



Checklist 13 - Creating Optins

Project Name: _____

Date: _____

Yes No

An optin page or form allows visitors to sign up to a website for updates, promotions, news, among other things. Your optin page should be able to persuade readers to leave their email addresses. Optin email marketing encompasses the process of sending updates, news, promotional offers and other marketing materials to people who have already subscribed to your content. Optins help you attract new subscribers, and this goes a long way towards nurturing the growth of your email list. This checklist provides a review of how to develop effective optins.

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Create valuable content that attracts prospects. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Create offers that are too tempting to ignore. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Provide gated content. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Request customers to subscribe as they checkout. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 5 Ensure your content identifies and provides solutions for your subscribers.

The Headline

- 6 Ensure your headline is specific about the optin.

- 7 Check that the headline clarifies the purpose of the optin.

- 8 Include a pre-headline that outlines what the audience will get upon subscribing.

- 9 Check that the headline is unique and has a personality.

The Optin Form Description

- 10 Let the description convey the value of your optin offer.

Notes



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- 11 Check that the description is clear and concise.
- 12 Consider using bullet points in the description to.
- 13 Ensure that the value of the free offer is included in the description.

The Optin Form

- 14 Check that the form only asks for the necessary information (i.e. name and email address).
- 15 Ensure your optin form appears professional.
- 16 Test the optin form to ensure it is working properly.

The Subscribe Button

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17

Ensure the subscribe button is outstanding in terms of size and color.

18

Use unique design elements on the button to draw your readers' eyes.

The Image/Visuals

19

Include an image of what potential subscribers will get.

20

Check that the image is attractive and looks professional.

21

Include images/elements that draw the eye to the optin.

Notes