



A Brief Introduction About Squeeze Pages

Before you begin to build a successful list or create a powerful sales page, you will want to start with a quick introduction to list building with Squeeze Pages.

List building is not a new marketing strategy. It was being used way before the internet was ever invented.

The power of list building lies in the ability you have as the marketer to contact your leads over and over again to build a relationship and present special offers to them turning them into buyers.

To build that list, one of the most powerful and simple ways is to give away a free offer in exchange for the visitors email and name via a “squeeze page”, allowing you the ability to contact them in the future.

The common squeeze page is often just a simple web page with the sole purpose of capturing leads – or “build a list” and nothing else.

A well performing squeeze page should give your [website visitor](#) no other options besides getting your free offer. You don't want them to leave your page. So avoid outbound links and adverts.

You only want them to do one thing and that's to give you their name and email address.

So what is important to learn in an introduction to Squeeze Pages?

First, it is important to recognize that all successful internet marketers use them.

If you plan to sell a product over the Internet, you will want to use one, too. They are the most effective way to capture your leads information.

There are other ways to capture leads such as a website's sidebar opt-in form and other unfocused pages that do not convey a single point and a single call to action.

But tightly a focused squeeze page rules in the list building business.