

# Anatomy of an Opt-In

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# How To Create An Irresistible Opt-In Offer That Builds Your List

While brands and businesses are all but racing to social media sites like Facebook, Twitter, Instagram, and Pinterest, they still are only reaching a small amount of the market.

Email lists are critical to the success of your business because ...

**Everyone has at least one email address.**

- Want to sign up for a social media site? Go ahead. They'll require an email address.
- Want to buy a product? Sure. They'll need your email address.
- Want to subscribe to a publication? No problem. Give them your email address.
- Want to become a member? Great. They'll also ask for your email.

Why? Email is still the primary way most consumers communicate. People read their email and most check email every day, if not multiple times a day. Heck! many people even read parts of their spam.

Unlike social media, email doesn't disappear in a crowded, bloated news stream of friends, acquaintances, and strangers ... it just sits in your inbox until you acknowledge it.

## A Website Opt-In

To leverage email marketing and build your email list, you first need to get the email address of people who are interested in what you do and what you sell — and to do that you need a website opt-in. And not just any old, boring, cookie cutter, opt-in, but a persuasive, compelling, irresistible opt-in.

As a website owner, you spend a lot of time, money, and effort to drive traffic to your site — The WORST thing that could happen is that your visitors leave without ever giving

you a way to keep in touch with them. A opt-in gives you the opportunity to collect names and email addresses of people who visit your website and want to continue to hear from you, stay in touch with you, and learn about specials, sales, and promotions.

### An opt-in box allows your visitors to say:

- “YES! I want to hear from you!”
- “YES! I want to hear more about your products and services.”
- “Please let me know about special offers, sales, and announcements”
- “I want to stay in touch with you”

### An opt-in allows you to:

- Capture visitors’ information (name / email)
- Send emails with special, timely, valuable information they asked you to send
- Promote your products, programs, and services
- Email your subscribers when you want, how you want (because you have permission)
- Stay in constant communication (and stay top of mind) with your audience
- Offer a free gift (also called an ethical bribe or irresistible free offer) to persuade visitors to sign up

But with social media, you’ve got to be there when your audience is there.

And, not only are you competing for attention with hundreds — if not thousands of other posts — but it also seems like you need to be present on social media 24 / 7 / 365! *And seriously, who has time for that?!*

## Email List Growth = Exponential Business Growth

If you are constantly subjecting your list to offers, promotions, and sales, they will eventually get tired of it. It’s a well-known marketing syndrome called list exhaustion and it’s too easy to wear your list out! That’s why it is critical that you consistently add new prospects and subscribers to your list.

You see, the larger your targeted mailing list, the more successful your business will be.

Why? Because ...

- Only some recipients who get your email will open it
- Only some recipients who open your email will read it
- Only some of the people who read your email will click a link
- Only some who click a link will take the desired action and sign up or buy

Now, if you're honest, you don't want any old Joe on your list. You don't want to build a big list of people who aren't a fit to work with you, don't need your product/service/program, only want free stuff, or don't care about what you have to say. To get the best results and the most sales conversions, you want to build a highly targeted email list of your ideal clients and customers. Then, as your list grows with new prospects and new clients, you gain new opportunities to promote your offers and make new sales.

That means you need a strategic website opt-in box that will get the attention of your ideal clients and customers and help them with a problem or need they have at that moment.

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But what happens when you don't know where to start and you're losing out on new leads and clients? What happens when your existing website opt-in doesn't work? What happens when you have the right pieces of the puzzle in place, but no one is signing up and your list isn't growing?

You need help!

Helping you is exactly what this quick start guide is designed to do.

- It will break the process down into simple bits and pieces.
- It will walk you through the entire process.
- It will share strategies to actively grow your email list
- Plus, you'll get templates pre-written, ready to model of the most common content needed to build out your opt-in process.

## Here's exactly what you'll find in this guide:

- 6 Basic Steps of A Website Opt-In Process
- Why Permission Is The Core Foundation of Your Opt-In List Building Success
- How to Decide Between Single Opt-In or Double Opt-In For Your List
- 10 Critical Strategies to Follow When Setting Up Your List Building Opt-In Process
- 8 Critical Components of a Wildly Successful Website Opt-In Box
- 4 Vital Things Your Must Know When Creating Your Irresistible Free Offer
- How to Create The Best Irresistible Free Offer For Your Niche Market
- How to Use Your Free Opt-In Offer to Get More Clients and Make More Money in 4 Simple Steps
- How Follow Up Sequences Build Wildly Successful and Responsive Lists
- Done For You Content: Basic Opt-In Process / Follow Up Sequence Examples

# Why Permission is The Core Foundation of Your Opt-In List Building Success

If your inbox is even half as crowded and full as mine, you know how much time email takes up, and I'll bet you're looking for ways to reduce the amount of time you spend on email management. I'm also betting that you CAN'T STAND IT when random businesses market to you by email without your permission.

Permission based email marketing operates on the principle that you obtain email addresses through legitimate means only like opt-in boxes (if you clearly state the recipient will also receive your newsletter and marketing emails), contests, purchases, or by specific request. This is why the typical "subscribe box" used to capture email marketing leads is also frequently referred to as an opt-in box.

Without first gaining permission, adding anyone to your list makes you a spammer (ICK!)

If someone doesn't opt in to your list or doesn't ask to be added, you may not add them to your email marketing list. It's against the law.

Building your list is very important. In fact, it is the primary focus for many online entrepreneurs. But you cannot engage in list building practices that are disrespectful to your audience.

