

**CREATE YOUR  
IRRESISTIBLE HIGH  
CONVERTING  
OPT-IN**

**A GUIDE &  
CHECKLIST**

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01



01

It is crucial to conduct market research **BEFORE** you create your opt-in.

The last thing you want is to have no one signing up to get your opt-in because the topic doesn't vibe.

Don't assume. Make research a priority.

**Market research questions pertaining to the area of your expertise:**

1. What is the biggest struggle you have in your (area of expertise)?
2. If you could fix any problem in the next 30 days, what would that be?
3. What were the last 2-3 free content that you downloaded about this topic? The content could be pdfs, webinars, checklists etc.

4. How useful was this free content to you?

What was missing?

5. How would solving this problem help you?

6. If this topic were made into an opt-in or a lead magnet, what format would you prefer?

**How to get this information from your peeps:**

1. Facebook group polls

2. Surveys

3. Interviews on the phone

4. Face to face

5. Facebook posts

## Other Research Ideas

1. Problems you have solved in your area of expertise and the successful results you are achieving due to this.

2. What questions are people asking in FB groups pertaining to your area of expertise?

Simply enter one to two phrases of your topic into the search bar of the FB group and see what comes up.

3. Pay attention to other people's promo posts in FB groups (promoting opt-ins in your niche) that are receiving a lot of attention. Especially Ladder posts\*. What are the specific titles, formats, benefits outlined in the post?

If you can have a VA do this for you it's totally worth it!

4. Download the opt-ins from your competitors, peers and/or influencers in your niche.


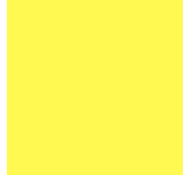

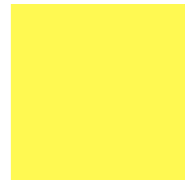
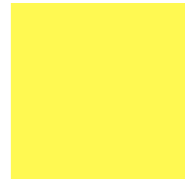


Study the content and identify gaps (if any), brainstorm how you can provide more value or improve upon the existing content.

### **\*What is a ladder post?**

A ladder post is a post that has a CTA (call to action) asking members to comment like a ‘yes’, or enter an emoji indicating that they want whatever you’re giving away).

This will give you an idea for freebie formats, titles and the content that is being snapped up by readers.

# CHECKLIST ITEMS FOR STEP 1

- 1) Completed my market research. 
- 2) Interviewed 5-10 people 
- 3) Identified my ideal client's problems. 
- 4) Made a list of solutions I've created to problems I've solved either for myself or client(s) 
- 5) Identified what free content they are subscribing, downloading, consuming (in my niche) 
- 6) Identified how I can improve/add value after reviewing other people's content. 
- 7) Paid attention to the questions asked in FB groups in my niche. 

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**IDEA SELECTION**

02



Brainstorm 3-5 ideas for your next (or first) opt-in offer.

If you are starting out and this is your first opt-in, I highly recommend that you select one idea that you are super passionate about and create your opt-in offer.

Keep it simple and test one opt-in offer before you embark on creating your second or third one!

Some opt-ins such as a checklist are not as time intensive to create as a webinar.

Ensure that your opt-in offer leads to your paid offer as the next logical step in the prospect's journey.

## CHECKLIST ITEMS FOR STEP 2

1) I have selected a topic for my opt-in that I'm super excited about.



2) I have experience about this topic because I've solved this problem for myself and/or others



3) My ideal client will be thrilled to receive this opt-in because:



a) They ask for this frequently (the solution)



b) The information and steps will improve their business and/or life.




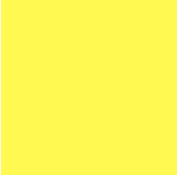
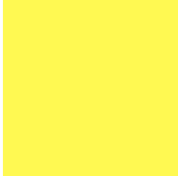



03

**THE MUST HAVES**

03

## CHECKLIST ITEMS FOR STEP 3

My opt-in has:

- 1) Quick and easy wins for my clients 
- 2) Is easily consumable and doesn't take too much time. 
- 3) Has specific how-tos' to solve one problem 
- 4) Does not contain my entire paid system or process. 
- 5) Is specific and relevant to my ideal client 
- 6) Leads to my paid offer as the next logical step for the subscriber to take. 

