Note: this is how a client will receive their copy with suggestions and instructions

Please read everything I've written below, the squeeze page, my vision of the arrow and button and my notes. This squeeze is geared towards men. It has been proven many times that you will get remarkably better results if you are gender specific. I wrote this for your ideal customer as we had spoke of earlier.

Enjoy, this squeeze page will rock!

Patrick

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The Most Important Tip You'll Ever Discover

**The Ultimate Secret To Weight Loss That You Were Never Supposed To Uncover Is Your Key To Burning Fat All Day Long With Zero Effort Or Exercise And It's Yours FREE For A Very Limited Time!**

**Once You Know The Big Secret They've Kept Hidden You Won't Believe How Simply And Easily You Will....**

**\* Melt Away All Your Extra Fat Pounds That You Know You Just Can't Wait To lose!**

**\* Have Women Giving You Those Kinds Of Looks Again!**

**\* Become An Absolute Champion In The Bedroom! (Hint: It's not your fault!!! The secret they've kept from you is the same exact reason we guys have had all of our challenges).**

**\* Finally Beat Fat For Good And Have Massive Confidence Forever!**

**Click Here For Abs!**

Note: You would of course have your graphics guy put a cool arrow maybe swooping upwards etc... Directed at your opt in form. At the base of the arrow (not the tip) you would put "Click Here For Abs!" My apologies on graphics, I'm a copywriter not a graphics guy so I'm just doing my best to show you what I envision.

Above the opt in form:

Discover The Hidden Secret Now!

The button would read:

Claim Your Free Report!

\_\_\_\_\_\_\_\_\_\_

I know you know these things but if you want the greatest number of opt ins only collect their email address. If you do ad a field make it only 1st name. Adding last names kills opt in response.

I KNOW this is a chapter from your book. However, my job is to get you the opt in. I wrote it with 7 titles talking about it being a chapter of a book etc... And the psychology of it for an opt in form is ALL wrong. It stared convoluting your benefits to them, making it wordy and confusing. Plus, **the big no, no!** It made them realize they were going to get pitched later if they opted in. Which will absolutely kill your conversion rates.

So, once you have them on your list you can now approach it from the standpoint of "you see how valuable just one chapter of the book is to you, well if I'm willing to give that to you for free how much value do you think I would give you for just a couple of bucks?"