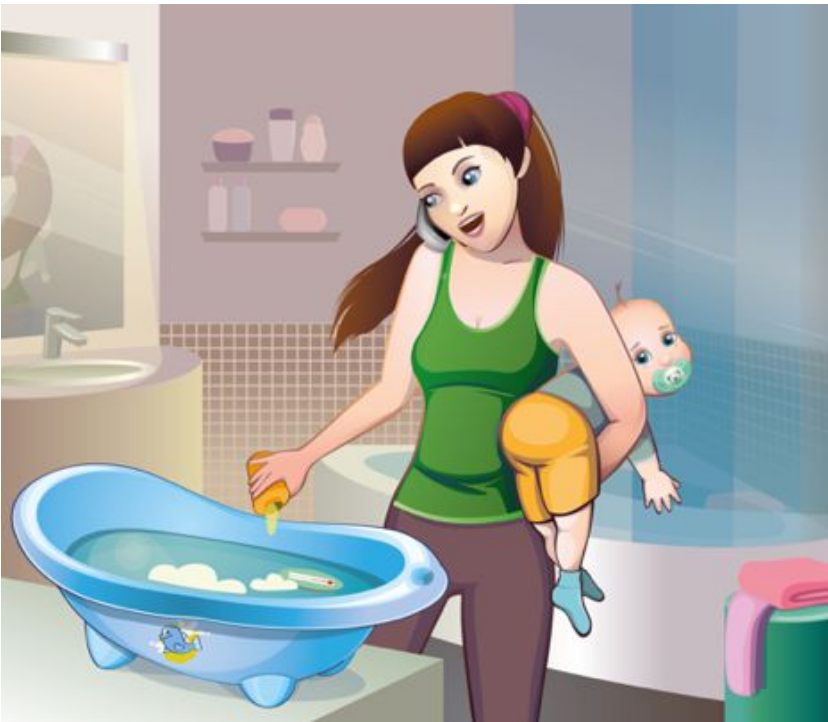
Whether I am talking about education, travel, family, online businesses, or publishing, my audience knows what to expect. I have a strong identity, and all of my content conveys that.

You could even create your gift AFTER you create your squeeze page. That’s what I usually do.

I start with copywriting; then, I create a gift to match those promises. Even for this guide, I created the links and landing pages LONG before I finished formatting the PDF. Doing this will help you stay consistent in your messaging and identity.



# KNOW YOUR TRAFFIC



I have a strong sense of who my followers are. I talk to them all the time in emails, comments on my [Facebook group](#), and live training calls.

When I first started Serve No Master, a large segment of my audience was women who were on maternity leave with their first child. While spending time at home with their new bundles of joy, these women realized they would rather work from home than return to the office.

This segment of my audience has shrunk over the past few years. The majority of my audience today is in between forty-five and sixty-five years old, has experienced one career, and is looking to change gears.

There are exceptions, but most of what I write is targeted for the people in this group. I speak to a specific type of person in my mind, and I write my sales letters, emails, and blog posts specifically for them.

Plenty of people who enjoy my content don't fall into the bullseye of this demographic. This is normal; your demographic will not be 100 percent one type of person.

However, having a clear target for your messaging gives people a firm understanding of who you are, and this clarity makes it easier for them to quickly accept or reject your message.

The more you know about the visitors that you are targeting, the easier it will be to speak to them. If you're not sure about your audience, take a look at similar sites and read the comments to get a feel for the audience that other people in your niche are targeting.

# BUILDING THAT 90%+ SQUEEZE PAGE

The first time I tested a squeeze page was for the website that eventually became BooksForWinners.com.

During this campaign, multiple authors gave away their books for free. We had a shared page with a link to each free book, and it turned into Thunderdome (if you haven't seen *Mad Max Beyond Thunderdome* from the 1980s, think of a gladiator battle).

Visitors were spoiled for choice, and it became a battle of the best squeeze pages. At the end of the promotion, I compared stats with the other participants, and it was clear that *Serve No Master* won.



