

CLIENT BONUS

Anatomy of an Opt-In



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ANATOMY OF AN OPT-IN

How To Create An Irresistible Opt-In Offer That Builds Your List

People Check Email Every Day

Email lists are critical to the success of your business because everyone has at least one email address and nearly everyone still checks their email at least once every day.

- Want to sign up for a social media site? Go ahead. They'll require an email address.
- Want to buy a product? Sure. They'll need your email address.
- Want to subscribe to a publication? No problem. Give them your email address.
- Want to become a member? Great. They'll also ask for your email.

Unlike social media, email doesn't disappear in a crowded, bloated news stream of friends, acquaintances, and strangers ... it just sits in your inbox until you acknowledge it.

A Website Opt-In

To build your email list, you must get the email addresses of people interested in what you do and what you sell. To do that you need a website opt-in — and not just any old, boring, cookie-cutter, opt-in, but a persuasive, compelling, irresistible opt-in.

You will spend a significant amount of time, money, and effort to drive traffic to your site and the WORST thing that could happen is that visitors leave without giving you a way to stay in touch

An opt-in is the vehicle to collect names and email addresses of people who visit your website and want to continue to hear from you, stay in touch, and learn about specials, sales, and promotions.

An opt-in box allows your visitors to say:

- “YES! I want to hear from you!”
- “YES! I want to hear more about your products and services.”
- “Please let me know about special offers, sales, and announcements”

An opt-in allows you to:

- Capture visitors’ information (name / email)
- Send emails with special, timely, valuable information they asked you to send
- Promote your products, programs, and services
- Email your subscribers when you want, how you want (because you have permission)
- Stay in constant communication (and stay top of mind) with your audience
- Offer a free gift (also called an ethical bribe or irresistible free offer) to persuade visitors to sign up

But with social media, you’ve got to be there when your audience is there.

And, not only are you competing for attention with hundreds – if not thousands of other posts – but it also seems like you need to be present on social media 24 / 7 / 365!

And seriously, who has time for that?!

Email List Growth = Exponential Business Growth

The larger your targeted mailing list, the more successful your business will be because ...

- Only some who get your email will open it
- Only some who open your email will read it
- Only some who read your email will click a link
- Only some who click a link will take the desired action and sign up or buy

Now, any old Joe on your list. You want to build an email list full of people who care about what you have to say, take action, and want to eventually work with you.

And how you do that is what this handy-dandy resource covers!

THE LIST BUILDING PROCESS

10 Quick Opt-In List Building Tips to Keep In Mind

Opt-In Offer Fundamentals

An opt-in box with an irresistible free offer is the cornerstone of an online business and a smart strategy to build any business' marketing list. Finding success with your opt-in isn't just about having the right offer, it's also about how that offer is presented.

Follow these 10 tips to ensure your opt-in offers and email list-building efforts payoff:

Create An Irresistible Free Offer

Your free offer may be a report, ebook, course, audio download, webinar, free training, checklist, tips sheet, video, tutorial, consulting session, video series, or something else that will help your ideal clients and customers solve a problem or challenge — or at least improve their situation.

Competition for attention and email addresses is fierce, so your offer must be irresistible. If you expect your site visitors to trade their email address (and your future marketing messages) for your offer, it must address their do-anything, pay-anything problem or desire.

Think Like An Advertising Copywriter

Your call to action and opt-in box copy (the text), must persuade and compel website visitors to sign up. Don't use passive adjectives. Use strong action verbs to motivate a response and focus your copy on the results your visitor will achieve by opting-in to get your offer.

Use Powerful Imagery

Pasting the opt-in form HTML code provided by your email marketing provider into your website and calling it good isn't going to produce the results you want. Your irresistible offer needs attention-getting imagery to go with it!

If your irresistible free offer is a report, ebook, video, or audio, work with a designer (like us) to create a 3D product image to showcase your offer and increase the perceived value.

