

Creating Your Leverage Points Worksheet

The leverage points you will need to gain subscribers includes an opt-in gift, opt-in landing page, thank you page, thank you email and follow up emails. Use this worksheet to research and brainstorm what you want to offer.

What can you offer that offers value to your subscriber? You want something that helps them with the first steps to the solution they are looking for. It should be relevant to the product or service you are upselling as well.

What type of opt-in are you going to create? What works best with my subscribers? Is it an audio, video, webinar or a coupon? Is it a report they can download? Is it a checklist, worksheet or tips sheet? Spend some time thinking about what you can create that is valuable. Go back to the report for ideas if you get stumped. Get creative. Combine two or three if that works best.

What are you going to include in your opt-in landing page? Look at other people's landing pages for ideas on what works. Figure out what works best for you.

What should I say in my headline? It needs to be attention grabbing and benefit driven. What is the pain or desire of my reader? How can my offer help them?

Will I be using video? Video is optional but recommended. What do I want to talk about? Tell them your story of how you overcame the same problem and how you have the solution.

Is my description compelling and give the reader the benefits of my offer? Have I talked about why they should be on my list?

Have I had my opt-in image created? Is it good quality? Where can I get them made? Is it cohesive with my offer?

Do I have a clear Call to Action on how to sign up so it's easy for them to know what you want them to do? What does it say? Will I include an Anti-spam statement here as well?

Does my Thank You page include a headline that congratulates the subscriber on taking the first step? Thank them for signing up. Does the page give them clear directions on the download link or if it will be sent by email?

On the lower half of my page, what can I offer them that is relevant to what they just received? It can be my own product or service or a product that I'm an affiliate for. What wording should I use to grab their attention to the offer?

Does my thank you email follow the same formula I used on my thank you page? What is the subject line and does it include the words "Thank You"? Will I have the same offer or a different one on the email?