As you can see, about nine out of every ten visitors to my page entered their email address to download my book.

Since this original campaign, I have tested this page on multiple platforms and with different traffic sources. Every time, the results are the same. This is the split test champion, and this is why I haven't changed anything in a long time.

I've learned a lot about emails and squeeze pages over the years, and I'd like to give you some insider knowledge.

## 1. Every email address on your list should generate about \$1 per month.

I have over fifty products in my lineup. This allows me to run more promotions and have deeper funnels. However, even when I had a single course for sale, I still followed this rule.

Not everyone on your list will buy one of your products or services, but enough will buy something that you should average \$1 per email.



If you have 100 people on your mailing list, your income should be around \$100 per month. When that list grows to 1,000, your income should follow suit.

Even with a smaller list, you'll be able to make a lot happen as long as you engage with your following.

When I first tested this squeeze page, the MAJORITY of my following came from the BooksForWinners promotion, and my income was boosted immediately.

You don't need a list of thousands of emails to make money.

You should start making money from the moment you start the Turbo List Building and send emails to offer people products, even if they are products that you promote as an affiliate.

I have a small mailing list, but I make the most of it. I have a lot of experience, and I give great advice across a wide variety of subjects. Even with such a small list, I provide value, and that's what makes the list successful.

You should be able to make \$1 per email each month as long as you have the necessary ingredients.

You need a powerful squeeze page, and you also need a funnel of products that are behind that squeeze page. Once somebody joins your mailing list, you need to have messages to send to them, advice to give, and products to sell.

## **2. The page converts around 30 percent of emails.**

My goal with this guide is to give you killer results. If I can triple how many people join your mailing list, your income will triple, as well, and that's what I want for you.

Improving the conversion rate of my sales letters may improve my bottom line, but it will ONLY affect the sales of that single product. However, improving the conversion rate of an opt-in at the START of my funnel will affect the sales numbers for every product that I sell or promote. Even a 1 percent increase will dramatically increase the revenue across my business.

We are starting to dig into the numbers, so let's back up and isolate the one core lesson here.

**Improving your squeeze pages will affect your income more than improving your sales pages.**

That should get you fired up! This single lesson will earn you more money than many of my paid-for courses.

As you take a look at this squeeze page, notice that it's structured similarly to a traditional sales letter. In fact, every element that I put into my long-form sales letters is on this very page.



You don't need a fancy tool to recreate this squeeze page. You can easily use a page builder in WordPress, such as **Elementor**, **ThriveThemes**, or **Oxygen**.

I originally created this page using a LeadPages template. For a long time, it was my go-to tool for squeeze page creation, but I've since changed what I use.

What I like about LeadPages, however, is that you can rank the templates by conversion numbers. This makes it easier to choose a design that you know is performing well across their ecosystem.



These days, I use **ClickFunnels** for all of my squeeze pages and sales pages. If you sign up for ClickFunnels through my link, I'll send you a link to import this exact page design into your account so that you can have a flawless copy of the page that I run in my campaigns.

The most important part of a squeeze page is Above the Fold. This term comes from newspapers, and it refers to the aspects of the page that you can see without flipping it over or unfolding it.



Your visitors should not have to scroll for three pages to find your best content. It should be clearly visible on the first page.

At the top of my squeeze page, I have the headline, the book cover, a small blurb, and a very large call-to-action button that a visitor can click to claim their copy of my book.



You should ALWAYS have a button that visitors can click without having to scroll down. If a visitor is ready to take action without reading the rest of your page, forcing them to scroll down will only LOSE you the sale.

My strongest proof is written clearly at the top of the squeeze page. “I’ve written a whole bunch of best sellers on Amazon,” is a pretty hard statement to dispute, and it makes people pay closer attention to everything else on the page.

Your main proof doesn’t necessarily have to apply to you specifically. It can be a statistic from a study, a headline from a reputable news source, or a quote from someone in authority about the problem that your gift will solve.

