




MODULE 1

SEGMENT 2




Module #1

Setting Up Your Business

Opt-In and Hosting





Module #1

Setting Up Your Business

Opt-In and Hosting



In This Class

- How To Set Up & Launch An Opt-In Page
- Creating Your Page
- Hosting
- Offering Your Bait
- Split Testing
- Statistics & How To Use Them
- Demonstrations



Create Your Page – Outsource It

- Web Designer



Create Your Page – Outsource It

- Web Designer
- Graphic Designer



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- Web Designer
- Graphic Designer



Create Your Page – Outsource It

- Web Designer
- Graphic Designer
- Fiverr.com



Create Your Page – Do It Yourself

- LeadPages.net



Create Your Page – Do It Yourself

- LeadPages.net
- Chose From Templates



Create Your Page – Do It Yourself

- LeadPages.net
- Chose From Templates
- They Can Host It For You Too



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- LeadPages.net
- Chose From Templates
- They Can Host It For You Too
- Split Testing



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- They Can Host It For You Too
- Split Testing
- Conversion Statistics



Create Your Page – Do It Yourself

- LeadPages.net
- Chose From Templates
- They Can Host It For You Too
- Split Testing
- Conversion Statistics
- See How Easy It Is To Do Yourself



Create Your Page – Extra Tips



Create Your Page – Extra Tips



Create Your Page – Extra Tips



Create Your Page – Extra Tips



Create Your Page – Extra Tips



- Privacy Policy/Links

Create Your Page – Extra Tips



- Privacy Policy/Links
- Copy For Page

Create Your Page – Extra Tips



- Privacy Policy/Links
- Copy For Page
- Keep It Simple, Don't Ask For Too Much Information

Create Your Page – Extra Tips



- Privacy Policy/Links
- Copy For Page
- Keep It Simple, Don't Ask For Too Much Information
- Single Vs. Double Opt-in

Create Your Page – Extra Tips



- Privacy Policy/Links
- Copy For Page
- Keep It Simple, Don't Ask For Too Much Information
- Single Vs. Double Opt-in
- 2-step Opt-in

Host Your Page

- With LeadPages.net



Host Your Page

- With LeadPages.net
- With A Hosting Company
 - HostMonster.com
 - LiquidWeb.com
 - Etc.



Let's Review

- How To Set Up & Launch An Opt-In Page
- Creating Your Page
- Hosting
- Offering Your Bait
- Split Testing
- Statistics & How To Use Them
- Demonstrations