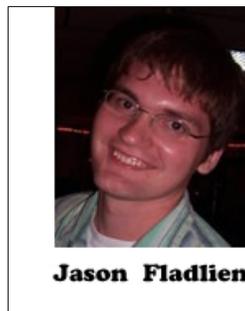# Squeeze Page Stupidity

Jason Fladlien

By Jason Fladlien

Intro

Boy people really screw the pooch when it comes to squeeze pages. That's why I created this report - because I've helped people easily get 50%+ conversion rates doing things that do NOT make sense - and fly in the face on conventional wisdom.

I will share some of those secrets with you in this report.

#1 - "I Will Not Share Your Information..."

...And other variations.

You often see this just below opt-in forms. It typically says "I hate spam as much as you do and I will NEVER share your information with anyone". Here's why that's bat-shit insane to put on your page.

Let's say a year from now someone approaches you and wants to buy a "business" from you (we've made big money flipping websites!).

Guess what? You can't sell them your list - because you put those stupid words on your squeeze page and/or in your privacy policy.

Egads!

What a blunder. Plus - there are times when you might want to rent your list out - like to other people who want to buy adspace... (another hot way to make money!).

Now here's the real "kick in the pants"... based on the squeeze pages we've tested - HAVING that stupid sentence on your squeeze page DECREASES overall response ANYWAY. So there is no SANE reason to have it on their at all.

What should you put instead? Absolutely NOTHING!

#2 - Is There A Reason To Collect Name?

The only time we collect someone's name is on the order form.

There is never a good reason we can justify collecting their name on the optin page. Fact - it will ALWAYS decrease your response if you capture their name.

So what do you do instead? Just collect email. That's it. Nothing else.

Yep, you can't do that stupid "name personalization" in your autoresponder sequence - but who falls for that crap anyway? And do you really want to "trick" your prospects into buying form you?

I don't.

So there is no reason to collect a name on an option page. So don't. Collect email address only and notice a nice bump in your conversion.

#3 - Double Optin Is The Devil's Work

By all means - PLEASE - find a solution where you can do single optin.

There is NO REASON I can think of to do double optin other than "well, that's aweber provides...". That's not good enough!

Icontact.com is probably the best solution. It is single optin. And you can import lists.

#4 - Who the hell are you, anyway?

Major mistake - most people don't link their squeeze page with their identity. Here's what happens usually. Someone signs up on one of your squeeze pages... and then checks their email an hour or two later...

And notice you sent them something - only they have no clue who you are.

Fact - people almost always look at the SENDER name column before the subject line column. So you better be linking your name with your squeeze page.... and creating some sort of connection between the two.

That way when they go to check their email - and look at the subject line first - they will know why your name is there.

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Wanted 48 Savvy Individuals to Participate in Covert "Mind Experiments"
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