Proof can come in many forms, but proof that is specific to you is stronger than proof that anyone could use. It could be an accomplishment, something that you teach, or a powerful benefit that only you can provide.

Whatever your proof, you need to make sure that it is easy to see and attention-grabbing.

Before I write a sales letter, webinar, or squeeze page, I ALWAYS create a folder for my proof. This is the foundation of any offer, and it anchors the pretty words and graphics on the page in reality.



**PRO TIP: You can update the proof element of your page at any time. In the past, I’ve used my Master’s Degree as proof. However, I now have better proof, and I use statements that are specific to each offer.**

# ABOVE THE FOLD

When you're creating your headline, you need to know what motivates your target market. For example, my audience is driven by making money online. However, your audience might want to learn how to walk a dog, create an app, play guitar, or lose weight.

Focus your headline on the end result your visitors will experience when they go through your complimentary training. You could even put a timeframe on that result to make your gift more concrete and compelling.

Instead of a guide titled "Lose Ten Pounds," you should offer a guide titled "Lose Ten Pounds in Seven Days."

Or, you could put a timeframe on how long it will take your visitor to LEARN your secret method. For example, your guide could be titled "Learn the Secret to Weight Loss in Less Than an Hour." This will tell your visitors exactly how long they will need to commit to learn your system.



Adding these details will paint a clearer picture of what your visitors will get after they complete your training. The end result is far more important than the process of learning how to get there, and that is what you want your visitors to focus on.

People generally don't have good memories of sitting in a classroom. Even those who remember their formative years fondly have stronger memories of what happened outside of school.

**People don't want to learn things; they only want the end result.**

That said, people are willing to learn as a means of getting that desired result.



People are selfish. We care far more about ourselves than anyone else, and we're preoccupied with our own insecurities.

When someone visits your website, part of them will think that your training might have worked for other people but that it won't work for them.

This is the most common objection in every market. There's always some reason why the training won't work, and these reasons are often polar opposites of each other. "I'm too old; I'm too young. I'm too skinny; I'm too fat. I'm too rich; I'm too poor."

**It's not the justification for inaction that matters; it is the inaction itself.**

When crafting your headline, think about how you can combat that negative self-talk. Convince your reader that they're capable of succeeding in your training.

This is where testimonials from other users can help, and this is something we'll discuss later in this book. Sometimes, all you need to do is say that your method is EASY!

Think of the major hurdles that people have concerning your gift. It could be needing to write tedious articles, needing to own an expensive computer, or needing a lot of money.

A great headline lets people know that they don't need any of that. This can be accomplished by adding a list of "withouts" to the end of your headline. For example, your headline could say, "Lose Ten Pounds in Seven Days WITHOUT hours of exercise, giving up the foods you love, or drinking disgusting drinks."

If you can focus your visitors' attention on the end result and let them know that the process of getting there won't make them miserable, you'll have a fantastic headline.

# CREATING THE BODY

Once you've finished the headline of your squeeze page, you'll want to create the body. This is the text above the fold that's not part of the headline.

In my squeeze page, the body is easily identifiable because it is a different color, and it's written in much smaller font.

While the headline gets visitors to read the body, the body is the core message that gets visitors to hand over their email address. It's the twenty-second spiel that explains why your offer is worth taking.

**The body is the distilled essence of your sales pitch.**



When you're creating your body, **put the three core features of your product or service in a single sentence.**

Don't bury the lede. Your most compelling information should be at the top of your page. This ensures that people learn about your core benefits, even if they don't read the rest of your squeeze page.

If you space out your core ideas throughout the whole page by putting one benefit in each paragraph, your readers will get BORED.

You are fighting for attention. During each sentence, your reader has the chance to close your squeeze page and do something else. Life is filled with so many distractions, and it's a good idea to put your ideas up front while you have your readers' attention.

When you're presenting your product, you want to be careful about how you phrase potential drawbacks. This concept is called a damaging admission, which means that we are emphasizing the negative aspects of our product in a positive way.

