

CREATE YOUR OFFER:

Leverage Points
to Turn Subscribers
into Customers



Your Leverage Points: Free Gift with Subscription, Opt-In Page Thank You Page and Thank You Email

Getting people to subscribe to your list is more than putting up a form for them to fill out. You've already learned in the overview lesson that having a reason for them to sign up is the first step. Once you have them hooked, there are a few ways you can influence them to become buying customers.

What exactly are leverage points?

The leverage points are things that are most likely to turn a new subscriber into a customer. These include your gift, thank you page, the thank you email, and the follow-up emails.

To gain subscribers you will need an opt-in gift, opt-in landing page, thank you page, thank you email, and follow-up emails. Let's cover each of those.

People are careful about giving out their personal information to just anyone. They want to know that when they give it to you, they'll be getting useful information in return. That's the first step: creating a valuable opt-in gift.

The next step is to create a compelling opt-in page that focuses exclusively on your opt-in offer. There are many ways to create these that can be video, or text based. You get a formula later in this lesson to help you create your opt-in page.

Next, you need a thank you page that includes another offer, only this time it's a paid one. This is where many marketers fail to optimize their leverage.

The final piece of leverage is the thank you email. This is the perfect place to optimize another offer as well.

In this lesson, we'll cover each of these, giving you formulas and examples.

Create Your Free Gift With Subscription

Your opt-in gift can be anything of value that is of interest to your target customers. As mentioned before, you want it to be highly relevant to the video or other content you are using to drive traffic to that opt-in offer. You also want it relevant to the product or service you will be upselling. That is super important because many people don't mesh them together and then wonder why their results aren't great.

The idea of the opt-in gift is to help them with information or a first step to how to solve their problem. The paid product or service you are offering after sign-up is where they will get the complete solution.



The opt-in gift could be a report that solves a specific problem. It could be video, audio, webinar, a coupon. You can also grow a list by offering a coupon when it is for something that people already want to buy. So, if you give them a coupon, it gets them on the list where you can follow up with them if they don't buy right away.

You could give them a free membership. You can give them some downloadable tools or software or even a list of software. Say you want to develop software – if you can show your subscribers where they can get the tools they need, then that works too.

People love to get checklists or other printables, worksheets and things like that., Aree trial of something, a membership, software, or a free chapter to your book are great opt-in ideas. Or try a free with shipping option on books, CDs, DVDs – all that stuff could be included.

You have to remember here that this is one of your leverage points, too. Always include information about your special offer in that freebie, whether it is in your report or document, the main page of your membership site, a note with the CD or book, because even if you are doing the free with shipping, you still want another offer, a bigger offer to offer that customer.

Here's a list of 34 ideas for opt-in offers.

1. A free PDF. Give them a report on something or a brief guide on something.
2. An audio content download. A lot of people prefer to listen to audio in their cars or on their lunch break, instead of reading. Don't worry about writing a script though.
3. A video download. Videos give your audience a chance to see and hear. It also allows you to tap into new audiences by using platforms like YouTube, Vimeo and more.
4. A coupon or discount code. Have them opt-in for a coupon code for one of your products or for a discount on all the items in your store. This is a great way to convert a subscriber into a customer right away.
5. Free membership. Give them access to valuable ongoing content that in turn promotes your products and services.
6. Access to a forum or discussion area. People will sign up just to get access to advice and conversations in the private area. Building a community is a key ingredient to building word of mouth, gaining trust and increasing your sales.
7. Tips. Give away a giant list of tips. For example, "101 Tips for a Better _____."
8. Tools. Whether you create the tools and software or you just give a list of helpful tools to complete a task, tools are in demand.
9. Excel spreadsheets. For example, if you run a weight loss site, give away a spreadsheet that makes it easy to track workouts. Anything that keeps your audience organized and goal focused is a valuable gift to your subscribers.
10. A mobile app. Help your subscribers get things done on the go. Have a useful mobile application developed and have them opt-in to receive the download link.



