

No Cost Income Stream Blueprint

Part 58: List Building - Landing Page Setup

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This is part #4 of the No Cost List Building System. In this lesson, we will discuss how to set up your landing page. You need a place to send your visitors to get them on a list. That is what is called a landing page. It is sometimes referred to as a **squeeze page**. It is called that because the goal is to squeeze information from visitors to that page. It is going to require them to give up their name and email to get something for free.

Your landing page should describe your offer accurately. This is a free offer and it should be fully described so that they are willing to give you that information. A quality landing page should be able to convert up to 60% of the visitors. This gives you a very good opportunity to convert because it is free. IF you have a well worded landing page, it will help increase your opt ins and those that join your opt in list to get that free item.

You want to start with a good headline, just like you did with creating quality sales copy. Use bullet points to describe the value that they will get from your offer. This is very important so leverage the bullet points on that squeeze page. How will it benefit them? What will they gain from those 5 articles you offer to them for example?

Will they be able to get the solution they need for curing bad breathe or curing their golf slice? Will it help them to make more money? Think about how it is going to help them and then incorporate that into your squeeze page.

Take a look at this sample squeeze page. It is using the same format that has been around for a long time. It doesn't have to look like this, but the elements you want to include on your free squeeze page are here. You want to drive it all home with a good headline. It needs to be strong. It can be a statement.

Free Massive PLR Product...

"You Are Struggling To Find Quality PLR Content."

Download This FREE 131 Page Quality PLR Product Today!

"Start Cashing In Today With All 71,365 Words Of Pure PLR Content."



Gain access to this massive PLR product instantly and start profiting today.

You get the rights to all 71,365 words! Edit it as you please, turn it into articles, sell it, create podcasts, and profit from it. It is yours for FREE today!

This PLR Product Includes...

- ☒ A **fully designed sales page**, simply upload to your server and you are set.
- ☒ **Professional E-cover graphics, website graphics, E-cover source** files for easy editing.
- ☒ **Original source file** of the content for easy editing.

☒ **Yes! Send my FREE PLR Product Now!**

I understand I'll receive **instant access** to the **Grow Rich While You Sleep PLR Ebook**, which I have **full private label rights to**.

And because I'm downloading this free report right now, I'll be able to **instantly add a new revenue stream to my online business** with this PLR product.

Name:

Email:

[Free Instant Access >>>](#)

Your information is private and will never be shared with anyone. I respect your privacy and hate SPAM with a passion.

In addition to the bullet points, you will see that there is the opt in box that asks for the name and email. You want to try to keep your landing page as short as possible. You don't need it to be super long. This is a good size, a good format. Keep it in mind. Take a rest and review the elements in this lesson. Keep it short and sweet on your landing page. You need a good headline and you want to stress that it is free.

You really want to sell people on the benefits that they will gain from it. People value their time and they value their email and contact information. You need to do a really good job of selling what you offer. Just because it is free, that doesn't mean they will sign up.

Step #6 of setting up your landing page involves the use of various tools. We are going to go over those tools in another lesson. One of those tools is www.weebly.com for your landing page. Other options include a free page that you create at www.blogger.com. These are a Google service. Another free site is www.wix.com.

You can use the built in template system to create a free opt in system. **We recommend creating a page that is specific to the opt in.** This is going to get you a much higher conversion from that opt in traffic. Use the form from www.listwire.com as your free autoresponder service.

The next thing you want to do is start getting traffic to your landing page. It is super important. You want to focus 100% of your attention on this once you have everything in place. You want to focus on building that opt in list as much as possible. You want to connect them with good, relevant affiliate offers.

You also want to think about scaling it up once you start to generate some income. Then you can pay for some services. **You should get your own paid domain name.** There are a couple of services for this that we recommend:

- www.godaddy.com
- www.lifedomains.com
- www.namecheap.com
- www.name.com

You can also start your own landing page or squeeze page on your own web hosting. That offers you protection as the free sites don't offer that. They may take it down, they may change terms and conditions. As of this lesson's creation, they are offered but it changes all the time. That is why it is really important to scale up and to have control over that.

You can get your hosting from www.hostgator.com or you can use www.bluehost.com. They are both really good options for your web hosting. You can also get your paid autoresponder service. We recommend doing this through www.aweber.com or through www.getresponse.com. They are both very reliable.

That will further help you to scale this up. **Again, you don't need to invest in anything like that until you generate some income.** Use the free tools to select your niche, to get your offer created, get your offer uploaded, creating your autoresponder, and then driving as much traffic as possible to that opt in form to that subscriber page.

It is time to get out there and set up your landing page as your action step for this lesson.

Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

Recommended Websites:

Eric Holmlund – www.EricsTips.com

Paul Counts – www.PaulCounts.com

Jeff Wellman – www.IMSuccessTips.com