For example, if the book that I am offering is long, I would say, "This isn't some quick read that I made in an instant. I've spent a lot of time doing researching to give you the best information available."

If the guide is short, I'd say, "This doesn't have a lot of fluff or filler. I just want to give you a few quick and easy steps to become more successful."

**With the right outlook, you can turn any feature of your gift into a benefit.**

Everyone has their own method of learning, and you want to appeal to people on their emotional and mental level.

At the end of the second paragraph in my squeeze page, I compare my book to my live coaching courses. Coaching is quite expensive, and anchoring the value of the gift to my courses gives a clearer sense of what this gift is worth.

What I'm teaching isn't HARD, but it is VALUABLE. Comparing your gift to something equivalent that is much more expensive is a great way to boost the perceived value of your offer. There's a reason why infomercials use this tactic so often – because it works!

Here are a few examples of comparing your product to something similar that is more expensive:

- This dating guide is far cheaper than what you'd spend on a night out trying to meet people!
- This movie download costs less than a single night at the cinema!
- This weight loss guide has the same information that people pay personal trainers thousands of dollars to learn!

In the final paragraph on my squeeze page, I added the words "full price" to describe the book. This is another method that I use to blow up the value of what I'm giving away in the mind of the reader. Putting a number or a concrete value next to a product solidifies its worth.

# COVER ART

Cover art is easy to forget about, but it is one of the most critical elements of your squeeze page. The more compelling your design, the better your conversions will be, and the bigger the boost to your numbers.

Even a simple switch from a 2D image to a 3D image will boost your numbers.

The majority of my gifts, which convert very well, don't exist in the real world. Most of them are digital booklets, like this guide, and the cover art helps to bridge that gap between imagination and reality.



There are tools that you can use to create box cover art on your own, such as **Photoshop**, **Affinity Photo**, or **MyEcoverMaker**.

It can be a lot of work, and it can feel overwhelming if you don't have much experience in designing your own covers. If you feel overwhelmed, head over to **Fiverr.com** to find a cover designer.

Fiverr.com has loads of designers, each with a portfolio of their past designs. For just \$5, you can find a designer that fits with what you're looking for.

I no longer use Fiverr for my graphic needs because I need a full-time graphic artist to keep up with my books.



That's why I use **Design Pickle**. This is a service that provides me with a full-time graphic designer at a fraction of the price. I've had hundreds of covers designed by them, and the quality is always top-notch. It's one of the best investments I've made, and I highly suggest it if you're in a business that needs a lot of covers.

# CALL TO ACTION



People need to be told what to do, or they won't act. To get someone's email address, you need to tell them where to enter it and what button to push.

On my page, there is only ONE button and ONE action to take. Having a lower threshold of action means that you'll get a higher conversion rate than if you were to ask your visitors to push multiple buttons.

When you click the button on my page, a form pops up that allows you to enter your email address. This method tends to convert better. People have committed to clicking the button, so they're more likely to commit to putting in their email address.

We've now covered the headline, body, image, and call to action that you should put on your squeeze page above the fold. If you stop here, you can make a great squeeze page.

However, I want to take things further to turn your great squeeze page into a fantastic one.

Every inch of digital real estate on your squeeze page should be used strategically. Many people will decide to click without scrolling down, but some people need a little more information before making their decision. For these people, we have the content below the fold.

# THE “SECRET SAUCE” FOR CONVERSION

From the back cover of books to cookbook recipes to Amazon product listings, there seem to be bullet points everywhere we look.

Bullet points allow you to talk about your product and its benefits in a clear and exciting way.

Benefits are hands-down the most important aspect of any product. That’s why there are entire books that teach the art of crafting benefits and bullet points in copywriting.

Instead of going through a long-winded explanation on the art of copywriting, I want to give you a few quick steps that you can implement right now.

**Benefits are the way in which your product will positively affect someone’s life.**

Start with a list of the end results a person should expect from using your product. Then, dig deep into the most meaningful and positive side-effects of that result.

