Get Ahead
Challenge

Designing & Creating An Opt-In Landing Page

When building your online "Information Business" it's important to optimize every interaction with a customer. The most important "touch point" to optimize is the FIRST one. Start by creating an opt-in landing page that gives your prospective customer an incentive to subscribe to your email list. Offer to show the prospect how to solve their emotional challenge immediately - as soon as they come inside (you can do this with a video, a report, or even a sales piece)

Your Opening Statement Or Headline: Use this format: "How To [Get What You Want / Avoid What You Don't Want]"

Your Benefit-Oriented Bullets: Summarize specific results and benefits they're going to get or learn to get when they come inside

Ask For The Opt-In: At the end, say "Enter your name and email, then click the "Free Instant Access" button to learn how to [recap benefits] now:"