Here are some examples of what NOT to do:

- Meeting someone at a networking event and getting their business card, does not give you permission to add them to your list unless they specifically ask to be added — That's just going to make them mad!

- Adding every business contact you have ever made to your list and justifying it with an unsubscribe link is also unacceptable. *“They do have the choice to unsubscribe,”* is not a smart strategy.

Offering a free gift, irresistible offer, or ethical bribe on your website is a great way to build your email marketing list if you clearly explain and disclose that by accessing your offer they will also receive your newsletter and sales emails. If you fail to disclose your email practices, then market to new subscribers by email, they will feel misled, and unsubscribes and spam complaints will go up — and even worse, your audience will lose trust in you.

**Adding a new contact to your email list and calling it “follow up” is a joke. Don’t do it.**

Buying, renting, or borrowing an email list and subscribing the names on the list to your newsletter is a frowned upon strategy by ethical business owners (and all of those recipients), not to mention against the spam laws! In some cases, you can email the names on the list one time to invite them to take advantage of an offer, register, or subscribe ... but that’s it. Then it must be left up to them to subscribe to continue to hear from you.

**Remember: You may not market to ANYONE by email unless they have given you permission to do so.**

## How To Get An Opt-In (Permission) The Right Way

**Situation:** You met someone at a conference and you want to follow up with them and stay in touch. You know your free offer would be great for them and really benefit them, and you know they will benefit from your e-zine too.

**Preferred Solution:** You send them a personal one-to-one email. You tell them how much you enjoyed connecting with them. You mention something about what you talked about, showing them you were listening and actually care about what they had to say (and in forming a relationship).

You invite them to opt-in for your free gift and share with them why you think it may help them or benefit them. Share that if they do opt-in, they'll also receive your newsletter.

Finally, follow up with a note card via snail mail or a post on their facebook wall. (This is the respectful and preferred way of following up. This way you don't market to them without permission. Instead you invite them to sign up and let them decide.)



# How To Decide Between A Single Opt-In Or A Double-Opt-In

Single opt-in or double opt-in? Which approach is right for you? How do you know whether you should use a single or double opt-in on your website? If you have these same questions, you're in luck...

## Difference Between Single Opt-In And Double Opt-In

Single opt-ins do not require a confirmation via email, when someone chooses to subscribe. With a single opt-in, a lead is immediately added to your list when they submit their information (name / email) and taken directly to your Thank You page to download your free gift.

Double opt-ins require a confirmation email with a verification link that must be clicked to confirm a prospect's subscription and their agreement to receive your future email blasts. With a double opt-in, a lead is taken first to a Confirmation page that tells them to check their email and confirm their request. Then after clicking the link in the email, they are taken to the Thank You page to download your free gift.

Now let's look at the pros and cons of a single opt-in or double opt-in approach:

### Single Opt-In Pros

- A single opt-in email campaign is easier to administer and faster setup.
- Leads who opt-in receive instant gratification by being sent straight to the Thank You page.
- Your list will be larger because leads are added instantly.

### Single Opt-In Cons

- People often use fake names and email addresses to get your free offer and avoid joining your list.

- Because fake names and emails are instantly added to your database (list), your list is lower quality because of the spam names/emails.
- You must invest time periodically to clean up your database (list) and remove the spam email addresses or fake entries.
- Typically, you'll experience a higher opt-out/unsubscribe rate.

## Double Opt-In Pros

- A double opt-in email campaign will ensure that real email addresses are being collected by real people who really want to hear from you.
- You'll have a higher quality, more responsive list.
- You're more likely to avoid receiving spam complaints, your open rates will be higher, and you'll receive fewer unsubscribe requests.

## Double Opt-In Cons

- A double opt-in process adds an extra step or "hoop" for your lead to jump through when opting-in by making them confirm or verify their request.
- The process is more complicated to setup because of the confirmation email and verification link, the Confirmation web page, and the Thank You page setup.
- Your list will typically be smaller because you do risk the chance of the confirmation email never reaching your prospect or the confirmation link never getting clicked.

## A Double Opt-In Is The Best Practice

A quality list of people who listen to what you have to say and read your newsletters is ALWAYS better than a high quantity list that isn't paying much attention to your marketing.

# 10 Critical Strategies to Follow When Setting Up Your List Building Opt-In Process

An opt-in box and an irresistible free offer is the cornerstone of an online business and a smart strategy to build any business' marketing list. Unfortunately, the opt-in process is often set up incorrectly with the same mistakes made over and over in the planning, execution, and follow up that takes place as part of a successful opt-in system.

I can't tell you how many sites I have visited where I tried to opt-in and couldn't because of opt-in form failure and simple mistakes.

Base your next opt-in campaign on the following 10 strategies to increase accelerate your list growth:

## Create An Irresistible Free Offer

Your free offer may be a report, ebook, e-course, audio download, checklist, tips sheet, video, tutorial, consulting session, or something else that has intrinsic value, and will help your ideal clients solve a problem or challenge they have — or at least improve their situation. With more business owners and online marketers adapting this method, your offer must be absolutely irresistible and address your ideal clients' "do-anything, pay-anything problem or need" — if you expect your site visitors to trade their email address (and your future marketing messages) for it.

## Think Like An Advertising Copywriter

When you write your call to action and opt-in box copy (the text), it must persuade and compel your website visitors to sign up. Don't use passive adjectives; use strong action verbs to motivate a response and focus your copy on the results your visitor will achieve by opting-in to get your offer.

