

# **Create Your First Sign-Me-Up- Right-Now Opt in Offer in Under Three Hours**

**Persuasion Hacks**

# **My Strategy for Super Persuasive Opt-ins**

## **Conversions**

Conversion is about being laser focused on one single conversion behavior (in this case sign-ups) so you stress on that one thing and make the signup a no-brainer.

## **Conversations**

Conversation is about more than sign-ups. It is about changing the state and mindset of the visitor so they're pre-framed to do business with you.

# Identify Your Who

- Who are your ideal buyers? Age, social status, education etc.
- What keeps them up at night (specific to your offering)? What are their red hot burning pains?
- What sort of statements would they use if they were to ask someone about their problem or google it?

# Where To Look For Optin Ideas

## **BuzzSumo**

Look for most popular content in your niche and see how you can make it more usable & easily consumable.

## **Amazon Reviews**

Most popular books in your niche, read the reviews to see why they are a hit and also the negative ones to see what they are missing

## **Reddit**

You can start a thread asking questions about burning pains or join subreddits relevant to your niche & look for common pains

# Six Proven Optin Templates & Examples

Challenge Established Belief System

Lies the ----- Gurus Like to Tell about -----  
They say that's how ----- is done. We say they are dead wrong.  
Scientists claim ----- (bad news), I am here to give you the low down on what is REALLY happening.

Twist The Knife

Can't Spend Another Summer in Sweats?  
Lost everything in the Stock Market?  
Passed over for promotion AGAIN?

Dream of a Perfect Life

Imagine if you had 3 extra hours a day  
How will your life change if you could make an extra 10K  
What if you could speak like Oprah in 6 weeks?

How to Solve a Burning Pain

The ONLY ---- you need to read if you want to -----  
The Ultimate Guide to -----  
If you read one thing about ----- this year, make it this one!

Who Are You?

Suck at public speaking?  
Hate doing dishes?  
Do you suffer from flustered mom syndrome?

The Lofty Claim

Your 3 step plan to kick ----- habit to the curb for good!  
What if you could do ---- in/ for only ---- (amount, time etc.)?  
Who says you can't ----- in ----- (amount, time etc.)?

# Let's Start Creating Your Optin Offer

- Choose the Content template
- Choose the format of delivery. Most popular ones are:
  - Checklists
  - Swipe files
  - Cheat sheet or infographic
  - Quiz
  - Webinars (live or recorded)
  - Video training (limit to 30 minutes and max 2 videos)
  - Product based businesses- coupons, trials, entry level products (pay S&H)

# Test Your Opt-In Offer

Easily &  
Quickly  
Consumed

Ultra  
Specific

Addresses a  
Massive Pain Point

Changes the  
Relationship  
and  
positions  
your paid  
offering as  
the logical  
next step

Promises  
result not  
information

Something they  
WILL use not  
something they  
SHOULD use

# Name Your Opt-In Offer

- The opt-In name should have three main ingredients:
  - A tangible but believable promise
  - A specific timeline
  - And a path to get there
- The optin subhead/tagline should not be an afterthought but a power-packed mini-optin that either reinforces the benefit or gives a reason to believe.
- You should be 100% confident that the name will stop your ideal buyer in her tracks because it's something that keeps her up at night
- Google the shortlisted names to make sure it is not in use already



# Case Study- Health Coach

- **Industry:** Health & Fitness
- **Ideal Buyer:** Working mother in her 30's who is frustrated with herself and her lack of control. Worries about the slow weight gain and her unhealthy eating habits but cant seem to get a grip on her cravings.
- **Massive Pain Points:**
  - I look and feel older than my age
  - If I keep gaining weight at this rate, I will be a cow by the time I hit 40!
  - I have no energy to run after my kids
  - Why don't I have any self control when it comes to cravings?

# Case Study- Health Coach

## Potential Opt-In Offers Based on Research

1. 2 week control cravings program (shared over 14 emails)
2. Curb Those Cravings: 2 Mental hacks to overcome any craving in 30 seconds or less
3. 30 day cravings detox (email sequence)
4. 10 steps to overcome cravings PDF
5. What do you crave? 5 minute assessment to find your craving downfalls and how to overcome them
6. 3 Day Craving Solution: Overcome your cravings and stall that sneaky weight gain in 72 hours

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