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Make Money Online - Why You Need A Squeeze Page

The first step that you must take if you want to make money online consistently, is to build your targeted list of customers. These will be the individuals who will become the foundation of your business. In order to achieve this, you are going to need a what is called a "squeeze page".

Let us get into it. What is this thing which is often referred to as a squeeze page? Well, if you are familiar with a "landing page" or an "opt-in form", then you are familiar with a squeeze page. This wonderful tool has a dual purpose. One is to give your visitors an opportunity to provide you with their name and email address, and the other is to explain to your visitors why it is in their best interest to do such a thing.

How can you be so convincing that you can convince a visitor to provide their email address to you without having an actual conversation with them? Simple, you offer the visitor something that they want which must be delivered via email. For instance, I am going to assume that you understand the importance of marketing to your niche. In other words, you want to market to those who will be most interested in what you have to offer. What better way to convince a niche visitor to provide you with their email address than to offer something to them of value at no cost. This something of value can be a free report, software, an eBook, a newsletter, etc.

By now, I am sure that you are wondering why it is called a "squeeze page". Well essentially, we are squeezing out visitors' email addresses out of them by requiring that they hand over their email addresses before they can get our offer. Once again, this is completely above board.

So now I think you are starting to realize the value of a squeeze page. I am sure by now that those of you who do not currently utilize a squeeze page are wondering how to get your hands on one. The good news is that there is nothing complicated about a squeeze page. It is essentially a simple one pay website. However, if you do not at least have a rudimentary understanding of HTML Code, as well as a program such as Dreamweaver or HomeSite, you will have no way of creating one. The good news is that there are some options.

The good news is that there are so many great quality squeeze page templates which look very professional. With the recognition that video marketing has become a more viable option for the internet marketer, many squeeze page templates actually give you the ability to add your own video. Such options have proven to be extremely advantageous in compelling simple visitors, into interested subscribers. This sort of action is vital to your ability to make money online consistently and for the long-term.

For anyone who plans to [Make Money Online](#), there is no question that you should have a squeeze page. For anyone who plans to [Work At Home](#) full-time, it is in your best interest to begin taking advantage of a squeeze page now. In the meantime, check us out at SOSComplete.com

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