## Use Powerful Imagery

Avoid using the standard boring opt-in box HTML code from your email marketing provider. A custom designed and coded opt-in image will compliment your website much more than the ugly standard box. If your irresistible free offer is a report, ebook, DVD, or CD, etc., consider creating a custom 3D product image to draw attention to your offer and create added perceived value.

## Don't Ask For Too Much Information

If your free offer is downloadable from your site, only ask for a first name and email address. If your free offer requires mailing, only ask for the information you absolutely need to deliver your product. Think of it this way, the more information you ask for, the more likely it is that your visitor will pass.

## Always Use A Double Opt-In

Double opt-in sequences ensure that you have a real email address to market to in the future and confirm that your prospect did not make a mistake in giving you their information. It also helps keep your database/ list clean and reduces your chances of sending perceived spam.

## After Opt-In, Send User To A Custom URL

Please don't just send them to the ugly default page of the software provider. Send them to a branded page on your own website and don't forget to add the actual page to your site. In a double opt-in sequence, we call this the "Confirm or Next Steps" page and usually have a message like:

*"Congratulations on deciding to take your business to the next step by grabbing your copy of our Awesome Free Report. We just sent you an email to confirm that you entered it correctly, and to confirm that you really want to hear from us. You should receive this in a few moments. When you do, simply click the link for instant access to our Awesome Free Report. If you don't receive the email, you*

*may have entered your email address incorrectly, so please try again. Thank you.”*

Then create the confirmation email within the software provider you use and set it to send immediately after someone opts-in.

Write a quick note telling the recipient to click the link to verify their email address and get their free stuff. When setting up this step, select the option to “Send to a Web Page or URL” on your site when the link is clicked. The Thank You page is where you will put the download link(s) and download instructions for your free offer. Don’t forget to add this page to your site and upload your offer to your website. We usually call this destination page the Thank You page and have a message similar to:

*“Thanks for confirming that you are an actual person, and not a spam bot! As promised here is your copy of my Awesome Free Report.”*

## Do Not Commit Follow Up Failure

Don’t forget to create a follow up sequence (autoresponder). Many people opt-in to get free products but never actually read or listen to them. As a result, your message is never heard. A well planned follow up sequence or autoresponder can help your message be heard and automate some of the initial marketing to your new prospect.

An easy method is to have an email follow up sequence planned to send every few days for a week or two after someone opts-in. A great tactic we like to use is to supply surprise bonus content that was not mentioned in the initial free offer.

## Use A Consistent Subject Line Indicator

If your follow up sequence emails appear like random marketing messages, there is a good chance that your emails will not get opened, your new prospect will quickly unsubscribe, or worse, you will get flagged as a SPAM. It’s Important to help your subscribers recognize your emails with an indicator at the beginning of the subject line.

Here are a few examples:

- [Webinar] It starts in one hour!
- [Download] Here is your checklist

- [News] Five free tools to boost productivity

## Include A Call To Action

By now, you have gone through a lot of work to create your irresistible free offer and plan your follow up sequence, so you better not forget to include a powerful call to action!

The call to action doesn't have to be big or involve a monetary transaction. It can be as simple as inviting visitors to schedule a free consultation, register for an upcoming free webinar, or request a free trial of your paid product. That way, if your prospect doesn't "buy" right away, at least now you have their email address to send content-packed, valuable email newsletters.

# 8 Critical Components Of A Wildly Successful Website Opt-In Box That Actively Grows Your List

If you already have a website with an opt-in box, use this checklist to confirm that you have implemented each item listed and aren't missing one key component that could increase your conversion rate.

If you're in the process of planning or creating a new website, use this checklist to ensure your designer includes all of the elements your opt-in box needs to build your list effectively.

## 8 Components Of A Successful Website Opt-In Box

Every page or blog post on your website should include ONE and only one call to action. On the "money" pages of your website — the pages that are part of your paid conversion funnel, the call to action will be to buy from you or hire you. On the "education" pages of your website, like the blog posts, the call to action should be a list building offer, so you can continue to market to them by email.

The most successful website opt-ins include eight specific items:

### 1. **Attention-Getting, Compelling Headline**

The headline must instantly catch your visitors' attention and peak their interest. Make sure the opt-in headline stands out visually by making it bigger, bolder, a different color, or a different typeface. The headline also must be relevant to what your visitors are searching for by addressing or solving a key problem, challenge, or need that your visitor is struggling with.

When writing your opt-in headline, use "exact match" keywords and/or key phrases wherever possible. When a new visitor lands on your site, the first thing they ask is, "*Am I in the right place?*" and you want their answer to be YES!

Visitors will recognize they are in the right place and stay longer on your website

if they immediately see they keywords and phrases they were searching for in your headline.

## 2. **Eye-Catching Photo Or Graphic Image**

People do judge a book by its cover and a product by its packaging, and a picture is worth a thousand words. Just as a physical product's packaging or book design needs to make you want to pick it up and buy it, your ebook, special report, digital product, or information product needs to have a compelling and appealing cover design or packaging design — even when you're selling or offering it online.

In a store, you can pick up a product and check it out in detail. Online, consumers need to have as close to the same experience as possible. By offering a 3D product design, you are not only adding interest, you are simulating a tangible feel for your information product.

The key to information marketing success and information product sales is solving a problem, building trust, and delivering a valuable solution. To accelerate the sales and marketing process, and translate the value associated with a tangible product to a digital product or information product, you need to make a great first impression with a custom 3D graphic.