Don't Ask For Too Much Information

If your free offer is downloadable from your site, only ask for a first name and email address. If your free offer requires shipping, only ask for the information you need to deliver your product. The more information you ask for, the more likely it is that a visitor will pass.

Always Use A Double Opt-In

A double opt-in process requires a subscriber to confirm their email address before they are added to your email list.

Double opt-in sequences ensure that you have a real email address to market to in the future and confirm that your prospect did not make a mistake in giving you their information. It also helps keep your database/list clean and reduces your chances of sending perceived spam.

Use A Custom Confirmation Page

Create a beautiful "next steps" page on your website and send new subscribers there instead of a dead-end landing page on a third-party platform. The copy of this page tells subscribers exactly what will happen next and what they need to do.

"Congratulations on deciding to take your business to the next step by grabbing your copy of our Awesome Free Report. We just sent you an email to confirm that you entered

it correctly, and to confirm that you really want to hear from us. You should receive this in a few moments. When you do, simply click the link for instant access to our Awesome Free Report. If you don't receive the email, you may have entered your email address incorrectly, so please try again. Thank you.”

Then create the confirmation email within the software provider you use and set it to send immediately after someone opts-in. Tell new subscribers that they need to verify their email address, or they won't hear from you.

Use A Custom Thank You Page

After a new subscriber confirms their email address, send them to a thank you page on your website. This is the final destination page and the place where the subscriber can access your offer and their free gift.

“Thanks for confirming that you are an actual person, and not a spam bot! As promised here is your copy of my Awesome Free Report.”

Always Follow Up

Don't forget to create a welcome sequence (autoresponder) that welcomes new subscribers to your community. This follow up sequence provides an opportunity to introduce yourself, make a stronger connection with subscribers, remind them to check out your free offer, and even ask them what they thought of it.

Use A Consistent Subject Line Indicator

If your follow up sequence emails appear like random marketing messages, there is a good chance that your emails will not get opened, your new prospect will quickly unsubscribe, or worse, you will get flagged as a SPAM. Help subscribers recognize your emails with an indicator at the beginning of the subject line.

- [Webinar] It starts in one hour!

- [Download] Here is your checklist
- [News] Five free tools to boost productivity

Include A Call To Action

Yes! You can use your opt-in offer to invite people to take another action like booking a free consultation, buying a product, or registering for a program! A strategic free offer helps people take a baby step toward their goals, while your paid offers get them all the way there.

BUILD YOUR WEBSITE OPT-IN

The Components Of A Wildly Successful Website Opt-In

What Goes In A Website Opt-In Offer?

Every page or blog post on your website should include one and only one visual call to action that stands out and captures attention.

- On the “money” pages of your website — the pages that are part of your paid conversion funnel, the call to action will be to buy from you or hire you.
- On the “education” pages of your website, like the blog posts, the call to action should be a list building offer, so you can continue to market to them by email.

If you already have a website with an opt-in box, use this checklist to confirm that you have implemented each item and aren't missing something that could increase your conversion rate. If you're in the process of planning or creating a new website, use this checklist to ensure your designer includes all of the elements your opt-in box needs to build your list effectively.

The most successful website opt-ins include nine specific items:

1. Attention-Getting, Compelling Headline

The headline must catch visitors' attention and pique their interest. Make sure the opt-in headline stands out visually by making it bigger, bolder, a different color, or a different typeface. The headline also must be relevant to what your visitors are searching for by addressing or solving a key problem, challenge, or desire that visitors are struggling with.

When writing your opt-in headline, try to use “exact match” keywords and/or key phrases. When a new visitor lands on your site, the first thing they ask is, “Am I in the right place?” and you want their answer to be YES!

2. Eye-Catching Photo Or Graphic Image

People do judge a book by its cover and a product by its packaging – and a picture is worth a thousand words. Just as a physical product’s packaging or book design must make people want to pick it up and buy it, your ebook, special report, digital product, or information product needs to have a compelling and appealing cover design or packaging design.

In a store, you can pick up a product and check it out in detail. Online, you can create a similar experience with a 3D product design that puts your offer in a tangible form.