For example, if your product is a weight-loss journal, the end result is losing weight. However, people don’t want to lose weight; they want to be more attractive, live longer, and feel better about themselves – all side-effects of losing weight.


This is where we start to create our bullet points. The closer you get to your customers’ motivations, the stronger your bullet points will become.



Let's take a look at the bullet points on this page:

**HERE'S HOW YOU'LL GO FROM A DISPOSABLE DRONE TO YOUR OWN MASTER.**

I'm living a lifestyle that maybe 2% of entrepreneurs actually have, I live a great life in the South Pacific, spending a lot of time with my wife and kids. I know YOU have what it takes to get here too. Everything gets easier when you:

 <p><b>WAKE UP TO THE MYTH OF JOB SECURITY</b></p> <p>Your employers are in business to KEEP YOU BROKE and miserable. Don't avoid that truth. Use it for fuel.</p>	 <p><b>ADOPT A "MASTERLESS MINDSET"</b></p> <p>Keep track of your time and spend less of it working! Adopt shortcuts, cut dead weight, and fight DIRTY for your future.</p>
 <p><b>THE ART OF THE FAVOR</b></p> <p>The less money you have the more you NEED relationships. Find the "inner circle" in your industry and turn it into CASH.</p>	 <p><b>TURN SKILLS TO PASSIVE INCOME</b></p> <p>Find an audience that needs your skills and sell to them again and again. It's the only alternative to wage slavery.</p>
 <p><b>BECOME THE BOSS</b></p> <p>Demand more money, manage expectations, and use your clients as leverage for greater success. Make your business VIP.</p>	 <p><b>GET REAL FREEDOM</b></p> <p>Don't be chained to your business. Outsourced writing, graphics, design – all the hard stuff will be DONE FOR YOU so you can focus on going bigger.</p>

In this list of bullet points, the page uses icons and miniature headlines for a more effective use of the digital real estate.

Every page-builder comes with icons like these. You can also use a font called "Font Awesome" or grab your icons from a stock photo site.

Whichever method you prefer, it's important to beef up your checklists to make them more appealing to the eye.

On this page, each bullet item starts with an icon, which corresponds to the headline, which corresponds to the sentence below it. These three elements relate to the same core meaning while expanding the format as they go along.

This next page is a continuation of the previous one.

In this page, we have a second set of bullet points that restate the main messages of making money online and being more independent while stating that the book is free.


While the first page uses obvious bullet points, the sequence on this next page expresses the information with colorful pictures, longer headlines, and even longer paragraphs. There are only two bullet points, and they are masked behind images, but they are STILL bullet points.

When people skim over this page, their eye will be drawn to the images and the headline color before they move on. This ensures that I can convey my most important message, even if people skipped over the first set of bullet points. For the people who read those bullets, this section simply re-enforces the core message.

It's a good idea to have a shortened version of your pitch that uses colorful images. This is the tactic that Facebook ads employ by using images with high click-through rates that are exciting and eye-grabbing to get people onto their website.

### Looking To Become A Digital Nomad?

Because that's the end goal - a business that runs off of your laptop, or even your cellphone. If you're really looking to leave, I know all the nitty gritty details to take you from A to B. I've been there, I've done that - I'm doing it NOW.





### Read The Entire Book for FREE.

Read about some of what I've achieved, the transformative ideas that brought me there, and my plan to make you your own master in an increasingly competitive economy. Then decide for yourself whether you want to take the journey with me.

