

Opt-in Secrets



Getting Started

If the money is in the list, then the *magic* is in the squeeze page.

When people land on your squeeze page, there are a few important components that work together to either pull in visitors, or turn them away. The first of which is your headline, bullet points and overall design.

But there's another **incredibly important component** that works towards engaging your visitors and enticing them into becoming confirmed subscribers, and for many new email marketers it's ultimately one of the things they tend to overlook.

Of course, we're talking about your **incentive offer!**

Otherwise referred to as a "*opt in bribe*", this offer needs to instantly appeal to those visiting your page.

"You are basically exchanging information - your visitor gives you their name and email address becoming a subscriber of your newsletter, and in turn, they receive a free offer of some kind.", Kate Anderson from Mainstream Ventures says. *"You need to make sure your incentive offer is valuable enough to essentially "buy" their information"*.

WHAT you offer is just as important as knowing **WHO** you are offering it to.

In order to create an incentive that will truly connect with your target audience, you need to survey your market and understand what they are interested in, and what they really need.

Evaluating your market is very easy to do, in fact, you can analyze your target audience in a matter of a few minutes, and be able to come up with an incentive that they'll find absolutely irresistible. Depending on your niche, you could begin to survey open discussions and conversations by joining related community boards and forums.

Not only are forums incredible tools at helping you define what's important to your market, but often times you'll be able to generate fresh ideas for follow up products and services based around existing demand.

And that's important. You really want your incentive offer to represent your marketing goals. The first offer draws in subscribers, and then follow up offers maintain the momentum, helping you maximize your income from a targeted sequence of offers and campaigns.

This means that your incentive offer **MUST** be very relevant, and targeted towards what the majority of your market would be interested in.

Another great way to survey your market is to become an active member of popular social media sites, including Twitter and Facebook. Not only will

you be privy to industry changes, but you'll be able to keep a pulse on your market and determine what types of products and services are a good fit.

Never assume that your market consists of one specific segment, but instead, take a closer look to evaluate the many different groups within your audience.

For example, when I created a newsletter around the work at home industry, I knew that there were people from many different backgrounds, and while they were all interested in finding legitimate work from home, they weren't all interested in the same *type* of work at home job.

I had subscribers joining my newsletter for information on telecommuting positions, and others would join in the hope of obtaining guidance and information on how to start their own home based businesses. While every newsletter should have a specific focus, smart email marketers know that by segmenting their lists, they're able to maximize their income by creating tailor made emails focusing on specific groups, leaving no one out.

You want your incentive offer to be targeted towards the majority of your market, but also be flexible enough so that it appeals to everyone.

Let's take a look at just some of the ways that you can create a high converting squeeze page offer.

Creating An Irresistible Incentive Offer

Your incentive offer doesn't have to be original, however you need to make sure that it contains an "exclusive" element that is only available to those who join your newsletter.

This doesn't mean that you can't use private label to power up your actual mailing list; you can, and to save time and money – you should.

You could take existing private label content and re-write it so that it reflects your own unique brand or personality. You could also revamp PLR content and offer it as additional resources in *alternate forms* such as reports, guides, tutorials, or even a video training series.

You want to begin building brand awareness as a credible source for information, and by offering an incentive that is strictly available to your subscribers; you will be able to generate exposure faster and easier than by simply offering revamped content or existing private label material.

Outsource Your Incentive Offer

Outsourcing your incentive offer doesn't have to be a time consuming, costly process and can in fact, yield incredible results. You can affordably hire a freelance writer from online forums or community freelance sites, saving the time and money from not having to post a listing in the

traditional freelance marketplaces and being able to evaluate writers closely before choosing your provider. <http://forums.digitalpoint.com> and <http://www.WarriorForum.com> are two of the top resources for finding quality freelance writers who would be willing to write a high quality report for you for less than \$100.

Just take the time to draft out a spec sheet that indicates what you are looking for, the style of writing you prefer (conversational, etc), and the length of the report as well as the focus, edge and market you are targeting.

If possible, provide samples of reports that demonstrate what you are looking for, and stay in close communication during the development phase, so that you end up with a polished product based around your expectations.

Since it's an incentive offer that you are giving away to your list, the report could be as short as 10 pages in length. In fact, it's usually best to keep it shorter as the report is only used to introduce your newsletter to your subscribers, and to begin establishing and building a relationship with your list. Warm them up, but don't give everything away!

You want to take your time creating a value proposition that will motivate visitors into becoming confirmed subscribers. Your goal is to position yourself within your market and stand out by offering something of distinct value that they can't find anywhere else.

In other words, you want your incentive offer to reflect your overall brand, so that people are impressed, motivated and responsive to upcoming broadcasts and emails!

Make sure that your incentive offer ties in directly with your back-end system, so that from the minute they download the report (or other incentive offer), your system begins to work its magic, motivating subscribers into becoming active customers through follow up products.

If you don't have a product of your own to offer subscribers on your back-end, consider promoting affiliate products or securing high quality private label content that you can re-brand and sell as your own.