04



**OPT-IN FORMAT**

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Before you choose a format for your content you need to have the following covered:

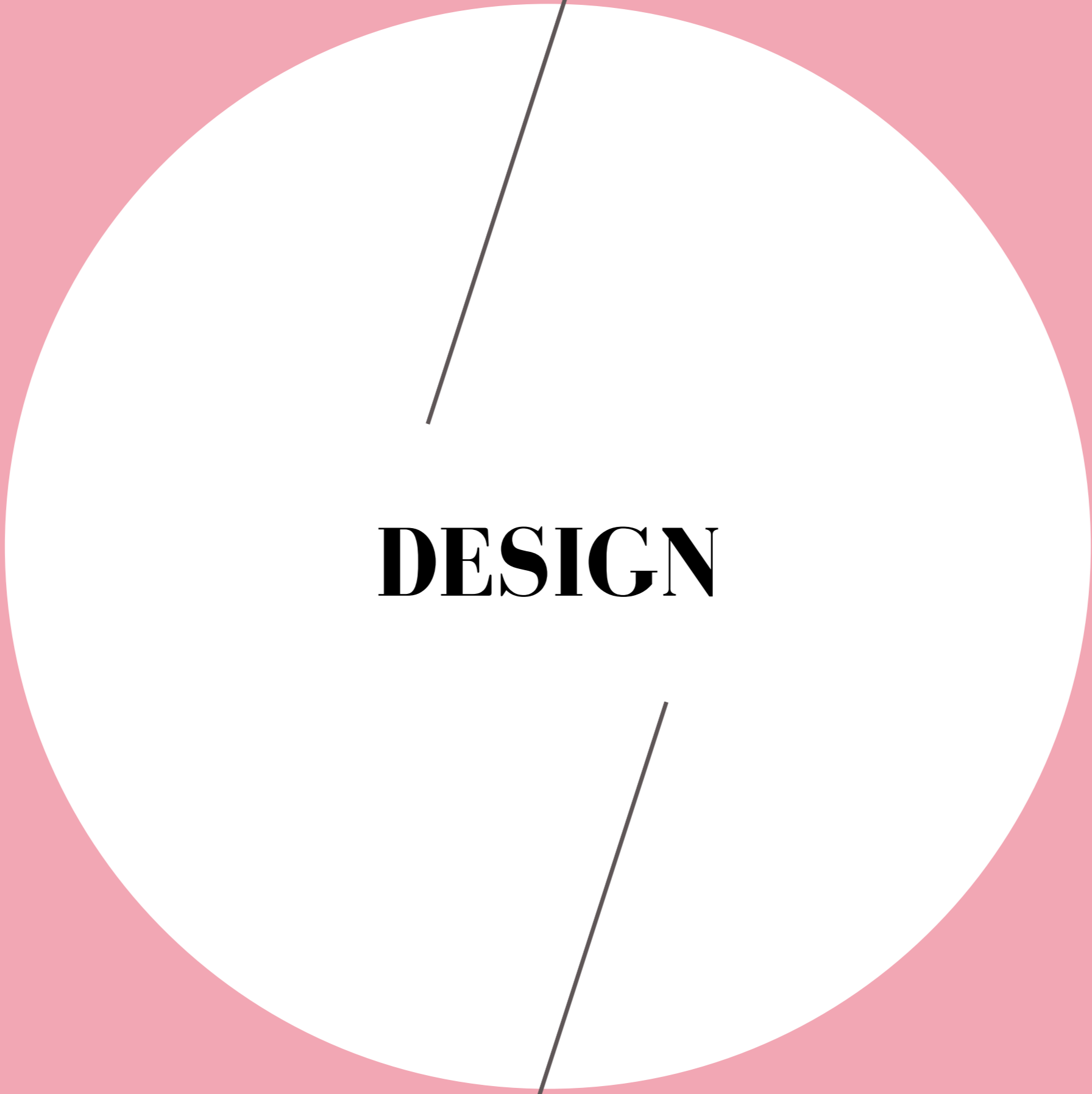
1. It's a format that appeals to my ideal client and is easily consumable. (not text heavy and not time consuming)
2. It is not time intensive to create.
3. Creates impact and inspires the customer to take action.