## 3. **Brief Copy (Text) About Offer Benefits**

There isn't a lot of space in your opt-in box for long sentences and drawn out descriptions — but there is room for a short, brief, right-to-the point benefits statement. Don't list boring features like the number of pages in your ebook, or the length of your audio recording. Instead tell your visitor how your gift will change their business, their life, or both for the better. They want to know in as few words as possible, *"What's in it for me? Why should I care? and How will this help me?"*

## 4. **Use The Word "Free"**

Don't forget to use the word FREE in your opt-in box. You've hopefully got an incredible gift to give your website visitor and they need to know that you're giving it to them for free! Don't use words like no-cost, zero-investment, complimentary — just cut to the chase and say free. The word is understood by everyone, it is easy recognizable, and people just can't resist free!

## 5. **Tell Audience What To Do Next**

If your visitors have to guess what to do next, you may have already lost their



opt-in. It may sound silly because you assume by now everyone would know what to do when they see two boxes labeled Name and Email, but they don't. Tell your visitors exactly what you want them to do next. Tell them to put their name and email in the boxes below to get instant access to your gift.

#### **6. Opt-In With Name And Email Fields**

The actual opt-in to capture your new leads is the cornerstone of the entire opt-in box. These fields are the key to building your marketing list with new names and email addresses. Keep in mind that the more information you ask for, the fewer sign ups you will receive. Don't scare people off by asking for every bit of contact information they have!

Ask for the absolute minimum amount of information to get new visitors onto your list, then focus on keeping them on your list with great content and value. Then when you have established trust, you can always offer more awesome free gifts and ask for additional information with that opt-in.

#### **7. A Clear Call To Action Button**

When you create your opt-in code with your email marketing provider, it will include the lead capture fields (Name, Email, etc.), and the "Submit" button. You can copy and paste this code right into your website and use it as is, but unfortunately most of those Submit buttons are boring, dull, and ugly.

A small, grey, lackluster Submit button doesn't compel your visitor to take action in any way! Instead customize your Submit button. Make it a bold color and replace the blah "Submit" text with a compelling call to action like Sign Me Up, Send My Free Gift, or Get Instant Access.

#### **8. A Short Privacy Policy**

Including a short privacy statement at the bottom of your opt-in shows your visitors that you respect them, their inbox, and their privacy. Promise them that you hate spam just as much as they do and that you won't share their information with anyone else. Make them feel safe and secure with you.

# 4 Vital Things You Must Know When Creating Your Irresistible Free Offer

Now that you know the eight components of a successful website opt-in box, you have all the information you need to create an awesome opt-in. But, even though your opt-in box has all the right pieces and works the right way ... *it may not actually work to build your list!*

## Say what?!

If your free offer — the thing you're giving away for free in exchange for a name and email address — isn't what your visitors want or need, they won't sign up and enter their name and email ... even if your opt-in box is awesome!

Here's the first thing you need to know about your opt-in free offer:

## Your free offer needs to be irresistible.

It needs to be extraordinary. It needs to be incredible. It needs to be valuable. It needs to be amazing. It needs to be so good that your first instinct is to charge money for it, and that it hurts a little bit at first to give it away for free.

## Why? Because it really isn't free.

You may not be asking for money, but you are asking for their email address, and in today's climate of overcrowded, bulging inboxes that pretty much never reach zero, an email address can hold just as much value to your prospect as cash.

So how do you know if your free offer will be irresistible to your prospects and ideal clients?

You're in luck, because figuring this out isn't as hard as it sounds. There are only three other things you must know before creating your opt-in free offer to ensure that it is irresistible to your ideal clients.

## You Must Know Who You Want On Your List

The first step to creating a successful free offer to use for your website opt-in box is to make sure you know exactly who you want to attract with your offer. Who is your ideal client? Who do you want to attract to your site? What type of person do you want to join your list so you can continue to market to them?

How do you know who your ideal client is? Your Ideal Client is someone who:

- Has problems and challenges you can easily fix and solve with your eyes closed
- Sees you as a valuable necessity they treasure, instead of a necessary evil
- Likes you, appreciates your hard work, and will tell their friends, peers, and contacts about you
- Pays you what you're worth and is happy to do so because you're worth it

By knowing who you want to attract with your free offer, you can tailor the development of your irresistible free offer (and the marketing for it) to speak right to them, making sure every bit of content is relevant, valuable, and useful.

## You Must Know What Your Ideal Client Struggles With

The number one reason consumers go online, search the web, or perform a search with a search engine is to solve a problem or fulfill a need. That means that new visitors to your site have a problem or a need and they are looking for a solution.

### They need help. Will you be the one to provide a solution?

It is critical that you understand the top three biggest challenges, pains, struggles, and frustrations that your ideal clients have — They are at best, looking for a solution, and at worst, looking for help to make it better.

# You Must Know What Your Ideal Client Wants and/or Needs

To make your opt-in free offer irresistible to your ideal clients and ideal website visitors, it must provide something your ideal clients and visitors want and/or need — something they are looking for. It needs to address or solve at least one of their top three problems.

That way, when they reach your site and see your opt-in, they will:

- Identify with the problem you mention — *“Oh my gosh! I have that problem.”*
- Know they are in the right place — *“It’s as if you are speaking right to me.”*
- Feel relief at finally finding help/a solution — *“Yay! I think this will help me, I should opt-in.”*

If you know who you want to attract with your free offer, what they struggle with, and what they are looking for, you can craft the perfect irresistible free offer that will provide the solution they have been looking for (or at least a taste of it).