3. Brief Copy (Text) About Offer Benefits

There isn’t a lot of space in an opt-in box for long sentences and drawn-out descriptions but there is room for a short, brief, right-to-the point benefits statement.

Don’t list boring features like the number of pages in your ebook or the length of your video. Instead tell your visitor how your gift will change their business, their life, or both for the better. They want to know in as few words as possible, “What’s in it for me? Why should I care? and How will this help me?”

4. Use The Word “Free”

Don’t forget to use the word FREE! You’ve got an incredible gift to give visitors and the fact that it’s free must be obvious immediately. Don’t use words like no-cost, zero-investment, complimentary. Cut to the chase and say free. The word is understood by everyone, it is easily recognizable, and people just can’t resist free!

5. Tell Audience What To Do Next

If visitors must guess what to do next, you may have already lost them. It may sound silly because by now you might think everyone should know what to do when they see two boxes labeled Name and Email, but they don't. Tell visitors exactly what you want them to do next. Tell them to put their name and email in the fields below to get instant access to your gift.

6. Opt-In With Name And Email Fields

The actual opt-in to capture your new leads is the cornerstone of the entire opt-in box. These fields are the key to building your marketing list with new names and email addresses. Keep in mind that the more information you ask for, the fewer sign ups you will receive. Don't scare people off by asking for too much information!

7. A Clear Call To Action Button

When you create the opt-in code for your offer with your email marketing provider, it will include the lead capture fields (Name, Email, etc.), and the "Submit" button. But most of those Submit buttons are boring, dull, and ugly. So, customize that Submit button! Make it a bold color and replace the blah "Submit" text with a compelling call to action like Sign Me Up, Send My Free Gift, or Get Instant Access.

8. A Short Privacy Policy

Including a short privacy statement at the bottom of your opt-in shows your visitors that you respect them, their inbox, and their privacy. Promise them that you hate spam just as much as they do and that you won't share their information with anyone else. Make them feel safe and secure with you.

9. A Newsletter Opt-In Checkbox

The European Union's GDPR and other privacy laws require you to get specific permission. If it applies to you, it means you can't add someone who opts-in for a free offer to your email newsletter list unless it is obvious and stated in the opt-in offer and they agree to it also. This is why most new opt-ins created also include a small checkbox below the email address field to give people the opportunity to also receive your newsletter.

KNOW YOUR NICHE

Define Who You Want On Your Email List

Your Free Offer Must Be Irresistible

It needs to be extraordinary. It needs to be incredible. It needs to be valuable. It needs to be amazing. It needs to be so good that your first instinct is to charge money for it, and that it hurts a little bit at first to give it away for free.

WHY? BECAUSE IT REALLY ISN'T FREE.

You may not be asking for money, but you are asking for their email address, and in today's climate of overcrowded, bulging inboxes that pretty much never reach zero, an email address can hold just as much value to your prospects as cash.

To ensure your free offer will be irresistible to prospects and ideal clients and customers, there are only two things you must know:

YOU MUST KNOW WHO YOU WANT ON YOUR LIST

The first step to creating a successful free offer is to know exactly who you want to attract with your offer. Who is your ideal client? Who do you want to attract to your site? What type of person do you want to join your list?

How do you know who your ideal client is? Your Ideal Client is someone who:

- Has problems and challenges you can easily fix and solve with your eyes closed.
- Sees you as a valuable necessity they treasure, instead of a necessary evil.
- Likes you, appreciates work, and tells their friends, peers, and contacts about you.
- Pays you what you're worth and is happy to do so because you're worth it.

THE BEST FIT OFFER

Identify The Opt-In Offer That Best Fits Your Audience

By knowing who you want to attract with your free offer, you can tailor the development of your irresistible free offer (and the marketing for it) to speak right to them, making sure every bit of content is relevant, valuable, and useful.

YOU MUST KNOW WHAT YOUR IDEAL BUYER WANTS AND NEEDS

The number one reason consumers go online, search the web, or perform a search with a search engine is to solve a problem or fulfill a desire. That means that new visitors to your site have a problem or a need and they are looking for a solution.