## Reviews Pulled from Amazon

★★★★★ Really Really Good

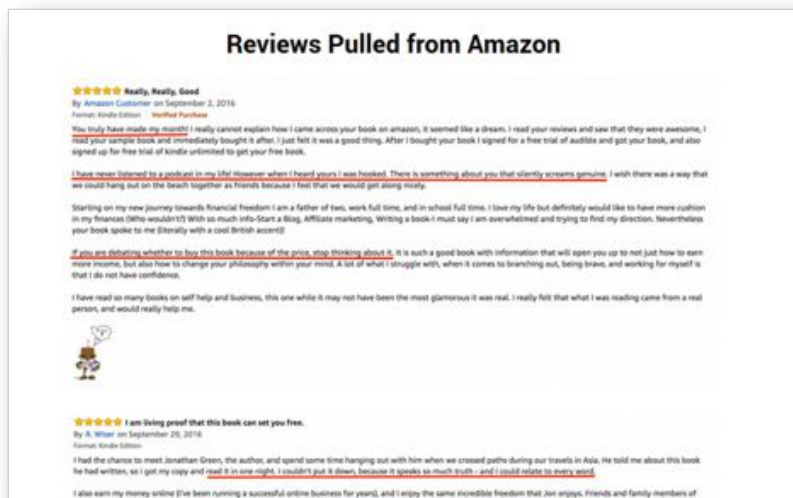
# TESTIMONIALS

In addition to easy-to-read bullet points, another vital aspect of your squeeze page is the testimonials.

My book was already on Amazon when I created my squeeze page, so I was able to pull from existing reviews. Instead of rewriting the text, I took a screenshot of the best reviews and underlined the most important sentences in red.

It might not look clean and polished, but this method is far more effective than using testimonial templates.

This is the ONE section where it's okay for your page to be ugly. In fact, testimonials SHOULD be ugly because they are REAL. I didn't write them, my editor didn't clean them up, and they are the closest to reality that this page gets.



Very few people read every review all the way through.

If I were to upload the reviews in their original state, they would be overwhelming walls of text that no one would read. That's not a good use of digital real estate.

The red underlining is more than just decoration. It is an easy way to break up the content and highlight the

important information that I want people to absorb as they're scanning through the reviews.

When you are first building your page, you won't be able to include testimonials or feedback because your product is brand new. However, the more you sell, the more feedback you'll get, and you'll eventually be able to include some of it on your website.

You should create a folder on your computer to store the testimonials as they come in. This way, you'll have them ready to go whenever you update your website.

I even have a special folder in my email inbox for the positive emails that I receive so that I can easily find them when I want to use them later. As your business grows, you'll receive more positive emails, and you can use this tactic, as well.

Just as we tell people which buttons to push on the squeeze page, we need to guide them into providing feedback that we can use as we continue to improve our website.

You will receive a LOT more testimonials and feedback if you ask for it. If you don't tell people that you want their feedback, they will assume that you don't want it, and they won't give it to you.

Once you send out the gift, give people a few days to consume it. Then, send another email asking for a review of your product. You gave them something for free, and you've given them time to use it; this is when they are most likely to reply with positive feedback.



When people send me positive reviews in an email, I ask them to share the review on Amazon, and I ask for permission to reuse it on my website. You can incentivize feedback with a second gift, but I've found that simply asking for feedback is enough.

This might seem like a lot of additional effort, but feedback gives you much more power and better results, and that extra effort is worth it.

**Be polite, thank people when they give you feedback, and remember that good feedback is the engine that keeps your business running.**

# THE FINAL CALL TO ACTION

When you have a long page, you want to include at least one more call to action at the very end.

On this particular page, I stacked TWO calls to action right next to each other. The first includes a picture of me with a monkey.



## STOP MONKEYING AROUND!

"Here's me - looking a little ridiculous in my downtime. But before I made it to the islands, I was barely breaking even and struggling to make ends meet. Things got easier when I made a few SMALL changes and stayed CONSISTENT. You CAN do this. "

**GRAB YOUR COPY RIGHT NOW!**

This is an emotional action because it's unexpected and a little comical.

The rest of the page up until this point has been a logical sequence proving that downloading my book in exchange for an email address is a good decision.

This monkey image proves that it will also be a fun journey.

People want to enjoy the books that they read, even educational books. Embedding a monkey joke into the headline shows a lighter side to my brand. It lets people know that my book won't just be a dry, boring instruction manual, but rather a fun and educational guidebook.