Just make sure you make it so good, you really want to charge for it.

# How to Create The Best Irresistible Free Offer For Your Niche Market

Once you've mastered the four things you must know when creating your irresistible free offer — who it's for, what they fear or are frustrated with, what they want or need, and understanding that whatever you create must be so good you can't believe you're giving it away for free.

The next step, is choosing the actual offer you will be creating for your email marketing opt-in.

Selecting the right type of opt-in offer, otherwise known as an ethical bribe, can mean the difference between opt-in success or opt-in failure. That means you must do some research before you decide what type of opt-in offer you want to use as part of your email marketing list building strategy.

## Types Of Free Offers And Ethical Bribes

When it comes to choosing the free gift you will offer in exchange for your visitors' names and email addresses, you have a lot of different options. Review all options (several are listed for you below) and select the top 3-5 that could work for you and your niche to examine closer.

- White paper
- Article bundle
- Checklists
- Webinar
- Livestream
- Assessment
- Transcripts
- Audio CD
- Tele-class
- Quiz
- Sample product
- Workbook
- Presentation slides
- Ebook
- Resources
- Video series
- Audio recording
- Email challenge
- Worksheets
- Tips sheet
- Teleseries
- Tutorials
- Templates
- Online course
- Email course
- Special report

- Extra savings or deals Free Trial
- Training materials Handbook
- Expert Interview
- Book chapter
- Software
- Social media group access Membership
- Print Newsletter Free Photos Apps
- e-course

There are five simple steps you need to follow to ensure you select the best type of email marketing opt-in offer for your niche (ideal clients):

## 1. Assess The “Fit” With Your Niche

Once you have selected your top 3-5 choices for your new list building free offer, it's time to assess their “fit” with your ideal clients and customers. For example, an ecourse may not be a great fit for a senior/ elderly niche who isn't on the computer much, and a long ebook may not be a great fit for a busy mom.

### You'll need to:

- Know if your ideal clients want and are attracted to that type of offer. If you're not sure, ask what they want, how they prefer to learn, and maybe do a survey.
- Know if the offer will be easy for them to use right away. Instant gratification means happier prospects, customers, and clients. Sending their freebie by mail? Give them a digital gift to hold them over until their actual freebie arrives.
- Know if the potential free offer is already being offered by someone else. Are there others in your niche already offering a special report? Do most providers who do what you do offer an audio download? Look at what is already out there and either do something totally different or improve on what's already out there and deliver something way better.
- Know if your ideal clients have been disappointed in the past. Have your prospects downloaded ebooks in the past that promised big, but didn't deliver? Did they download a workbook that just caused more frustration? Find out what hasn't worked for your niche in the past (ask/survey) to make sure you offer something new and stand out.

## 2. Examine The “Creatability” Of Each Potential Offer

Once you know which new list building free offer ideas will be a perfect fit for your niche, it's time to assess their “creatability” and see how viable each option is.

You'll need to look at:

- How much effort will it take to create?
- How much effort, time, and money, will it take to deliver?
- Who will create the offer? Can you do it yourself or do you need to hire others?
- What will it cost in money, time, and resources to create?
- Where will the content come from? Are you creating it from scratch or repurposing existing materials?
- When does your free offer need to be complete and ready to put on your website?

Ideally, you want to identify potential free offers that are simple to create, high-value, low cost, and easy to deliver. Hint: Be prepared. The best offers take time, planning, and care to be truly great.

## 3. Produce Your Irresistible Opt-In Free Offer

Now that you know the type of offer you are going to create, you know that it is a great fit for your niche, and you know that it is doable, it's time to produce the actual free offer.

You'll need to:

- Develop an outline of the offer content and write/create the content Edit, revise, refine, and proofread all of the content at least twice
- Produce the free offer — i.e. shoot the video, record the audio, design the ebook or report, duplicate the CDs or DVDs, etc.
- Design the 3D product graphic for your website opt-in box and marketing materials and make sure it matches the look and feel of the actual offer
- Invest in high-quality design for your free offer.

If your offer is sloppy, looks homemade, contains typos or errors, is hard to hear, or is designed poorly, it will not only reflect poorly on you, but it will also take away from the perceived value of your offer. Your content may be amazing, but if it looks cheap and/or ugly — your consumer will notice that first and trust me, it's what they will remember.

## 4. Put Your Offer On Your Website And Market It!

Congratulations! At this point you have created an irresistible, list building, email marketing opt-in offer that your ideal clients will love. Now it's time to get it up on your website and market it like crazy!

When creating your website opt-in box, remember to include all eight components of a successful opt-in box that I shared with you earlier in this guide.

To recap, they are:

1. Attention-Getting, Compelling Headline
2. Eye-Catching Photo Or Graphic Image
3. Brief Copy (Text) About Offer Benefits
4. Use The Word "Free"
5. Tell Audience What To Do Next
6. Opt-In With Name And Email Fields
7. A Clear Call To Action Button
8. A Short Privacy Policy

Once your opt-in box is added to your website, you need to get the word out and share your new irresistible free offer with your networks — *no one will know it's there if you don't.*

## 5. Get started!

- Write articles and blog posts on the topic of your free offer and promote your offer in the articles and posts.
- Post about it and link to it on all of your social networks.
- Shoot a video for YouTube and other video sharing sites to send people to your site.



