



Create a Magnetic Free Opt-In

build your list. grow your business. earn more money.

and have fun while you're at it!

An opt-in is also called a lead magnet and it's what you give people in exchange for them sharing their email address with you and permission to send them marketing materials in the future.

I had the same lead magnet for the first nine months of my new coaching business and didn't do anything to actively promote it. I grew my list by an average of 40 people per month simply by having this opt-in on my website. For me, that was an amazing start! With a list of less than 200 people I had my first 5k months and with a list of less than 800 people I started having 5-figure months in my new coaching business.

When it comes to an email list, it's quality over quantity that matters most. As you work on creating a magnetic free opt-in it's important to have a solid understanding of the needs of your ideal clients so that you can create something that they will find supportive and really valuable.

In this guide, I'm going to walk you through, step-by-step, everything you need to know to create an opt-in that will have your ideal clients jumping to sign up to your list.

In most cases, the people who are signing up to receive your free giveaway haven't met you and so the content you provide becomes their first impression of you and has the potential to give them a clear idea of who you are and what you stand for. If you can create a free opt-in that has an audio or video component you'll be able to build trust with your ideal clients at a faster rate. When people can hear you or see you they'll come to feel like they know you. It's pretty amazing to get an email or Facebook message from someone you had no idea even knew you existed...thanking you and telling you that you've helped them so much through your free offerings and telling you they want to work with you one-on-one!

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STEP ONE

Getting Clear on Your Ideal Client

One of the greatest joys of being an entrepreneur is being able to work with the clients you love working with, the ones you feel called to serve and who are grateful for your work. When you know exactly who your ideal client is, and you've looked into your own heart to get clear on who you are meant to serve – business becomes so much easier and more joyful too! Decisions about what opt-in to create, what subject lines to use in your emails and how to organize your marketing campaigns become more effortless and fun...it all becomes so clear when you know who specifically you are serving.

This is a step that most entrepreneurs skip and it ends up costing them a lot of time and money!

If you don't know who you're talking to, they won't know you're talking to them. Your ideal clients want to know that you understand them and their unique challenges, goals and dreams. Here are some questions to help you get clear on that so that you'll know what opt-ins will be the most magnetic to the particular people you want to reach!

When answering all of these questions try to use the words your ideal client uses to describe things. If you aren't sure...do some interviews and listen closely.

1.. What is your ideal client struggling with the most?

2. What keeps your ideal client up at night?

3. What are your ideal client's three immediate fears about their future?

4. What are your ideal client's three biggest goals?

5. What fear, frustration or challenge would your ideal client gladly and quickly pay to have go away?

STEP TWO

Setting Up the Basics

For those who are brand new to creating opt-ins, this page is a review of everything you'll need to put in place in order to start building your list and automating your email marketing.

1. Choose an email marketing system. This will allow you to collect email addresses and create automated emails, timed campaigns and solo mailers to send out to your list.

Some popular email marketing systems to consider are: mailchimp, aweber, icontact, ontraport, infusionsoft

I use infusionsoft and I wish I hadn't started out at such a high price point because it was a big investment. When I was just starting my business, I didn't need something so extensive. At the beginning my list was so small and I wasn't sending out nearly enough emails to warrant the expense, however I've gotten really familiar with using it and it serves me well now.

2. Create an opt-in box for your website or a leadpage. This will be the place where people go to enter their email addresses, you'll want to integrate it with your email marketing system. If you don't know how to do this your web designer or virtual assistant will be able to help you set it up.

I use squarespace for my website and it was very easy for me to set up my own opt-in there. I also use leadpages.net, which is a bigger investment but a phenomenal tool if you're going to be having regular webinars, training calls, events and offers. When you signed up for this opt-in you were directed to my website and the button you clicked on was one that I created in leadpages - it's called a lead=box.

3. Write the email responders that your clients will receive after they opt-in. As soon as someone enters their name and email to opt-in for your free gift you want to make sure you have an automated system that will send them an email right away. The first email should be a double opt-in, to confirm with them that they agree to receive emails from you. Some countries have made a double opt-in the law and so I recommend that everyone does it. The second email should give them immediate access to the free gift and you want it to go out to them right after they have confirmed their email address. If someone has to wait too long there is a chance they will forget.

4. Create a follow-up plan. After someone has received your free gift it's wonderful to have a sequence of emails planned that will enable you to continue to build a relationship with them. I recommend sending 3-4 emails and having them scheduled to go out every 3 days or so. This is called a nurturing sequence and will give you the opportunity to introduce yourself, share free content and value and continue to nurture your connection with that person as you build the know, like and trust factor before any promotional offers go out.