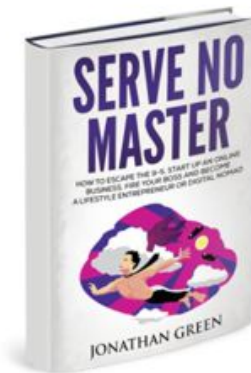
The next call to action is for logical thinkers.

The headline quickly reminds people of the benefits of the product, and the product image reminds them of what the product is.

This page is quite long, so it's possible to forget some information by the time people reach the end. For those who scrolled through everything, I wanted to include a complete message all in one place.

### WHY WAIT? GET IT NOW.

It's time to break the chains binding you to an ordinary existence and an ordinary life. Please don't ignore or downplay this life changing information just because it's free. The resources, hacks and connections come from YEARS of experience setting hungry entrepreneurs free, and now it's your turn.



~~\$24.99~~ **\$0.00**

Seriously, it's your lucky day. Just download it.

**GET INSTANT ACCESS!**

Every bit of text in this call to action is strategic.

The text below the headline reminds the reader of the benefits of the product. Below the image, the price of a hardback edition is crossed out, and the free price is in larger print. Finally, the text above the button tells visitors to get off the fence and download the book.

These stacked calls to action are about appealing to both sides of the brain. One is friendly and emotional, and the other is brainy and benefit-driven.

This is all text that we've seen before throughout the page. It's simply written in a different way to mix it up and appeal to more people.

# WE NEED TO TALK ABOUT SPLIT TESTING

If your squeeze page isn't working, there are three simple steps that you should take to find and fix the problem.

## Step One - Test Different Layouts

Try the same content in different templates. Changing the font, the color scheme, and the locations of the content will often produce dramatically different results.

I had one squeeze page that was seeing 40% conversion. After testing a new design, the conversion doubled to nearly 80%.

Changing the picture or simply adding one can personalize your page in a fantastic way. Even adding something as simple as your signature can change how people react to your content.

Design is not a secondary concern. Even the smallest changes can make a HUGE impact.

*Jonathan Green*

## Step Two Test Your Headline

Your headline is the first thing people will see, so it can greatly impact people's reaction to the rest of your page.

When you're first writing a headline for your squeeze page, try to create at least 10 to 15 different ideas. Try serious headlines, funny headlines, clever headlines, or even nonsensical headlines.

Once you have a variety of ideas, you can test them once the page is built to determine which produces a better conversion.

### Step Three – Test the Look of the Page

Sometimes, changing the color of the buttons is enough.

If red buttons convert high numbers than green buttons, you should stick with the green buttons. It might not look right aesthetically, but you can't let your sense of aesthetics get in the way of testing.

Often, ugly images and squeeze pages convert higher than professionally-designed pages. There's no rhyme or reason to this. Just trust the conversion numbers, and choose a design that people respond to.

Testing the color palette, the font, the cover art, the images, and all of the other elements that you can easily change on your own will affect the results of your page.

However, at a certain point, you will crash into the wall of diminishing returns. This is when you find a version that you can't improve upon. You'll know you've reached this point when each test performs WORSE than your control version.

Once you reach this point, you'll know that you have the best version possible of your squeeze page, and you should stop changing it.



# WHAT DO YOU DO WITH THAT EMAIL ADDRESS?

At this point, you have a convincing squeeze page that you've uploaded to your website. The question now is, how are you going to deliver the value that you're promising?

Once people have added themselves to your list, you want to deliver plenty of value, expand upon what they've learned in the special report, and give them a chance to buy your product.

Repeat exposure is the key to getting people to buy your product, and sending emails and building a relationship is the best way to guarantee repeat exposure.

The first several emails that you send your followers are absolutely critical. If you wait too long to email your new subscribers or if you send the wrong messages, you will lose their attention.

Don't let that happen to you. Grab the **Email Blueprint** right now for a more in-depth look at how to email your followers in a way that keeps their attention, delivers amazing value, and convinces them to buy your products.



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