Create the opt-in your clients are craving for.

Your captivating OPT-IN MASTERCLASS

WHAT WE'RE COVERING TODAY

Decide on the one result you'll provide to your ideal client and the best format

Craft a non-afterthought headline that creates desire based on your personality

Outline and put together your new freebie in the one thing done in one page style

Your winning opt-in

Give an actionable tip that helps solve **ONE problem** in a **specific time** and get closer to their goal.

It must **lead to your offer** and show you can help them.

Solve the most urgent itch right now. And makes them feel like they can do this. *(Sometimes we don't buy because we don't trust ourselves to get results).*



Your opt-in gives **relief to a consequence or top of mind pain**. It's a quick win. A quick snack, but they still need to eat later.



Your offer solves the root of the problem. Generate long-lasting satisfaction. It's the complete healthy meal.

MAKE YOUR OFFER THE LOGICAL NEXT STEP.

ASK YOURSELF

What's their biggest frustration as it relates to your field?

What they want as it relates to your business? More of, less of, specific result?

What tips, tricks or resources you can give them that can give them a bit of that?

What would you say to a friend if they needed your advice on this?

Is there a video, post or resource you already created that can be the fast solution?

Choosing the format

1.E-BOOK / GUIDE

2.RECIPE

3.CHEAT-SHEET (HOW TO OR IDEAS)

4.SWIPE FILE

5.FLUXOGRAM

6. IF THIS THAN THAT

7.CHECKLIST (PROCESS OR POSSIBILITIES)

8.DONE FOR YOU TEMPLATE OR SCRIPT

9.COMPARISON - PROS AND CONS

10.GENERATOR

11.REFRAMING EXERCISE

12.PRINTABLE

13.VIDEO TUTORIAL

14.VIDEO LESSON (3 TIPS, LESSON)

15.ROADMAP - TAKE FROM A TO B

16.DISCOUNT

17.PERSONALITY TEST

18. QUIZ

19.AUDIO (GUIDED MEDITATIONS, AUDIO BOOK, ...)

20. SPREADSHEET

NO MATTER WHICH ONE YOU CHOSE, LET'S MAKE IT CLEAR AND SCANNABLE LIKE AN INFOGRAPHIC.

EASY TO CONSUME.

Headline first

FOLLOW THE ABC:

Attention grabbing headline

Benefit fueled description

Call to Action

Must be aligned with your brand.

Some ideas won't apply to you.

The shorter the better (under 50 characters) but you can have a line of description and even 3 bullet points if necessary.

Headline first

HEADLINE SIMPLE FORMAT

THE OR NUMBER POWER WORD WAYS/STRATEGIES/TIPS/PROCESS TO BENEFIT IN SPECIFIC TIME OR AMOUNT

DESCRIPTION

Another benefit or teasing. Tap objections, raise curiosity remind of the problem, make your solution sound doable and easy.

Download this (type of freebie) to (benefit) — even if (objection)

Use this proven, (solution) to (result)

This step-by-step (type of freebie) will (result)

CTA

Get the (blank) - Grab the (blank) - Download the (blank) - Unlock your access

Examples and why they work

20 healthy high-protein plant based recipes you can make in 20 minutes or less!

The busy mom 3 step strategy for stress free vacation even if you have 5 kids

Do you want to have a captivating brand without spending thousands of dollars? With THIS simple 3 step process you can get it in 1 hour or less.

Do you know your fascination language? Take the test and find out in less than 10 minutes.

Does your child embarrass you in public? Try this 3 step strategy.

These 147 coaches got 50% more sales because of this simple tweak. Want to join them?

Persuasive copy

Curiosity

Specificity

Tap common objections

Use questions or problems upfront to remind them of why they need it

HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/14-CWSCTEX7H-2XC-ME42RAQZOC6ACLMU?USP=SHARING

Outline the content

STEPS

- Just top things they need to know.
- Then fill anything that is needed.
  No extra stuff.
- Add your CTA
- Chose a picture of you
- Let's get it on your document

CTA SCRIPT

Now that you know** [what you taught or benefit you delivered] **you can apply it in your** [life/business]**. If you would like to** [benefit you offer] **and you want personal support to** [get the thing the want] **I can help you. Check the** [your offer] **and schedule a chat HERE.