

Creating High Converting Free Opt-In Offers Research Worksheet

To take advantage of having a responsive email list, creating a high converting opt-in offer is necessary. You want one that converts subscribers into buyers right away. Use this worksheet to research and brainstorm the freebie.

Why do I need an opt-in freebie that converts to subscribers to buyers quickly?

Who am I trying to reach?

What are people searching for in my niche? Use keyword research, trending topics and asking questions to find the problems people want solutions for.

What is the intention of the subscriber when they visit my site? Do they want information or are they looking for product reviews, or prices or coupons or something else?

What are the specific benefits to the subscriber does my freebie offer?

In general, what type of freebie can I offer? My offer is something the subscriber can use in some way. It can be information that helps them with a problem, a video showing them how to do something or access to something such as limited access to my membership area.

Where can I put points of entry for my opt-in offer? What types of targeted information can I use to get subscribers to my list?

Where can I promote my offers besides on my sidebar? What pages, articles, social media posts need to have these offers?

Am I making sure my opt-in offer matches the specific subject matter? If not, what can I do to make it more specific?



What can I offer on my welcome email, my thank you page, thank you emails that is relevant to the subject?

Have I used the right subject lines for the highest conversion?

Do I have any current or past emails for products that need to be updated? What can I offer on them?

In studying other people's email opt-in series, I notice what things that I can incorporate into my own subscriber opt-ins for higher conversion?