It is critical that you understand the top three biggest problems or desires your ideal clients have so you can help them find a solution and solve it or at least, get them closer to their destination.

That way, when they reach your site and see your opt-in, they will:

- Identify with the problem you mention – “Oh my gosh! I have that problem.”
- Know they are in the right place – “It’s as if you are speaking right to me.”
- Feel relief at finally finding help/a solution – “Yay! I think this will help me, I should opt-in.”

If you know who you want to attract with your free offer, what they struggle with, and what they are looking for, you can craft the perfect irresistible free offer that will provide the solution they have been looking for (or at least a taste of it).

Just make sure you make it so good, you really want to charge for it.

What Will Your Offer Be?

Selecting the right type of opt-in offer can mean the difference between opt-in success and opt-in failure. That means you must do research before you decide what type of offer to use as part of your email marketing list building strategy.

When it comes to choosing the free gift you will offer in exchange for visitors' names and email addresses, you have a lot of different options. Review all options (several are listed below) and select the top 3-5 that might fit your niche to examine closer.

- Ebook
- Audio recording
- Tips sheet
- Templates
- Special report
- Checklists
- Assessment
- Workbook
- Resources
- Email challenge
- Online course
- White paper
- Webinar
- Transcripts
- Quiz
- Video series
- Worksheets
- Tutorials
- Email course
- Article bundle
- Livestream
- Event ticket
- Sample product
- Free trial
- Frameworks
- Software
- Handbook
- Expert interview
- Book chapter
- Training materials
- Presentation slides
- Social media group access
- Membership
- Print newsletter
- Free photos
- Calendars
- Master class
- Swipe files
- Extra savings or deals

Assess The Offer Fit

There are five steps to follow to ensure you select the best type of email marketing opt-in offer for your niche (ideal clients):

1. Assess The “Fit” With Your Niche

Once you have selected your top 3-5 choices, assess their “fit” with ideal clients and customers. For example, an email course may not be a great fit for a senior/elderly niche who isn't on the computer much and a long ebook may not be a great fit for a busy mom.

- Know if your ideal clients want and are attracted to that type of offer. If you're not sure, ask what they want, how they prefer to learn, and maybe do a survey.
- Know if the offer will be easy for them to use right away. Instant gratification means happier prospects, customers, and clients. Sending the freebie by mail? Give them a digital gift to hold them over until their actual freebie arrives.
- Know if the potential free offer is already being offered by someone else. Are there others in your niche already offering a special report? Do most providers who do what you do offer an audio download? Look at what is already out there and either do something totally different or improve on what's already out there and deliver something way better.
- Know if your ideal clients have been disappointed in the past. Have your prospects downloaded ebooks in the past that promised big, but didn't deliver? Did they download a workbook that just caused more frustration? Find out what hasn't worked for your niche in the past (ask/survey) to make sure you offer something new and stand out.

2. Examine The “Creatability” Of Each Potential Offer

Next assess the “creatability” of each item to see how viable each one is. Ask yourself:

- How much effort will it take to create?
- How much effort, time, and money, will it take to deliver?
- Who will create the offer? Can you do it yourself or do you need to hire others?
- What will it cost in money, time, and resources to create?

- Where will the content come from? Are you creating it from scratch or repurposing existing materials?
- When does your free offer need to be complete and ready to put on your website?

Ideally, identify potential free offers that are simple to create, high-value, low cost, and easy to deliver – but also be prepared, as the best offers take time, planning, and care to be truly great.

3. Produce Your Irresistible Opt-In Free Offer

Next, you must produce the actual free offer. If your offer is sloppy, contains typos or errors, is hard to hear, or is designed poorly, it will not only reflect poorly on you, but it will also take away from the perceived value of your offer.