The idea is to use the incentive offer to set the wheels in motion, and then to continue building a relationship with your list by staying in close communication with a well balance of high quality free content, and promotional based material (affiliate products, other offers, services, recommendations, etc).

Here are a few ideas for different types of incentive offers that you could give away on your squeeze page (depending on your niche market):

☐ **Free Report**

Consider offering visitors with a free, condensed report focusing on a problem in the market.

Titles like “Top 10 _____”, or “Top Mistakes In _____” will draw attention, and if you struggle to write, it’s always easier to create reports in bullet point format.

□ **Free Ebook**

Get your hands on quality private label content and revamp an information product around your chosen niche. Make sure that the content is of high quality, edited and polished before distribution.

You could also add a URL to another offer directly within the ebook, or even a link to your own personal website or blog.

Allow your subscribers to pass it around to others and let it go viral!

Note: Make sure your ebook is in PDF format, so that it’s viewable on all computer operating systems.

□ **Free eCourse**

Provide visitors with a weekly training lesson or tutorial focusing on common problems in your market. Each week you can set your autoresponder to automatically deliver fresh editions, and if you’re not sure how to populate your autoresponder with content, consider purchasing high quality private label ebooks or reports where you can siphon content into bite-sized lessons.

☐ **Free Newsletter**

Your subscribers need to see the value in your offer, and by offering a weekly or monthly newsletter with exclusive features and options available only to subscribers, you can over-deliver on value.

Consider offering discount coupons, “list only” specials, freebies and more.

☐ **Free Graphics/Templates**

If you’re involved in an online business niche, delivering ready made websites, minisites, templates, or graphics may be of tremendous value to start-up entrepreneurs. Consider re-packaging PLR templates or hire a designer to create a mini collection that is exclusive to your list!

☐ **Free Video Training**

People all prefer to learn in different ways, and for many, there’s nothing better than video presentations. Consider outsourcing the production of a “video mini – series”, or create screencasts that allow your subscribers to peer over your shoulder as you show them exactly how to complete certain tasks.

You could give away one video tutorial and upsell a complete series!

☐ **Free Audio Transcripts/Interviews**

Consider interviewing an expert in your niche and then transform

that interview into a valuable transcript! You could add audio to the package by reading the interview, or record a live interview call.

Not only does this cost you nothing, but you'll have exclusive proprietary content to offer your subscribers!

☐ **Free Consultation or Coaching Session**

Depending on the time you have to spare, and whether you have an existing offer in place to upsell to subscribers, you could consider offering a short consultation session, through Skype.

Not only will this help to set you apart from others in your market, but it's a great way to develop a reputation as an authority in your niche!

☐ **Free “Leaked” Chapter of a main product**

Offering a free “sample” of a full length information product is a great way to connect with your audience, while wetting their appetite for more!

☐ **Free Membership Access**

Consider creating a simple membership program around your topic, and allowing subscribers to gain free entry either for a limited time (free monthly trial), or ongoing. Consider the “free entry” as your “lost leader” and focus on maximizing your profits by catering to your new membership community with additional offers.

Not only is it VERY easy to grow a free membership site, but you'll have a massive database of leads right at your fingertips, not to mention the authority you'll gain in your market as a qualified and credible source for content.

□ **Free Software**

Everyone loves tools and software that helps them save time, money or to automate tedious tasks. Consider offering software or scripts that help them solve a problem in the market. You can purchase private label rights software and save money by eliminating the need to outsource.

□ **Giveaways & Contests**

Consider running a contest or giveaway on your squeeze page and watch as the subscriptions POUR in! Everyone loves freebies and giveaways, and if you make it fun (and relevant), you'll find it incredibly easy to build a responsive list in no time at all.

Your giveaway doesn't have to cost you a lot of money. Consider giving away domain names, free hosting or other digital goods that won't cost you anything in shipping or inventory.

There are an unlimited number of targeted incentive offers that you could provide to potential subscribers, and depending on your niche market, you could also offer tailor-made products.

Don't afraid to be different – it will set you apart from others in your market! Just get creative, think outside the box and build a powerful incentive that will fuel your list building campaigns!

Just remember to always focus on a relevant and targeted incentive that directly ties in and compliments the focus of your email list.

For example, if you were catering to new bloggers, offering an exclusive Wordpress plug-in that helps them save time or money would likely be very successful.

Just the same, if you were focused on the job market, you could offer a “*cheat sheet*” of job interview questions, helping people prepare for upcoming interviews so that they are able to land the job. You need to identify an existing need within your market and create an incentive offer around that demand.

By doing that, you will be able to generate a massive list of highly relevant leads that are far more likely to be responsive than “generic” offers that appeal to a broader audience, but are unhelpful with actually identifying or segmenting your subscribers into individual groups (more on the importance of this later).

The key is in offering whatever you decide to give away, for free. You want to focus on building a list of targeted prospects, and you'll have plenty of time to upsell them later on.

For now, the objective is to entice them into subscribing by offering them something of value, at absolutely no cost.

Once you have determined what you are going to offer potential subscribers, you need to set up your autoresponder account so that it can automatically deliver the material to everyone that signs up and confirms their request to receive information from you.