# How to Create A Squeeze Page That Converts?

Most people have no (or simply the slightest) idea how to build a Squeeze Page that converts.

**Squeeze Page Templates**

The best place to start is to use a ready-made HTML squeeze page template.

There are several free squeeze page templates around the internet if you go searching for them. Just use google or check the latest giveaway website.

You can create them yourself too if you have some HTML knowledge. All you need to create a basic squeeze page is a HTML editor software like NVU which is free and try your hand at D-I-Y.

However, if you have no HTML or design skills, or don't have the time to learn or no money to pay a designer, Quick Squeeze Pages might be the way to go.

With this service, you can build guru style squeeze pages quickly without the need to know html. It's all point and click which will save you a lot of time and money and end up with great looking squeeze pages.

**The next important thing is COPY!**

The pitch message needs to be highly compelling so your visitor will want to optin to get your free offer.

Not everyone is going an excellent copy writer but don't worry because copywriting is a skill that anyone can learn.

The main thing with any type of marketing is if your offer is good, you don't need to be the best sales man or the best copywriter in the world.

The best offers that your visitors will jump for are ones that will improve their life.

Make sure it's going to save them time, or save them money or teach them something new or get them closer to their goals.

Another things people want are solutions for a problem. If your product solves a specific problem that your visitor is having, they will jump on it and your copy doesn't need to be crash hot to sell it to them.

Just take the water in the desert analogy. If you're the only sales person selling water in the desert for 50 miles, do you think you need high selling skills to sell it?

It's not always that easy, so it is important to get a few basic principles of copy down before you attempt to write your squeeze page.

The essentials are to use a mix of compelling **sales** points in the form of benefits for the user with powerful psychological triggers that make them take action.

Don't concentrate on building hype so much because often the power of the offer often gets lost. Keep it simple. Tell your offer for what it is and what it will do for them once they get it.

**Headlines**

A headline that gets attention is essential for a high converting squeeze page.

There are several rules for creating a killer headline but these are the top 3:

1. Make the size of the font bigger than the regular text on the page.
2. Outline the single major benefit of your offer
3. Make it provoking so your reader will want to learn more

It can be hard to write a good headline that gets attention and sparks interest with your visitor.

It's a good idea to think and write out several headlines before you choose one to use. Again you can always test this to see which headline converts best.

**Call To Action**

After you get the interest of your visitor, you want them to take action NOW by entering their name and email in your optin form. Getting your visitor to act now is the whole purpose of the squeeze page.

Even though you have a form and a headline, some people won't know what to do so you have to tell them.

Words like "Submit Your Details" or "Subscribe Now" are needed on your squeeze page.

But that's not all. Explain to them in the body copy of your squeeze page why they must get this now. Remind them how much they will benefit and how much worse off they will be if they don't!

**Graphics**

Graphics on your squeeze page are nice but they are not essential. As long as they don't distract from the "pitch" message and not too big or fancy, I say go for it.

A simple ebook cover, a small picture of your face and some arrows are pretty much all you need. Of course, there is always room for testing and tweaking.

One thing I would not recommend is to have a big header graphic on your page. You want to capture your reader's attention as fast as possible with your headline.