11. A CD or DVD. You may want to charge for shipping or calculate your cost-per-acquisition (how much it costs to get a new customer and how much that customer is worth) and give it away free. Either way, delivering a physical product in the mail can cement your relationship with your customer more than a digital download.
12. A guide to buying something. For example, write a buyer's guide for choosing which Android phone to purchase. Include product reviews, comparisons and other useful information to help them make a smart buying decision.
13. A checklist. For instance, give people a checklist on what to look for when buying a new computer. People love checklists because they're short and to the point and help them get tasks done quickly.
14. A free preview. For example, give people the first chapter of your book for free.
15. Public domain content. Give annotated, edited or better formatted public domain content. For example, Napoleon Hill's "Think and Grow Rich" is in the public domain. You could format it to your industry and give it away for free.
16. Answer a problem they need solved. Think of the problems your ideal customer has and give them content that helps solve that problem. The solution can be sent by email, be a PDF download, a video or whatever makes sense for your audience.
17. Construct a course. For example, a 7-step course on Meditating to Gain Focus in Your life. Give them one email each day to help them reach their goal.
18. Link to your best articles and blog posts. Basically, give away a report that's really a guide to your best resources. When you promote it, tell them what they're going to learn and what problems you're going to solve for them.
19. Give away recipes. People are always on the lookout for a great recipe. Think of saving them time, making them healthier or providing some other useful benefit.
20. Do a screencast. Record your video screen and give away the video. Use it to teach something on your screen. This works great for demonstrating software, using a website or anything you can do on your computer.
21. Talk about mistakes to avoid. For example, "7 Mistakes to Avoid When Setting Your Goals."
22. Interview someone in your industry. If it's a recognizable name on an in-demand topic, you'll get a ton of opt-ins.
23. Access to a live webinar. They have to sign up now to get the access code and you've got a new subscriber. Webinars are also a great way to interact with your audience and promote products that will help them.
24. A recorded webinar. Once you've done your live webinar, that's not the end of it. You can use this recording to get new opt-ins.

25. A printable workbook. People fill as they learn. Writing down lessons helps boost retention and people love printables!
26. Access to you. For example, promise to answer a question via email for anyone who subscribes. Just be conscious of the time you give and how that translates into revenue for your business.
27. Run a contest. Be wary of doing a big giveaway and adding everyone who enters to your mailing list. Most people won't remember they entered the contest and will wonder who the heck you are. Instead, once they enter, show them a valuable opt-in offer that is hard-to-resist, but completely optional for contest entrants.
28. Deal reminders. If you frequently do limited time deals that are shared with customers only, let people know that.
29. Random giveaways. Give a prize away to someone on your list every week or every month. Use this to entice people to sign up.
30. Members-only events. If people want to come to the event, they have to sign up. They could be local events, virtual events or whatever works for your business.
31. Give a mystery gift. Don't tell people what they'll get before signing up, just tell them it's something good. Or tell them what it'll do for them, without saying what it is. Make sure you test this to see if it works and perhaps make it a very limited time offer, so they are more compelled to sign up.
32. Your existing valuable content. Lock your old content so people have to sign up to get access to it.
33. The second half of an article. For example, you might give Page 1 of an article away for free, but people have to sign up to get the second half.
34. Statistics. Give away a detailed report about little-known statistics in your industry.

Your opt-in gift can be anything as long as it is relevant and of value to your target customer. The point of the freebie is to begin helping them solve a problem or the first step towards something. Your paid product will go into detail to finish solving the problem.

Create Your Opt-In Landing Page

We showed you some examples of opt-in landing pages in the last lesson. The opt-in page is a focused page that does nothing except promote your opt-in. You don't want other distractions on it. You just want to sell - even if it is free - that opt-in offer.

People don't readily give out their email addresses as they once did. Nowadays, they are inundated with email so they need a very good reason to opt-in.



The following formula works for us but do look around. You may find something a lot simpler that works for you. You can also take the idea and play around with it to find what works best for you.

Our Opt-In Page Formula

Headline: Start with an attention getting, benefit driven headline. Get to the heart of the matter. If your reader has a pain or desire, show them how your offer can help that. Let them see that right away when they get to your page.

Video: A video is optional but highly recommended. It is probably going to boost your conversions. Things you might want to do in the video is: introduce the problem you are solving, make sure you empathize with your reader, and make them feel like they are not alone.

If you faced that same problem, tell them about it. Tell them how you overcame it – but be brief. You don't have to tell your life story or air your dirty laundry. If you haven't faced that problem, but your customers have, tell them about that. You want to create that connection with your viewer.

Then tell them you have the solution and tell them what they will be able to get for free just by opting in. Encourage them to do it. Tell them that it is time to make a change and tell them exactly how to opt in “enter your first name and email address in the form below and hit that submit button.” Tell them exactly what to do because when people hear that, they are more likely to do that.

This video will be at the top of the page, but you also probably want to have the written part of it. You may want to test just doing a video with the opt-in vs. the video, written part and opt-in.