- Promote it in your newsletter.
- Create a special opt-in page to use for speaking engagements.
- Run Facebook ads or pay-per-click ads to drive traffic to your opt-in.
- Get strategic partners to share your list building offer with their email lists.

# Use Your Opt-In Offer To Get More Clients And Make More Money In 4 Simple Steps

Imagine this ...

- You spend hours researching your ideal clients' fears and frustrations, refining your solutions and choosing your opt-in offer.
- You work really hard and put in a lot of time and effort to create an amazing, high-value offer that speaks right to your ideal clients.
- You market your new free offer and your website like crazy online and offline.
- Your offer is irresistible to your niche, your marketing list is growing and people are opting-in for your free offer left and right.
- You are waiting and watching, weeks and months go by, and while lots of people are downloading your free offer, lots of people are NOT turning into lots of new clients and customers.
- You are disappointed, frustrated, and confused. Your offer and website opt-in box clearly worked. You've got the list to prove it and you're wondering where you went wrong.

## Don't let this be you!

Unfortunately, this happens a lot. Business owners ask us all the time to “fix their website” and “fix their opt-in” — fixing a website is the easy part, we can do that with our eyes closed! But fixing (improving) opt-in conversions, that takes more work because YOU must make decisions!

A successful, irresistible opt-in offer or ethical bribe doesn't just have one point of conversion — from site visitor to list member, it has two points of conversion. The second opportunity you have for conversion is from free offer/list member to hot prospect, new client, or paying customer. This is the critical step most business owners forget to plan for and implement!

## Now don't freak out!

This isn't as hard as it sounds — that's why there are only four simple steps you need to take to turn your free offer into a hot prospect and new client generating machine!

## Why Your Free Offer Exists

The very first step to ensuring your opt-in offer does more than build your list, is understanding why the offer exists in the first place — beyond list building. Don't just think of your offer primarily as a list building tool — that's the bonus! Instead, make sure your offer exists to promote something specific.

For example: If you want people to purchase a product on long-lasting weight loss, offer a quick start guide with 10 tips guaranteed to start trimming your waistline immediately.

## Identify The Logical Next Step

Most people wouldn't propose marriage on the first date. Why? It's not the logical next step. First, he needs to date a woman, he needs to like her and continue to date her, he needs to build a strong relationship with her and build trust in her. When it's time, it will be obvious that marriage is the next logical step.

A successful opt-in conversion works the same way. That's why so many opt-in offers don't produce the desired results. Business owners tend to skip the dating and courtship process with their audience and jump from "Hi we just met" to "Buy my expensive product or service." They skip the middle where you provide value, deliver on your promises, and build trust.

Now as a business owner, you need to accelerate the dating and courtship process with your audience.

In a logical, next step sequence, visiting your website is the first date, opting-in for your offer is the second date, providing amazing value and high-quality content builds trust, following up builds your relationship, and asking for the sale or action is like getting married.

By understanding why your free offer exists and what you want to promote with it, identifying the logical next step for your audience is easy!

Let's look at our weight loss example again: Knowing that you want people to buy your long-lasting weight loss product, you created a quick start guide to help them trim their waistline immediately. In the guide make sure you also educate them about the importance of keeping the weight off and creating long- lasting weight loss — this plants the seeds for your product.

You could upsell your product, but it's \$197. Going from free to \$197 isn't the next logical step. So instead, you promote a \$27 webinar on long-lasting weight loss which will then feed prospects to product sales.

## Add A Compelling Call To Action

Once you identify the logical next steps for your list members, you need to craft a compelling and powerful call to action to conclude your free offer. Don't just end with, *"That's it! Hope you enjoyed it."*

Think of the fear, challenge, frustration, or struggle your ideal client has — the main problem you created your opt-in offer to address or solve — and speak right to them about their problem. Tell them that this report, audio, ebook, DVD, or workbook is just the first step. Tell them that while they have the tools and information to solve their problem alone, that they'll solve it easier and faster with support from you, your program, your product, or your service.

Again, let's look at the weight loss example: You've provided amazing, high-value, useful content your audience can implement right away. Throughout your report, you have planted the seeds for your long- lasting weight loss product.

To conclude the report, you invite them to take the next step with a compelling call to action — and you decide to give them two options:

- Buy your long-lasting weight loss product now with a generous 30% savings and a bonus product.
- Learn more weight loss strategies guaranteed to work by registering for your upcoming \$27 webinar.

# Create A Conversion-Focused Follow Up Sequence

The last step is to follow up! You've come so far already. You have created an irresistible free offer that guides your audience to the logical next step with ease — don't stop now!

Now you have to think about what happens next.

What happens after your audio has been listened to, your report has been read, your worksheet has been completed? Some people took action on your next-steps offer. Some people didn't. What happens now?

At this point, most business owners drop the ball.

They don't think about what happens next. But you won't make that mistake, right? You need to think about how you will continue to earn their trust and build your relationship with these new members of your marketing list.

You could rely on nothing more than your email newsletter as an ongoing form of follow up — many business owners do. But if you send your newsletter out less than once a week, people may start forgetting about you and your relationships with your list may weaken.

Instead of relying on your general email newsletter for basic follow up, I encourage you to create a custom follow up sequence or auto responder series to provide your new list member with more awesome information on the same topic as your opt-in offer.

By using an automated email sequence to follow up, you are continuing to build your relationships, your reputation, and your credibility with your list — without doing the work over and over. You're leveraging technology to save time and your list is receiving more incredible content and value.