# OPT-IN FORMATS

Here are some ways you can format your opt-in:

1. Checklist
2. PDF guide
3. E-book
4. Excel spreadsheet
5. Resource list
6. Audio recording
7. Video tutorials
8. Webinar
9. Resource Library
10. Script
11. Template
12. Cheat sheet
13. Case study
14. Planner
15. Stock images
16. Sample chapter from book
17. Challenge delivered over email (5-day, 7-day)

05



**DESIGN**

05



This phase can either inspire the creative and design savvy entrepreneur or cause dread.

Or you may love design but are technically challenged like me!

Nothing to worry about.

**Here are some design resources for you (all free):**

1. Canva
2. Pickmonkey
3. Royalty free images (totally free)
  - a. Morguefile
  - b. Stock free images
  - c. Unsplash
  - d. Gratisography
  - e. Free range stock
4. Pictures of you (totally free and fun if you love being photographed)

# LANDING PAGE


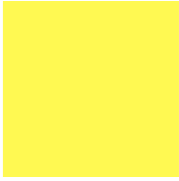





A landing page is a specific targeted page where you send traffic to with the sole objective of getting them to sign up for your opt-in.

Your landing page can determine whether a visitor will sign up for your opt-in offer or leave the page altogether.


So the saying that ‘First impression is the last impression’ has never been more true.

Having said that, the only thing that your landing page should do is to inspire them to take ONE action only and that is to enter their details to receive your opt-in.

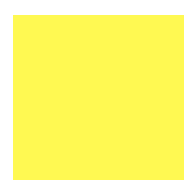
# LANDING PAGE CHECKLIST

1. Opt-In box is placed in at least three locations on the Landing Page: 
  - a) Above the first fold 
  - b) Right at the bottom 
  - c) Somewhere in the middle
  
- 2) No Social Media sharing buttons, no website links (yours or someone else's), no pop-ups on the landing page 
  
- 3) An About you section accompanied with a picture of you/headshot 
  
- 4) Image of the opt-in offer (mockup of the pdf file, screenshot of the script you're giving away, snippet of the audio recording etc.) 
  
- 5) Has a title that makes it clear who this opt-in is for right away. 

# THANK YOU PAGE CHECKLIST

1. Welcome video that will establish know, like and trust. 

2. Invitation to join your Facebook Group. 

3) Promote a tripwire. A tripwire is a low cost product (relevant to the opt-in you're giving away). 

4. If you don't have a Facebook group, add social media sharing buttons (FB biz page, Instagram etc.)   

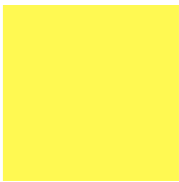






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**PROMOTION**

06

# PROMOTION CHECKLIST

1. Facebook Business Page cover photo with a strong call to action to sign up. 
- 2) Your Facebook Group 
- 3) Provide opt-in link on bio of guest blog and couple of other places within the blog. 
- 4) Mention on a podcast interview and provide as a link. 
- 5) Your email signature 
- 6) Your website 
- 7) Instagram bio URL 
- 8) Pinterest, Twitter, LinkedIn 

# PROMOTION CHECKLIST

9) Facebook Ads



10) Mention it on your connection calls



11) Facebook lives with a link to opt-in



12) Ladder posts



*OPT-IN  
COMPLETE!*

*GOOD JOB*

07



**NOW WHAT?**

07



## **START BUILDING RELATIONSHIPS**

Now they are part of your inner circle so treat them with love and warmth.

I love to entertain friends and family at my home and go out of the way to make them feel comfortable. I've been told that I give them the red carpet treatment!