Description & Benefits: You always want a compelling description and benefits of your freebie. Also, talk about why it is good to be on your list.

Most people know they are going to get more emails, but you want to plant it in their head that you are going to keep talking to them. Tell them you are going to give them more offers or special offers, or what information you plan to provide. Give them a reason to want to keep opening your emails.

Image(s): Include a graphic or a photo of the free offer. You can get images made on Fiverr.com easily. There are many tools available to make cover graphics with.

What to Do: In writing, tell them exactly how to sign up. Spell it out for them so there is no confusion “enter your first name and email address and then click Sign Me Up.”

You might want to have an anti-spam statement there. People are concerned about spam and may hesitate to give out their email address. Include a brief statement about “we only use your email to deliver your information about [whatever it happens to be]”.

Again, look at other landing pages and see what grabs your attention. If you have an autoresponder like AWeber or GetResponse, they have many templates to choose from. If you use something like Leadpages or Thrive Themes, they have tested things you can use as your landing pages.



Create Your Thank You Page

The thank you page is a very, very important page which most of us probably don't always put the time into.

Here is a basic formula you might want to try. Include a headline to congratulate subscribers on their first step to solving their problem. The opt-in is the first step, which puts in their mind that there is more work to do. There might be something to buy perhaps as the next step. They are probably not thinking that – “I have to buy something” – but they recognize that they are just starting to solve their problem.

Then you thank them for registering and give them the download link or send it by email.

So that is at the top. Lower down, you write the words “but before you go” (or something like that) and add another headline with the benefits of the offer to keep them there, describe it, and link to it.

Here's an example.



The example above is the thank you page on the PLR offer we looked at in our last lesson. You see at the top it says, “Thanks for picking up your free PLR package.” It says, “Your download is in your account and we have emailed your login information, but we would love to give you this rare opportunity.” Then there is a hard-to-resist offer – lots of stuff for one low price – so that they can get them on that customer list.

You can include the link but make it a bit smaller – though make sure they are able to see it. If it's too small, you might confuse people on what happened with what they opted in for. If it's too big, it will take the focus off of your other offer.

Many marketers use pages after this where there is no mention of the free offer. It just goes to the paid offer. Those might work, but they are also very confusing and may alienate some customers.


Create Your Thank You Email

By the time they reach the thank you page, the thank you email should be on its way to the subscriber. It is going to follow the same formula as the thank you page.

Your basic template is a subject line that says thank you, because we learned the words “thank you” are important for getting people to open up that email and what you promised.

So, it might say “Thank you: Your free [whatever it is you promised them]”. In the body of the email, again, thank them for registering. Give them the link to the download. Then add the “But before you go...” headline with those benefits we talked about above, and make that special offer as well so it carries all the way through.

It can be pretty much the same as the thank you page. You may want to add a little bit more to the thank you page because they will see it first. Give them a different reason to take that customer offer there.



Thank You
Email
Example

SUBJECT LINE: Thank you: Your free relaxation audio

Hello Sally,

Congratulations on taking the first step toward relieving your anxiety and living a more peaceful life. If you haven't already downloaded your free relaxation audio, [you can download it here right now.](#)

But before you go...

Access Our Full Relaxation Audio and Video Library for only \$9.95

We've got a library of hundreds of relaxation audios, videos and exercises that can help calm you in a variety of situations. For a very short time, we'd like to offer you access to the complete library for just \$9.95.

[Click here to claim this offer.](#)

To your inner peace,
Jack Relaxmaster

We are talking about congratulating them on their first step again. They know it is the first thing they need to do, but before they go there is another really hard to resist offer, something good for getting them on that customer list where you can sell them more expensive products afterwards.



Build Your Leverage Points Now

Using the leverage points discussed in this lesson can help you get new subscribers that quickly move to buying customers.

So far you have learned, in the first lesson, why your subscribers needed a reason to subscribe. In this lesson, the use of certain types of leverage points was discussed.

The subscriber gift should be valuable to them in some way. The gift you can offer your subscribers can be almost anything as long as it is of value and relevant to what your topic is. As you've seen there are at least 34 suggestions in this lesson.

The opt-in page as discussed is for the sole purpose of getting subscribers. It should focus totally on that.

The thank you page welcomes new subscribers to the list. It's the first step to exposing them to your paid products.

The thank you email is the next place your subscribers will see a paid offer.

In the next lesson, we go into detail about what to include in the follow up messages to show the subscriber why your product is valuable.