Consider these steps:

- Develop an outline of the offer content and write/create the content.
- Edit, revise, refine, and proofread all of the content at least twice. Then get someone with fresh eyes, who hasn't seen it yet, to proofread it again for you.
- Produce the free offer.
- Design the 3D product graphic for your website opt-in box and marketing materials and make sure it matches the look and feel of the actual offer
- Invest in high-quality design for your free offer.
-

4. Put Your Offer On Your Website And Market It!

At this point, you have created an irresistible, list building, email marketing opt-in offer that your ideal clients will love. Now it's time to get it up on your website and market it like crazy! Remember, no one will know it's there if you don't tell people about it.

MASTER THE UPSELL

How To Use Your Opt-In To Land More Clients And Customers

An All Too Common Scenario...

IMAGINE THIS ...

- You spend hours researching your ideal clients' fears and frustrations, refining your solutions, and choosing your opt-in offer.
- You work really hard and put in a lot of time and effort to create an amazing, high-value offer that speaks right to your ideal clients.
- You market your new free offer and your website like crazy online and offline.
- Your offer is irresistible to your niche, your marketing list is growing, and people are opting-in for your free offer left and right.
- You are waiting and watching, weeks and months go by, and while lots of people are downloading your free offer, lots of people are NOT turning into lots of new clients and customers.
- You are disappointed, frustrated, and confused. Your offer and website opt-in box clearly worked. You've got the list to prove it and you're wondering where you went wrong.

Don't let this be you! A successful, irresistible opt-in offer doesn't have one point of conversion, from site visitor to list member. It has two points of conversion, adding the conversion from free offer acquirer and subscriber to new client or paying customer. This is the critical step most business owners forget to plan for and implement!

Why Your Free Offer Exists

The first step to ensuring your opt-in offer does more than build your email list, is understanding why the offer exists – beyond list building. Don't think of your offer primarily as only a list building tool – that's the bonus! Instead, make sure your offer exists to promote something specific.

For example: If you want people to purchase a product for long-lasting weight loss, offer a quick start guide with 10 tips guaranteed to start trimming your waistline immediately.

Identify The Logical Next Step

Most people wouldn't propose marriage on the first date because it's not the logical next step. The most logical next step is to ask someone on a second date. A proposal doesn't come until a strong, trusting relationship has been established.

A successful opt-in conversion works the same way. That's why so many opt-in offers don't produce the desired results. Business owners skip the dating and courtship phase and go straight from "Hi we just met" to "Buy my expensive product or service," skipping the part where you provide value, deliver on your promises, and build trust.

In a logical, next step sequence:

- Visiting your website is the first date.
- Opting-in for your offer is the second date.
- Providing value and high-quality content builds trust.

- Following up builds the relationship.
- Asking for the sale or action is getting married.

By understanding why your free offer exists and what you want to promote with it, identifying the logical next step for your audience is easy!

Let's look at our weight loss example again: Knowing that you want people to buy your weight loss product, you created a quick start guide to help them trim their waistline immediately. Within that free guide, you educate and plant the seeds for your product – a \$27 webinar training about long-lasting weight loss which will then drive prospects to product sales.

Add A Compelling Call To Action

Your opt-in offer must wrap up with a compelling and powerful call to action. Don't just end with, *"That's it! Hope you enjoyed it."*

Think of the fear, challenge, frustration, struggle, and desires your ideal client or customer has. Think of the main problem your opt-in offer addresses or solves. Then speak right to them about their problem. Share that your free offer is just the first step and that working with you means achieving their goals faster than going at it alone.

Again, let's look at the weight loss example: You've provided amazing, high-value, useful content your audience can implement right away. Throughout the guide, you have planted the seeds for your long-lasting weight loss product. To conclude the report, you invite them to take the next step with a compelling call to action – and you decide to give them two options:

1. Buy your long-lasting weight loss product now with a generous 30% savings and a bonus product.
2. Learn more weight loss strategies guaranteed to work by registering for your upcoming \$27 webinar.

Create A Conversion-Focused Follow Up Sequence

The last step is to follow up!

What happens after your audio has been listened to, your report has been read, your worksheet has been completed? Some people acted on your next steps offer and some people didn't. What happens now?

