

# Fast Track Worksheet 1: Setting Up Highly Targeted Opt-In Offers to Grow Your List Quickly

Please use this worksheet to help you plan and set up your highly-targeted opt-in offers.

Opt-in Name: \_\_\_\_\_ Audience: \_\_\_\_\_

Opt-in Topic: \_\_\_\_\_ Dates: \_\_\_\_\_

## Types of Opt-in Offers

Choose from below the type of opt-in offer you want to create first.

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|--|---------------------------------------|
| <input type="checkbox"/> Checklists    | <input type="checkbox"/> Templates    |
| <input type="checkbox"/> Webinars      | <input type="checkbox"/> White Papers |
| <input type="checkbox"/> Cheat Sheets  | <input type="checkbox"/> Free Trial   |
| <input type="checkbox"/> Spreadsheets  | <input type="checkbox"/> E-book       |
| <input type="checkbox"/> eCourses      | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Short Reports | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Resource List | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Blueprint     | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Printable     | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Quiz          | <input type="checkbox"/> _____        |

Notes:

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Which content on my site is the most popular now? Why?

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Create an audience persona or profile for your ideal client looking at your most popular content right now. Describe the person you're creating the opt-in for.

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Based on the website content you're creating the opt-in for, what problems come up that could be solved with a freebie offer? List three, and then narrow it down to one.

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Based on the above what is something you can educate your current viewers on more fully? Remember to relate it to the content you'll match the opt-in offer with.

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Go to your social media platforms where your audience hangs out and note the questions they ask. Make a list of their questions and problems. Note how you can help them with content, and then create opt-ins that will make it even more useful?

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How will you make your opt-in visually appealing to your target audience?

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Make a landing page, thank you page, and download page for each opt-in offer. Describe the technology you plan to use to accomplish this.

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How many entry points can you identify for your various opt-ins? Name the places below. (Hint: sidebar, in-content...)

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Which technology have you identified to use for the opt-ins? Why?

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Write down a list of 7 to 10 email titles to include in your follow up series based on the opt-in offer you're creating.

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