STEP THREE

How to Develop the most Magnetic Opt-In

1. When you tune into your soul, what specifically is it that YOU feel inspired and called to support your ideal clients with?
2. Why has your ideal client visited your website, Facebook page or leadpage?
3. When you look at Step One - which of the pressing needs that your ideal client has are something that you can support them with?
4. How does that need connect with your business? (your free opt-in needs to fit with the energy of your services and offerings...this will help to ensure you are building a quality list of truly potential ideal clients)
5. Would your ideal clients PAY for the free opt-in that you have created for them? (ideally you want them to go through it and feel absolutely WOWed about the amount of value you have given them, so much so that they think "I totally would have paid for that!") While you want it to have amazing value, it's also very important to keep it simple, clear and easy to read.
6. If you're not sure, just ask. I've found my community and Facebook page members are really great at giving feedback. If you're not sure if your ideal clients would find something valuable, ask them. Best to ask before, but you can also ask once you create your free opt-in - share it with a few ideal clients and when you ask for feedback make sure you give them very specific questions to answer so that you don't get a general "it looks great!" response.

STEP FOUR

How to Find Your Ideal Clients

You've created a super amazing opt-in...now what? How do you get it into the hands of the people who need it most? How do you FIND more of your ideal clients so that you can serve and support them with this beautiful free offer?

Here are my absolute favourite TOP 8 ways to FIND Your ideal clients QUICKLY!

1. Look at the Facebook Profiles of at least THREE of your Ideal Clients (or...if you haven't started your business yet, choose people you think would be your ideal clients) and write down which GROUPS they are a part of. See which groups all three have in common and which ones speak to you most and JOIN those groups!!
2. Start interacting and building relationships in the Facebook Groups where your ideal clients spend time. Don't worry about making pitches or promoting yourself, focus on developing connections, offering value, showing up, being authentic and being consistent!
3. Share FREE offers (if permitted) in the Facebook Groups and on your own Business Facebook Page. This may be your opt-in or an invitation to a free training call or webinar.
4. Share inspired, authentic and vulnerable content with your list and your Facebook Page. People need to know, like and trust you before they will ever consider working with you - the more real your content is the more likely people will want to opt-in to your list.
5. Hop on Periscope. If you're not there already, now is the perfect time to start! There are over 13,000,000 users on Periscope and only 1% of those are actually doing scopes of their own. You have the opportunity to establish yourself and build your global tribe through this amazing platform.
6. Post videos or audios on social media and on your website. When people can see or hear you it creates a whole different level of comfort and trust and speeds up the process of building relationships. During and after your scope share the link to your free opt-in!
7. Create targeted Facebook Ads to build your likes or promote a compelling free opt-in offer. If you are driving people to an opt-in make sure that there is a link to your Facebook page on the thank you page - this way you are accomplishing two things with one ad!
8. Put a tracking pixel on your website (ask your web developer if you aren't sure what this means). This will start collecting data about your ideal client profile characteristics and then you can create lookalike audiences and more effective targeting in Facebook.

STEP FIVE

Take Your Business to the Next Level

To take things to the next level you'll want to present your opt-in in a way that is going to attract and get the attention of your ideal clients. Here are a few things you're going to want to make sure you have in place...

1. Compelling Copy (Marketing Materials) - In your copy make sure you are using the language and wording of your ideal clients. One of the biggest mistakes people make is using language that is too technical, transformed or disconnected. Another mistake is focusing on the details and features vs the benefits of what you're offering. Keep the burning desires and needs of your ideal client in mind and write as if you were having a conversation with them.

2. Stunning and Clear Graphics - Invest in high quality royalty-free stock photos and create an ad and landing page for your free opt-in that is visually inviting, clear and professional looking. Be sure that it fits in with your branding style and is consistent with the energy of your business. If you need any support around creating your own professional graphics, I use Canva to create all of mine and have a mini [training course](#) available that will teach you everything you need to know.

3. An Inspired Call to Action - A relevant and inspired call-to-action shows your clients that you care and that you are willing to go the extra mile to support them. You want your call-to-action to link back to you and what you can do to continue to serve them. With this opt-in, for example, I am keeping it simple and offering a Discovery Call to explore high level mentorship and business coaching. If this interests you, you can read the details on my website and book a session with me by visiting the link below.

<http://bit.ly/1Mi4SFA>

4. Guidance around Next Steps - People want to know what to do next, they are looking for support, guidance and direction. The best opt-ins will give phenomenal value and also clearly establish you as an expert as you demonstrate just a small fraction of what you are able to help your clients with. Once they have read your opt-in they will be amazed at how much they have learned and will feel excited about putting it all into action. Inevitably, as people get started implementing one thing, new questions arise and they need to know how they can connect with you if they desire more support or guidance moving forward.

If you'd like to connect with me and a network of soulful women entrepreneurs from around the world I invite you to join my Private Facebook Group:

[Fiercely Courageous Entrepreneur](#)