This is where most business owners drop the ball. They don't think about what happens next.

While you could rely on your email newsletter to do the follow up, a custom welcome sequence is a better choice, as it provides an opportunity to add value to their experience, help them get to know you better, and set clear expectations.

Let's look at our weight loss example one last time: Some people have already bought your product and taken advantage of the immediate savings and bonus gift, and some registered for your webinar to learn more. Others took no action. Your welcome sequence keeps you top of mind with subscribers and customers, and they love the surprise tips you included.

If you use a more advanced email marketing system, you can create three separate follow up sequences/actions each with a different purpose and focus, such as:

- **For Those Who Took No Action**

Start a general follow-up sequence with additional tips and awesome information to build your relationship and trust. In each email, continue to promote your webinar and product.

- **When Someone Registers For The Webinar**

Stop the general follow-up sequence and start the webinar follow-up sequence reminding them to attend, offering additional tips, and continuing to promote the product.

- **When Someone Buys The Product**

Stop your general follow-up sequence or webinar follow-up sequence (after the webinar date) and start a follow-up sequence for the product.

Remember, creating a successful opt-in offer that builds your list AND generates new hot prospects and new clients is an opt-in offer that uses a two-step conversion process:

1. From visitor to list member
2. From list member to hot prospect, paying customer, or client

BUILD AN ENGAGED LIST

Leverage Your Welcome Sequence To Strengthen Connections

Automation That Engages Subscribers

A follow-up sequence is a series of pre-scheduled emails that are sent to consumers after they buy, sign up, register, or opt-in as a way for you to continue to provide value, build relationships, and stay top of mind.

With a follow-up sequence, you do the work once to create it and set it up, then it runs over and over automatically – saving you time, energy, and money. But it can be a little intimidating to create and set up a GREAT follow-up sequence that delivers value, strengthens your relationship, and helps consumers get to know, like, and trust you.

HERE ARE THE BASIC WELCOME SEQUENCE EMAILS WE RECOMMEND:

- **Get Started:** Help people get started. Provide the link to access their free item and include instructions on what to do first and a few tips to help them get started.
- **Introduction:** Help people get to know you better with an introduction. Provide some details about yourself, share the problems you solve, set expectations, and invite people to hit reply and share some tidbit with you.
- **Reminder:** Make sure your free offer was downloaded and/or used. Ask “Did you download it yet?” and provide the access link again. Include reminders about what

they get and what to expect next, and provide reassurance they can opt-out at any time.

- **Tips:** Improve satisfaction by sending a “How to get the most out of it” email. Share tips, tricks, suggestions, ideas, examples, and more to help them benefit from your stuff!
- **Bonus:** Send something extra to surprise and delight new subscribers and help them feel great about choosing to take action.
- **Resources:** Share other resources you have available that would be a good fit for anyone who downloaded or accessed your free offer. They already took action to engage with your brand once, so if you deliver value, they’ll more than likely do it again.
- **Testimonial:** People are more likely to take action when they see others have taken action before them and experienced success and satisfaction. If you’re upselling something in your opt-in offer or welcome sequence, you need testimonials to help sell it.
- **Email Newsletter:** Remind new subscribers of your email newsletter cadence and set expectations about what’s included.

FIVE TEMPLATES

Examples You Can Customize For Your Email Marketing

Getting Started Is The Hardest Part

Getting started is the hardest part of creating a killer opt-in process and follow-up sequence — and writing the content is by far the worst part of the process for most business owners! I want to make this easier and help you get started right away!

That's why I've included **FIVE DONE FOR YOU TEMPLATES** you can customize for your business.

Sample Confirmation Page Content

Thank You ... You're So Close!

I'd really love to send you [NAME OF RESOURCE] right now, but first I need you to do one more thing ...

Check your email and verify your email address!

You should receive the confirmation email in just a few minutes. I know this is an extra step, but I respect your inbox and this helps me know you're a real person (not a spammer) who really does want [NAME OF RESOURCE].