**Let's look at our weight loss example one last time:** Some people have already bought your product and taken advantage of the immediate savings and bonus gift, and some registered for your webinar to learn more (WooHoo!). Others took no action.

Luckily you crafted a smart follow up sequence to stay in touch with your new list members, and every other day for the two weeks post-opt-in they receive a new, awesome weight loss tip they can use right away. They love the surprise tips and because you are continuing to promote your webinar and product, more people are registering and buying.

*If you use a more advanced email marketing system, you can create three separate follow up sequences/actions each with a different purpose and focus, such as:*

#### **For Those Who Took No Action**

Start a general follow up sequence with additional tips and awesome information to build your relationship and trust. In each email, continue to promote your webinar and product.

#### **When Someone Registers For The Webinar**

Stop the general follow up sequence and start the webinar follow up sequence reminding them to attend, offering additional tips, and continuing to promote the product.

#### **When Someone Buys The Product**

Stop your general follow up sequence or webinar follow up sequence (after the webinar date) and start a follow up sequence for the product.

Remember, creating a successful opt-in offer that builds your list AND generates new hot prospects and new clients is an opt-in offer that uses a two step conversion process:

- From visitor to list member
- From list member to hot prospect, paying customer, or client

If you implement each of the four steps I have outlined for you, you'll be well on your way to creating an amazing website opt-in box that works when you're not working to actively grow your list and create a steady stream of new prospects, new clients, and new customers who are ready and willing to pay you what you're worth.

# How Follow Up Sequences Help Build Wildly Successful and Responsive Lists

A follow up sequence is a series of prescheduled emails that are sent to consumers after they buy, sign up, register, or opt-in as a way for you to continue to provide value, build relationships, and stay top of mind.

Business owners love follow up sequences because it allows them to leverage software to automate repetitive tasks. With a follow up sequence, you do the work once to create it and set it up, then you let it run over and over automatically — saving you time, energy, and money.

Pretty much every business owner using a shopping cart or email marketing in their business has the ability to use follow up sequences in their business.

**But guess what? Most business owners DON'T use them!**

Sound like you?

Can you send follow up sequences and auto responders to automatically stay in touch and follow up with your new subscribers, tribe members, and list members — but you are not taking advantage of it?

WHY?! Wait ... I know why! If you're like most business owners, you have the capability to leverage follow up sequences, but you don't use them because you're not sure what to say, what to include, or how to really use them to make more sales.

I know it can be a little intimidating to create and set up a GREAT follow up sequence that delivers value, strengthens your relationship, and helps consumers get to know, like, and trust you.

If you simply wish someone would map your follow up sequences out for you, you're in luck! That is exactly what I am going to do.

## Here's a basic follow up sequence outline:

- **Confirmation/Success**

For anything that requires an opt-in, we always use a double opt-in, so the first email we send is a confirmation message, asking consumers to verify their email address. For paid items, the first email sent is the successful purchase receipt.

- **Get Started**

The next email sent is the *"Let's get started"* email. It includes the link to access the items they purchased or the items they opted in for. We usually include instructions on what to do first and a few tips to help them get started.

- **Reminder**

We always send a reminder email asking, *"Did you download it yet?"* with another link to access the item. Often, I'll also include reminders about what they are getting and what to expect. Tell them they will get a few more emails from you, that they'll also get your newsletter, and that they can opt-out at any time.

- **Tips**

This email helps build customer and client satisfaction. You want and need consumers to use and consume your content/product, etc. You want them to get value from it, feel the action to get it was worth it, and be happy they have it. Help them with a *"How to get the most out of it"* email. Share tips, tricks, suggestions, ideas, examples, and more to help them benefit from your stuff!

- **Bonus**

Send something extra! Send valuable content, tips, tools, resources that will help them leverage what they invested in even more. It may be an add-on, the next step, something you didn't cover in the report or ebook, a secret that will help them even more, etc. Make them even happier they took action. This will help strengthen the relationship they are building with you and/or your brand.

- **Bonus**

Send even more bonus content. Surprise them again. Send recipients more special, valuable bonus content that they weren't expecting. Make them even



happier they took action. Solidify the relationship with you and/or your brand and convert them to a raving fan.

- **Resources**

This is what we call the, *“If you liked this...”* email. If you have other products and resources your new community member may also like, share them! They already took action to engage with your brand once — and if you blow them away with value, they’ll more than likely do it again (and tell their friends).

- **Testimonial**

Consumers are more likely to take action when they see that others have taken action before them and experienced success and satisfaction ... so you need testimonials. But to get testimonials, you need to ask for them. You need to invite people to share their stories and experiences so you can feature them on your website. But sometimes that isn’t enough. Remember, giving a testimonial, especially a written one, requires time and effort. Think about offering a gift in return so they want to provide feedback.

- **Ezine**

We call this the *“Hey don’t forget”* email. Let readers know this is the last email they will be receiving as part of or associated with [name of item]. Thank them again and make them feel valued and appreciated. Then remind them that they also received a complimentary subscription to your email newsletter with their purchase, download, or registration/etc. and that they will now begin receiving it. Tell them when they can expect it, how often you publish, and how they can unsubscribe.

Don’t think of a follow up sequence or auto responder as an optional extra or after thought. Think of your follow up sequence as an opportunity to engage a new member of your community — to nurture and deepen the relationship.

Your follow up sequence is a critical part of welcoming new people into your community and your brand.

# Done For You Content: Basic Opt-In Process and Follow Up Sequence Examples

Getting started is the hardest part of creating a killer opt-in process and follow up sequence — and writing the content is by far the worst part of the process for most business owners!

