

ALL ABOUT THE OPT-IN

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WHAT IS AN OPT-IN?

(You may also hear it be called lead magnet or ethical bribe)

-It is a way to get a potential customer's email address and build a relationship with them through your email list.

- A way to build your email list

WHY DO YOU NEED AN OPT-IN?

-To get people to join your email list by giving them something they want.

-To build excitement about a product you are going to launch.

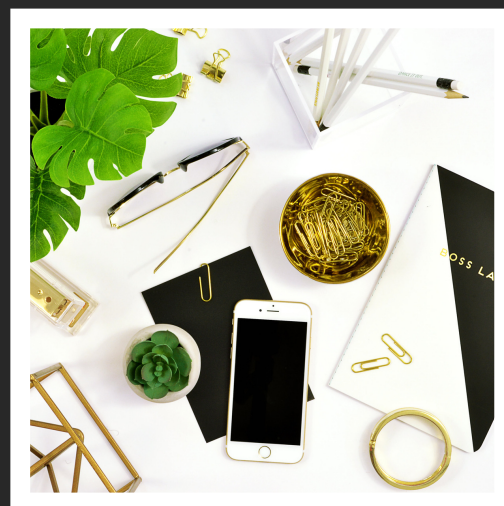
-People's email is important to them, you need to give something as sort of a payment to them.

-Allows people who are your ideal customer to see a piece of your best content.

-A lead magnet sets you up as an expert in your niche, gives something of great value to your audience and in return, you gain their respect and trust.

TYPE OF OPT-INS

- Ebook
- Quiz
- Audio files
- Tip Sheet
- Online Summit
- Coupon/Discount Code
- Free Coaching Call
- Checklist
- Private FB Group
- Webinar Series
- Email Series (Success School, Metabolism School)
- Video
- Tools List
- Workbook
- Swipe File
- Live Event Access



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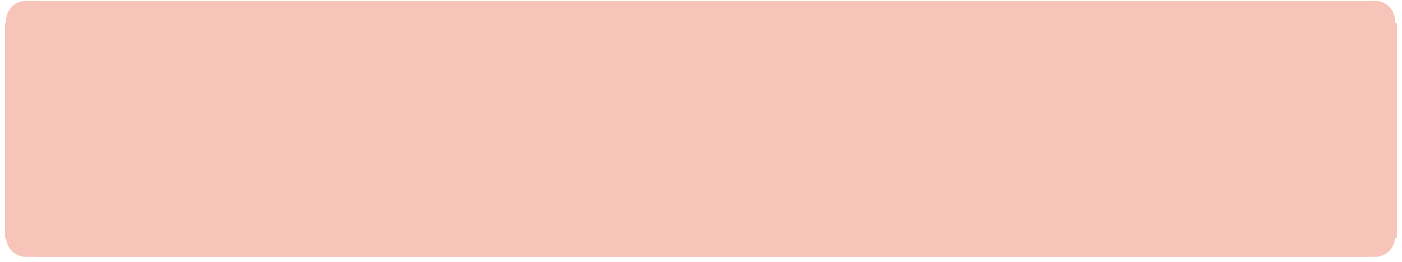
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Boss Babes Building
Empires Group

BRAINSTORMING THE OPT-IN

WHO IS YOUR TARGET AUDIENCE?

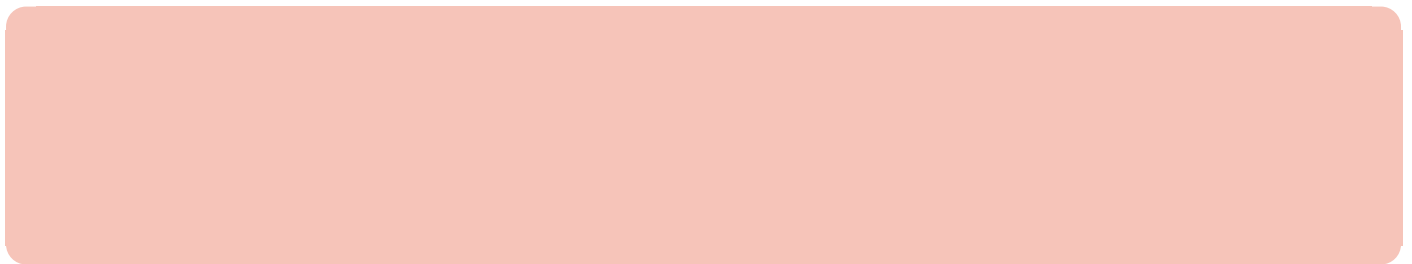


WHAT ARE THEIR PAIN POINTS?

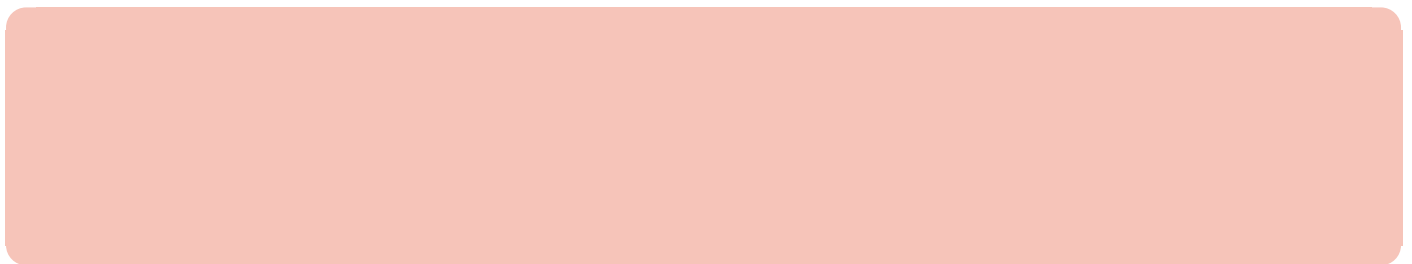


WHAT IS THE MAIN GOAL OF THE THIS OPT-IN?

