



## MODULE 1: SETTING UP YOUR BUSINESS

### NOTES

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### SEGMENT 3

This segment explored the characteristics of a successful opt-in page.

Below is a checklist of elements your opt-in page NEEDS if it's going to be successful.

#### One Objective: Get Email Address

- ☐ What Do I Get?
- ☐ When Will I Get It?
- ☐ How Will I Get It?

#### Page Elements

- ☐ Show-Stopping Headline
- ☐ Answer Their 1 Burning Question
- ☐ Provide 1 Simple Solution, Not 5 or 6 (The Bait)
- ☐ Offer More Value Than They Are Being Asked For
- ☐ Tell Them How To Get It (By Opting-In)