

The Opt-in Setup Check Sheet

Now you can SEE exactly what happens during the entire opt-in process and where you're potentially losing your audience or showing them unbranded default information.

How many pieces have you setup below?

TIP: Print this out and check off what you've done in the provided boxes.

NOTE: Each of these steps looks a little different at the various e-mail marketing services.



Subscribe Process

create list

add list details

- 1. name of list
- 2. from address
- 3. from name

I see these ignored all the time!

create opt-in form

create thank you page

Build trust here, really say thanks, connect.

[Click here to see how Clay Collins does it](#)

create confirmation email

Subject is important here

create confirmation "welcome" page

I made my confirmation page and e-mail the same, and packed it with goodies.

create welcome email [1st email]

[Click here to see it](#)

embed form on website

CRITICAL! What your form looks like and where it's placed are vital for success. It can be tricky

design form

- 1. header text
- 2. graphics
- 3. submit button

compelling offer

Use [BoxShotKing](#) for awesome graphics

Make an offer that can't be refused!

Use [WP Optin Pro](#) for user friendly custom looks

Use [Popup Domination](#) for the popup method

Use the embed code from your service, and simple sidebar graphics - just get it on your site!



Subscribe Process

