3 Deadly Squeeze Page Mistakes Revealed!

Special Case Study Report By Igor Kheifets

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Thank you for downloading this free report.

By the time you’re done with it, you will see an immediate increase in your optin rates – guaranteed!

But before I share my simple-to-follow optin-boosting tactics, here’s why you should listen to me when it comes to achieving massive list building breakthrough...

In the last 15 months, I’ve personally helped 24 list building make $3,000 per month from home using my *weird* list building tactics. Many of them have taken their businesses to $10,000 per month and growing.

That’s impressive by anyone’s standards, wouldn’t you agree?

Many of them are averaging 40%+ optin rates on their media buys and solo ads as a result of using my unusual techniques.

The same techniques I share further down in this free report.

The Three **Deadly** Squeeze Page Mistakes Revealed

**Deadly Squeeze Page Mistake #1: Fancy Graphics**

As a solo ad provider and a web traffic mogul, I often work with beginners who are just getting their feet wet with list building.

They go through all this hassle and spend all this money to have a professionally designed squeeze page with fancy graphics, arrows,
dollars and Ferrari’s only to see their page bomb on their first media buy...

They are rendered helpless as they stand on the sidelines watching their hard earned money washed down the drain... leaving them with nothing but empty pockets to show for their efforts...

After testing over 200 different squeeze page layouts and offers, I have discovered one simple truth about squeeze pages...

**Ugly Pages Rock!**

Ugly pages (with hard-hitting copy) out pool beautiful pages 3 to 1!

Here’s some examples...

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![Ugly Squeeze Page #1](image.png)

*Figure 1: Ugly Squeeze Page #1*
Here’s what I find works best for me and my students:

1. Plain white background
2. Hard-hitting headline
3. Clear optin form with a clear call to action

Which brings me the next deadly squeeze page mistake...
Deadly Squeeze Page Mistake #2: Weak Headline

Did you know that 8 out of 10 prospect landing on your squeeze page will read your headline, only 2 will read the rest?

This means your headline is the most vital element of the page. It plays THE major role in the process of converting one-time visitor to a subscriber.

It’s not unusual to see an immediate increase in your conversions by as much as 20%-40% just by changing your headline.

Below I am sharing a few effective headline formulas you can use to write better headlines for your squeeze pages:

1. Who Else Wants [blank]?
   - Who Else Wants To Be a Proud Owner Of An Irresistible Squeeze Page?
   - Who Else Wants 82.3% Optin Rate?
• Who Else Wants More Fun and Less Stress In Their Online Business?

2. The Secret of [blank]

• The Secret of Successful Podcasting
• The Secret of Protecting Your Assets in Litigation
• The Secret of Getting Your Home Loan Approved

3. Here is a Method That’s Helping [blank] to [blank]

• Here is a Method That is Helping Homeowners Save Hundreds on Insurance
• Here is a Method That is Helping Children Learn to Read Sooner
• Here is a Method That is Helping Bloggers Write Better Post Titles

4. Little Known Ways to [blank]

• Little Known Ways to Save on Your Heating Bill
• Little Known Ways to Hack Google’s Gmail
• Little Known Ways to Lose Weight Quickly and Safely

5. Get Rid of [problem] Once and For All

• Get Rid of Your Unproductive Work Habits Once and For All
• Get Rid of That Carpet Stain Once and For All
• Get Rid of That Lame Mullet Hairdo Once and For All

6. Here’s a Quick Way to [solve a problem]
Here's a Quick Way to Get Over a Cold
Here's a Quick Way to Potty Train Junior
Here's a Quick Way to Backup Your Hard Drive

7. Now You Can Have [something desirable] [great circumstance]
   - Now You Can Quit Your Job and Make Even More Money
   - Now You Can Meet Sexy Singles Online Without Spending a Dime
   - Now You Can Own a Cool Mac and Still Run Windows

8. [Do something] like [world-class example]
   - Speak Spanish Like a Diplomat
   - Party Like Paris Hilton
   - Blog Like an A-Lister

9. Have a [or] Build a [blank] You Can Be Proud Of
   - Build a Body You Can Be Proud Of
   - Have a Smile You Can Be Proud Of
   - Build a Blog Network You Can Be Proud Of

10. What Everybody Ought to Know About [blank]
    - What Everybody Ought to Know About ASP
    - What Everybody Ought to Know About Adjustable Rate Mortgages
    - What Everybody Ought to Know About Writing Great Headlines
Use these ten headline formulas to create a winning headline for your next lead generation page and watch your optin rates soar through the roof!

**Deadly Squeeze Page Mistake #3: Below Fold Optin Form**

Here’s a shocking statistic for ya, my list building friend...

Did you know that **80% of people do not scroll down**?

Yep, that’s right.

So if your optin form is below the fold...

If the visitor has to scroll down to see it – you’re risk losing your chance of capturing his/her info into your autoresponder software.

The days of long copy that “sells the optin” are over.

Either get your visitors curious and point them to an above the fold optin form or you’re gone!

**Here’s What You Need To Do Next...**

As you set off to build your 1st 40%+ squeeze page, remember what we talked about...

1. Above the fold
2. Plain white background
3. Stunning headline (use formulas above)

Just follow these 3 simple rules and it’s likely you’ll become a proud owner of a sizzling hot lead generator!
Talk soon,
Igor Kheifets

P.S. Don’t have the time, the skills or the energy to do it yourself? Check out my done-for-you monster squeeze page offer and have me create a winning squeeze page while you don’t have to lift a finger!

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