As soon as you click the link in the confirmation email:

You'll receive the "immediate access" link to download the PDF

You'll continue to receive a few additional emails with bonus how-to content over the next few days to help you even more with [CHALLENGE].

Don't forget, if you don't already receive it, you'll get my email newsletter with even more goodies FREE!

You'll be able to unsubscribe at any time with ease. An unsubscribe link is included at the bottom of every email

Best Wishes —
[NAME]

P.S. If you don't receive your confirmation email in just a few minutes, you may have entered your email address incorrectly in the opt-in form — Trust me, it happens all the time!

Sample Confirmation Email Message

SUBJECT: Please confirm your email

[Name],

Thank you so much for requesting a copy of [NAME OF RESOURCE].

Please click the link below to confirm your email address and we'll send you the PDF right away.

[CONFIRMATION LINK]

I appreciate you taking this extra step!

I know that requiring an email confirmation can be a pain, but it helps me avoid sending any kind of spam and it helps ensure your inbox is well respected.

Don't forget ...

Click the link above to get instant access to [NAME OF RESOURCE].

I'll be following up with you in a day or two to make sure you downloaded it okay and to send you even more content to help you get the best results possible!

Best Wishes —

[NAME]

Sample Thank You Page Content

Congratulations!

I'm so excited you have chosen to take me up on my offer and download [NAME OF RESOURCE]. I love this product and I'm sure you will too!

Download [NAME OF RESOURCE] Right Now:
[DOWNLOAD LINK]

Also Please Don't Forget:

You'll continue to receive a few additional emails with bonus how-to content over the next few days to help you even more with [TOPIC OF RESOURCE].

If you don't already receive it, you'll get my email newsletter (published every other week) with even more goodies FREE! You'll be able to unsubscribe at any time with ease. An unsubscribe link is included at the bottom of every email.

If this resource helps you in any way, please let me know! I'd love to feature you and your business on my website

Best Wishes —
[NAME]

P.S. Thank you so much for taking the time to verify your email address! This really helps me only email those who really do want to hear from me.

Sample Testimonial Request

SUBJECT: Can you help me out?

[Name],

So ... I'm dying to hear what you think about [NAME OF RESOURCE].

Was it a helpful resource?

Did you get any new ideas?

Did it help you get clarity about [TOPIC]?

Were you finally able to [ACHIEVEMENT]?

I'd LOVE to Feature YOU on my website. This is a great opportunity to market your business and it could mean a lot of exposure for your own website. Will you please take a few minutes to share your feedback?

Here are some prompts to help you get started:

Before downloading [NAME OF RESOURCE] ...

[NAME OF RESOURCE] helped me finally ...

I never even thought about ...

As a result ... (use numbers and percentages if at all possible)

My advice for those thinking of downloading [NAME OF RESOURCE] ...

And tell me about you too! Be yourself and talk about your business and your results! This your chance to BRAG IT UP about your business!

Don't forget to also share:

Who you are / name of your business

What you do

Who you serve

I want people to seriously get INSPIRED (and excited for you) when they read what you have to say! Will you please take 5 minutes to do this?

Just reply to this note – I can't wait to hear from you ... and THANK YOU!

Best Wishes –
[NAME]

Sample Newsletter Reminder

SUBJECT: One last reminder

[Name],

This is the last email you'll be receiving from us as part of [NAME OF RESOURCE]. I hope you've found it and our bonus email content helpful.

I just wanted to remind you one last time...

Over the next week, you'll receive our email newsletter (if you don't get it already) as our way to stay in touch and continue to share great content. If you don't want to receive it, there is a link at the bottom of every issue to unsubscribe.

Oh and if we're not connected yet, don't forget to:

Connect On Facebook

<https://facebook.com/jenniferbourn>

Connect On Twitter

<https://twitter.com/jenniferbourn>

Connect On LinkedIn

<https://linkedin.com/in/jenniferbourn>

I look forward to staying in touch with you!

Best Wishes —

[NAME]