

Creating High Converting Free Opt-In Offer Checklist

This checklist covers everything you need to do to create a successful high converting opt-in offer that your customers can't wait to subscribe to. Check off each action step as you do them.

Choosing a Type of Opt-in to Offer

- ☐ Understanding why you need an opt-in offer will help you choose the type to offer. Who are you trying to reach?
- ☐ Your offer relates to my site or niche. Is it specific enough?
- ☐ Your offer has specific benefits to the subscriber. It identifies a problem, pain or emotion the subscriber has and resolves that in some way?
- ☐ You have chosen the type of offer. Is it an eBook, guide, cheatsheet, checklist or video course? Have I given them free access to something valuable?

Following the Proven Concepts

- ☐ You have done your research to find out what people are searching for.
 - Keyword research tools like keyword.io
 - Visited groups and forums
 - Asked your current audience on social media
 - Studied Pinterest and other trending sites
 - Asked questions on Quora
 - Researched Amazon books
- ☐ You understand what your visitor is looking for when they visit your site. What's their intention? Is it looking for product reviews, coupons or prices?
- ☐ You have multiple points of entry to your list. Do you have different types of targeted information to capture your subscribers?
- ☐ You have added an opt-in offer within the article or context of your post.

- ☐ Make sure your opt-in offer matches the content topic. Is the subject specific to what you are offering and vice versa?

Turning New Subscribers into Paid Customers

- ☐ You are taking advantage of the welcome email. The first email is the most profitable.
- ☐ You've used the words "thank you" in your email subject line to create engagement.
- ☐ You've made sure there is a promotion of some kind in your welcome email. Is it related and highly targeted to what they just received?
- ☐ You've added thank you emails to your existing products or added new offers to existing thank you emails.

Learning by Examples

- ☐ You've reviewed and studied the opt-in examples of others.
- ☐ Does the example have an offer on the thank you page? Is there a thank you email? Are there offers on them?
- ☐ Is the offer a low cost option or a premium offer?
- ☐ Is the product free and something else, like shipping paid?
- ☐ You've brainstormed how you can implement some type of paid offer in your thank you email

Use this checklist to keep track of creating an opt-in offer that converts your subscribers into buyers quickly.