Similarly you want to take care of your subscribers and build a strong relationship through your emails.

Yes you are in business to make money however it's just as important to build your know, like and trust factor before you can ask someone to open their wallet (and heart) for you.

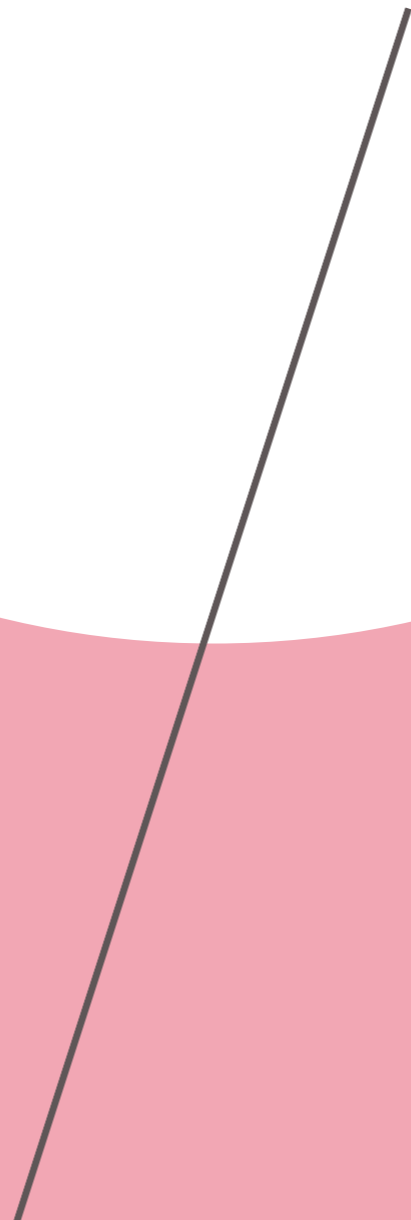
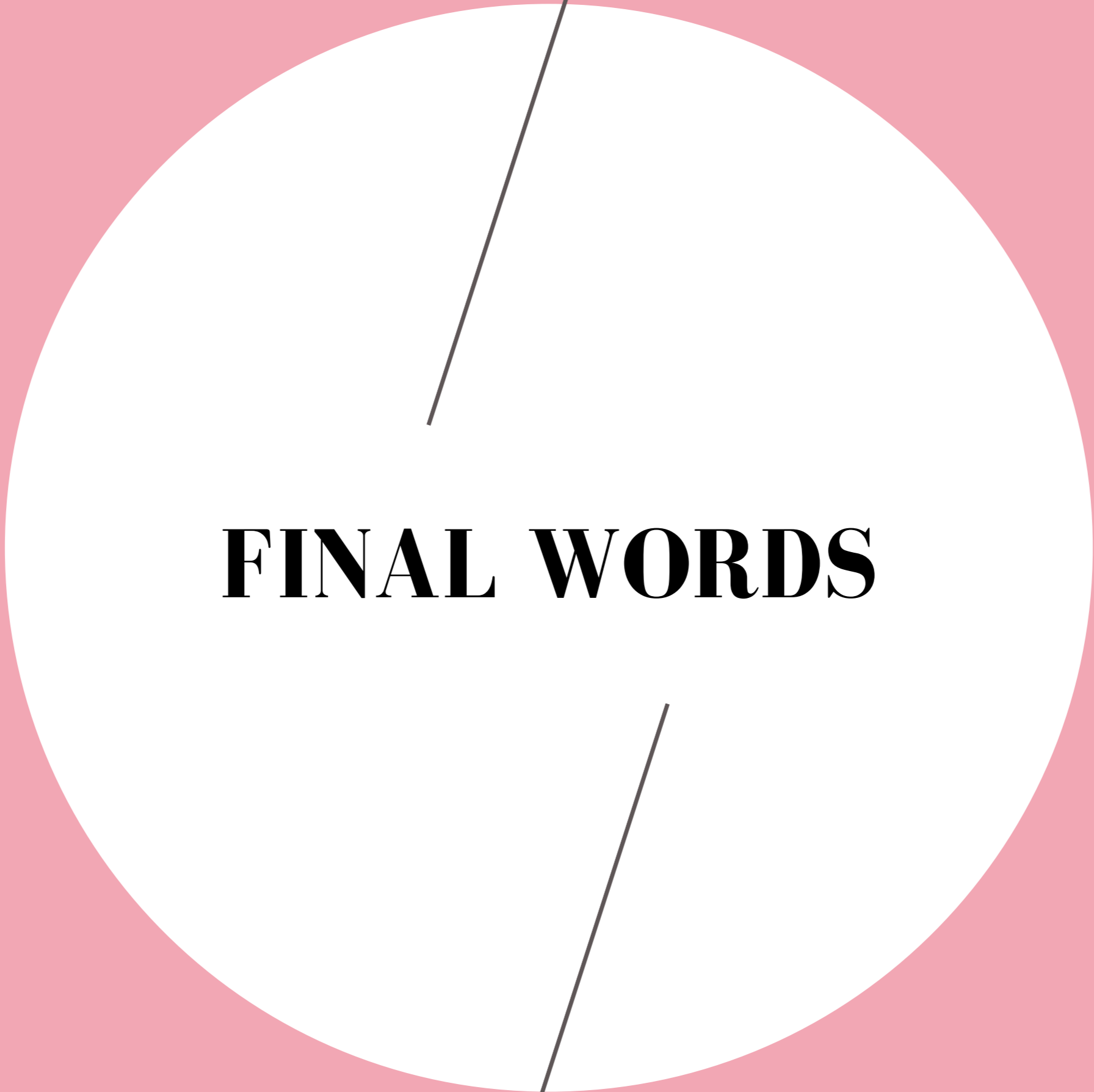
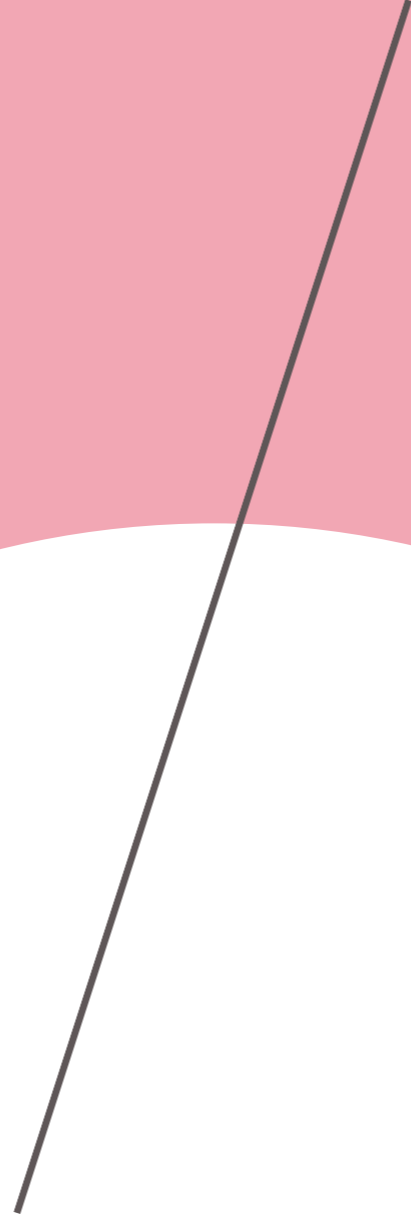
Consistency is key! Email your list at least twice a week.

I email my list at least three times a week.

One email is a content rich newsletter in which I share lots of value, tips and tricks.

The other two are solo mailers promoting either a paid offer or asking the reader to join my FB community, attend a webinar or a training.

08



08

The first couple of opt-ins I created flopped.

I didn't do nearly as much research as I should have done and did not know how to set up the remaining components such as a thank you page or lead page.

This is one of the simplest sales funnel that you can set up in your business AND make money.

The keys to a successful sales funnel are to create a client attractive opt-in, build your list and start converting subscribers to paid clients.