




MODULE 1

SEGMENT 3




Module #1

Setting Up Your Business

Building Your Opt-In Page





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Building Your Opt-In Page



In This Class

- How To Build Your Opt-In / Landing Page
- Your Objective
- Page Elements
- Scripting Your Page
- Offering Your Bait
- Examples, Good & Bad



Page Objectives

- Get Email Address. Period



Page Objectives

- Get Email Address. Period
- Answer 3 Questions:
 1. What Do I Get?
 2. When Will I Get It?
 3. How Will I Get It?



Page Elements

- Show-Stopping Headline

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- Answer Their 1 Burning Question

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- See Examples...

A Good Hook

Case Study

How To Write Blog Posts That Generate 300,000 Social Shares and 150,000 Search Clicks Per Month

FREE INSTANT ACCESS

A Good Hook

GUYS --

How To Know EXACTLY When
She Is Ready To Be Kissed

1-Page Case Study

YES, TELL ME NOW

Extra Tips

- Relate Your Bait To Your TYP Offer



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- Relate Your Bait To Your TYP Offer
- Keep The Bait Simple To Consume



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Extra Tips

- Relate Your Bait To Your TYP Offer
- Keep The Bait Simple To Consume
- Frequently Use FREE In The Copy
- Cheat Sheets, Audio Files, Case Studies, & Demo Videos Work Great



Let's Review

- How To Build Your Opt-In / Landing Page
- Your Objective
- Page Elements
- Scripting Your Page
- Offering Your Bait
- Examples, Good & Bad