I'll bet you fit in one of these two scenarios:

You haven't started yet because you're stressed out about some part (or all) of the process. You're not sure what to create for your Irresistible Free Offer and you dread writing the content you need to create to make it successful.

You've finished creating your Irresistible free offer and you have your opt-in box added to your website. Now all you need to do is create the follow up sequence for it, but you've already put in hours of your time on your offer, you're kind of burned out, and you aren't inspired to create your follow up sequence.

If either of those scenarios describes you, that's okay! That's what this guide is for, and why you made the smart decision to buy it in the first place.

## Use These Templates!

I want to make this so easy for you, that you have no excuse not to get started right away!

On the following pages, I am giving you FIVE DONE FOR YOU TEMPLATES — ready-to-go, proven successful content you can use in your business.

# Sample Confirmation Web Page Content

Thank You ... You're So Close!

I'd really love to send you [NAME OF RESOURCE] right now, but first I need you to do one more thing ... Check your email and verify your email address!

You should receive the confirmation email in just a few minutes. I know this is an extra step, but I respect your inbox and this helps me know you're a real person (not a spammer) who really does want [NAME OF RESOURCE].

As soon as you click the link in the confirmation email:

You'll receive the "immediate access" link to download the PDF

You'll continue to receive a few additional emails with bonus how-to content over the next few days to help you even more with [CHALLENGE].

Don't forget, if you don't already receive it, you'll get our email newsletter with even more goodies FREE!

You'll be able to unsubscribe at any time with ease. An unsubscribe link is included at the bottom of every email

Best Wishes — [NAME]

P.S. If you don't receive your confirmation email in just a few minutes, you may have entered your email address incorrectly in the opt-in form — Trust me, it happens all the time!

# Sample Double Opt-In Confirmation Email

SUBJECT: Please confirm your email

[Name],

Thank you so much for requesting a copy of [NAME OF RESOURCE].

Please click the link below to confirm your email address and we'll send you the PDF right away.

[CONFIRMATION LINK]

Thank you so much for taking this extra step!

I know that requiring an email confirmation can be a pain, but it helps me avoid sending any kind of spam and it helps ensure your inbox is well respected.

Don't forget ...

Click the link above to get instant access to [NAME OF RESOURCE].

I'll be following up with you in a day or two to make sure you downloaded it okay and to send you even more content to help you get the best results possible!

Best Wishes — [NAME]

# Sample Thank You Page Content

Congratulations!

I'm so excited you have chosen to take me up on my offer and download [NAME OF RESOURCE]. I love this product and I'm sure you will to!

Download [NAME OF RESOURCE] Right Now:

[DOWNLOAD LINK]

Also Please Don't Forget:

You'll continue to receive a few additional emails with bonus how-to content over the next few days to help you even more with writing your website content

If you don't already receive it, you'll get my email newsletter (published every other week) with even more goodies FREE! You'll be able to unsubscribe at any time with ease. An unsubscribe link is included at the bottom of every email.

If this resource helps you in any way, please let us know! We'd love to feature you and your business on our website

Best Wishes — [NAME]

P.S. Thank you so much for taking the time to verify your email address! This really helps me only email those who really do want to hear from us.

P.P.S. If you implement even one thing you learned and have success with it, I want to hear about it. I'd love to feature you, your business, and your website on my site — it's a great way to gain visibility for your brand and get in front of my entire audience!

# Sample Testimonial Request

SUBJECT: Can you help me out?

[Name],

So ... I'm dying to hear what you think about [NAME OF RESOURCE].

- Was it a helpful resource?
- Did you get any new ideas?
- Did it help you get clarity about [TOPIC]?
- Were you finally able to [ACHIEVEMENT]?

I'd LOVE to Feature YOU on my website. This is a great opportunity to market your business and it could mean a lot of exposure for your own website. Will you please take a few minutes to share your feedback about [NAME OF RESOURCE] with me?

If you want help, here are some prompts to help you get started:

- Before downloading [NAME OF RESOURCE] ...
- [NAME OF RESOURCE] helped me finally ...
- I never even thought about ...
- As a result ... (use numbers and percentages if at all possible)
- My advice for those thinking of downloading [NAME OF RESOURCE] ...

And tell us about you too! Put some personality into it. Be yourself and talk about your business and your results! This your chance to BRAG IT UP about your business!

Don't forget to also share with me:

- Who you are / name of your business
- What you do
- Who you serve

I want people to seriously get INSPIRED (and excited for you) when they read what you have to say! Will you please take 5 minutes to do this for me?

Just reply to this note — I can't wait to hear from you ... and THANK YOU!

Best Wishes — [NAME]

# Sample Newsletter Reminder

SUBJECT: One last reminder [Name],

This is the last email you'll be receiving from us as part of [NAME OF RESOURCE]. I hope you've found it and our bonus email content helpful.

I just wanted to remind you one last time...

In the next week you'll receive our email newsletter (If you don't get it already) as our way to stay in touch and continue to share great content. If you don't want to receive it, there is an "unsubscribe" link at the bottom of every issue.

Oh and if we're not connected yet, don't forget to:

- Connect On Facebook <https://facebook.com/genealabs>
- Connect On Twitter <https://twitter.com/mikebronner>
- Connect On LinkedIn <https://linkedin.com/in/mikebronner>
- Check Out My Blog: <https://genealabs.com/blog>

We look forward to staying in touch with you!

Best Wishes — [NAME]