

# Creating Your Leverage Points Checklist

This checklist covers the steps you need to begin building opt-in gift, opt-in landing page, thank you page, thank you email and the follow up emails. Check off each action step as you do them.

## Choosing a Type of Opt-in to Offer

- You have researched the different types of offers.
- Free PDF. Includes the first step solution to their problem.
- Audio Download. This is something they can listen to anywhere that solves their problem.
- Video Download. You can give them something to see and hear that's valuable.
- Coupon or discount code. Works if you already have products or services you can offer a discount on.
- Free membership. Good for offering ongoing content.
- Access or limited access to a forum or private discussion area. Key to building a community.
- Tips, resources or spreadsheets. What resources and tips can you offer?
- Tools or software. Give a list of software or create your own tools.
- Mobile app. Helps them get things done.
- A CD or DVD. A physical product for the subscriber to keep.
- Guide. Create a guide on buying something.
- Checklist, worksheet, workbooks, printables. These short freebies help them get tasks done quickly.
- Free Preview. Do I have a book I can give away the first chapter?
- Course. Courses can last several days.
- Interviews, webinars. Recognizable names bring in subscribers.
- Access to You. Offer a limited amount of your time.
- Contests, giveaways, limited time deals.

- Members only events. For access to the event.

## **Create Your Opt-in Landing Page**

- You created your opt-in landing page without any other distractions.
- You created an attention getting, benefit driven headline.
- You used video (optional) that includes introduces the problem you are solving. You empathized with your reader, making them feel like they aren't alone. Tell about how you faced the problem if you have and how you have the solution to it.
- You placed the video at the top of the page.
- You included a compelling description and benefits of your freebie.
- You talk about why they should be on your list.
- You have created and included images of the free offer.
- You include a call to action that tells them exactly how to sign up.

## **Creating Your Thank You Page**

- Your thank you page includes a headline congratulating the subscriber on taking the first step to solving their problem.
- You've thank them for registering
- The download links are on the thank you page. If not, tell the subscriber the link will be sent by email.
- You add a "before you go" sentence with a headline to the benefits of a paid offer product you're offering. You add the description and link to it.

## **Building Your Thank You Email**

- Your subject line includes the words "Thank You".
- The body of the email also thanks them for registering.
- Have you included the download link for the freebie?
- Did you add a "before you go..." headline with benefits for your special offer?