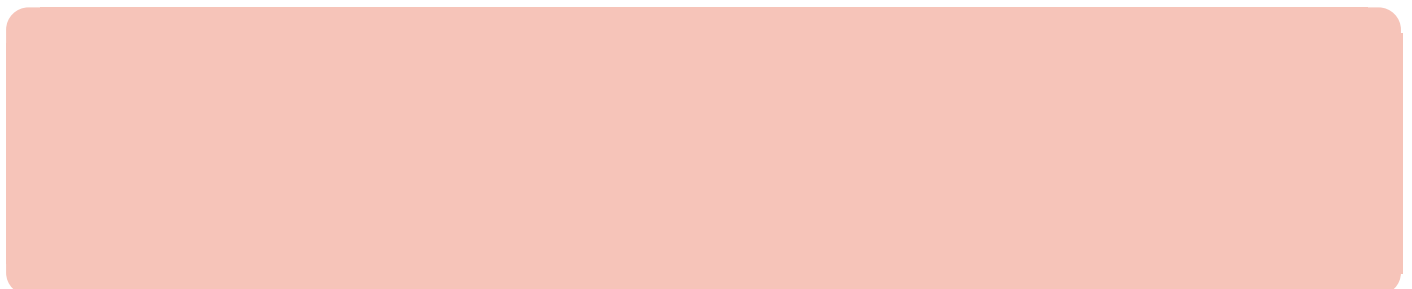
(ARE YOU TRYING TO SELL A PROGRAM? ONE ON ONE COACHING?)



HOW DO I WANT TO DELIVER THIS OPT-IN? (VIDEO, WORKBOOK, CHALLENGE, ETC.)



NAMES FOR OPT-IN



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DEVELOPING THE OPT-IN

- How will you deliver it?
 - Word/Excel Document
 - Video Equipment/Media
- Professional Graphic Designer (Or create it yourself using a program like Canva)
- Professional Photos
- Where will you host it?
 - Leadpages/Email service

YOU SHOULD HAVE AT LEAST THREE LEAD MAGNETS (OPT-INS) RUNNING AT ANY GIVEN TIME.

NO MATTER HOW NICHED YOUR AUDIENCE IS, YOU'RE GOING TO APPEAL TO MORE PEOPLE WITHIN THAT NICHE IF YOU OFFER A DIVERSE ARRAY OF VALUABLE INFORMATION.

WHERE SHOULD YOU PUT YOUR OPT-IN SIGN-UP FORM

- FEATURE BOX. RIGHT AT THE TOP OF YOUR WEBSITE, ABOVE THE FOLD.
- SIDEBAR- ON THE RIGHT-HAND COLUMN OF YOUR WEBSITE.
- INSIDE YOUR BLOG CONTENT
- END OF A BLOG POST
- POP UP BOX ON YOUR WEBSITE
- YOUR "ABOUT" PAGE
- YOUR MOST POPULAR PAGE
- A "FREE STUFF" TAB ON THE TOP OF YOUR WEBSITE
- YOUR INSTAGRAM BIO-LINK
- YOUR FACEBOOK PAGE
- POST IN FACEBOOK GROUPS
- TWEET IT
- ON YOUR INSTASTORY
- FACEBOOK AD
- ANYWHERE ELSE YOU CAN THINK OF!



FOLLOW UP EMAIL SEQUENCE

FIRST EMAIL:
INFO ABOUT THE OPT-IN AND WHAT TO EXPECT FROM IT, INFO ABOUT WHO YOU ARE, AND A HEADS UP THAT YOU WILL BE EMAILING THEM AGAIN.

SECOND EMAIL:
GIVE ADDED VALUE, LINK TO A GREAT BLOG YOU WROTE.

THIRD EMAIL:
INTRODUCE THEM TO YOUR SERVICES AND PRODUCTS AND PITCH A SMALLER PRICED PRODUCT.

FOURTH EMAIL:
THE BIG SALE. INTRODUCE WHAT YOU ARE SELLING, GIVE THEM THE FEATURES AND BENEFITS OF THIS PRODUCT.

FIFTH EMAIL:
FOLLOW UP ON THE SALE IF THE SALE WAS NOT MADE.

MY OPT-IN

Name of Opt In:

The goal of my Opt-In, what am I selling:

How will I deliver this Opt-in? (checklist, video, etc.)

When will I have this opt-in done by: (date)

Where will I post my opt-in sign up form:

FREE BUSINESS STRATEGY CALL



On this **FREE** 20-minute call, we will hone in the top 2 critical things that have been holding your business back from success. You will walk away from this session with actionable items to make changes to your business that will help to make you more money in less time.

BOOK YOUR CALL HERE:

<https://sabrinasarabella.acuityscheduling.com/>

Hi! I'm Sabrina!

I am a clinical nutritionist and business coach that helps busy, ambitious women gain more energy by looking at every aspect of their life; nutrition, lifestyle, exercise, mindset, and spirit so that they can become more productive, make more money and live the more vibrant, fulfilled life that they desire.

<http://www.sabrinasarabella.com/business-coaching.php>

