

Day #1 – Sean May Optin Secrets

Andrew: All right, let's get this party started. The first topic we're going to cover today is fundamental to getting your business off the ground. If you want to use a circle of profits to build a six or seven figure business, you need subscribers onto your e-mail list. You aren't going to get any subscribers unless you have a solid opt-in page.

It is fundamental that's why we're bringing on Sean May. He's a brilliant guy. He's going to show you what it takes to create a high converting opt-in page. Sean, if you can come on, introduce yourself and tell the people listening here how to create an opt-in page that converts like crazy.

Sean: Thank you Andrew. Definitely that's one of the things that when I was getting started, the opt-in page was very key. It helps in many different ways. The main thing is it is getting new subscribers. That is something that you always need in this type of business. You will want as many subscribers as possible either through free traffic or investment traffic sources.

There's a couple added benefits with the opt-in page that I like to go into a little bit deeper today and why it's so important and how it's tied up with what I call the lead magnet or the free gift that you're giving away because that's really what the opt-in page is all about is it is enticing people to opt-in to your list by getting something in return, so that free gift.

I want to first start with that lead magnet and what that's all about and why that allows you to create a really great opt-in page that converts really well and that means you're going to get the most subscribers on your list. Then that's how you build your business the fastest.

The lead magnet. What is it? Why do we want it? What should we really be looking at when we're creating a lead magnet as well? The lead magnet is that first interaction that you have normally with your potential and new subscribers. That is how you really filter through the perfect subscribers as well because if your list is on a specific niche, be it personal development, health and wellness, internet marketing, dating and relationships, of course, there's many other niches out there, you want to make sure that you are attracting the right customers into your business.

With the lead magnet, that is how you're filtering the right type of customers. That is how you're knowing exactly what they're interested in as well because even if you start with the specific niche, then you get to dive in even deeper because if you know beyond just, okay, personal development, that is a very

large niche. There's many different sub-niches like meditations, hypnosis, spirituality, love attraction and the list can definitely continues on and on, stress procrastination.

What are you most interested in? What type of customers do you want? Do you want them to be interested in everything or do you want to know specifically that they are interested in one kind of sub-niche as well? That's what the lead magnet can do for you because depending on which you create for your lead magnet, that really hones in on exactly the type of customer that you're looking for.

If you created ... Well, just stay with that first example in the personal development niche. Let's say I am more focused on meditations. That's the type of customer that I want. Well of course, I would be giving away free meditations. If I was really more interested in something different in the niche, maybe it's a love attraction or hypnosis or one of those other subcategories, then the free gift that I would want to create or the lead magnet should be tied in directly with that subject.

If he was with hypnosis, it should be about something, a report or an audio that's all about how to for hypnosis and how that works with your subconscious mind, something like that. Let's do another example in the internet marketing niche.

There's many different categories in the internet marketing. Of course, with the Circle of Profit, it is about starting a business that you're passionate about. The lead magnet was the book The Circle of Profit that Anik wrote that you might have picked up on Amazon, Kindle version or the PDF version.

That really honed in on exactly because there are other people that want to make money online but they might have want it to do it through Facebook or through YouTube or many other things. That lead magnet really honed in on exactly of creating an online business that you're passionate about.

Everyone that opted-in, Anik knew that everyone on the list was interested in that specific topic. That's why the lead magnet is so beneficial is because it really hones in on the type of customer. The next thing with the lead magnet is if you were looking to create or get the best return out of any of your investment traffic or any of the free traffic, organic traffic that you're getting to your page, then you want to make sure it's something that people really want.

If you were going after a large audience, they might not want what you're, actually what you've created and you're giving away. That also has another huge factor on what your conversion rate actually is.

The first thing I want to actually go through is one way to find out what people want in a specific niche, if you don't have something that you already know that you want to dive into with the niche and the sub-niche, then it's great to do a little bit of research at this time to see what other people in your industry and that niche is what they're giving away as their free gift or their lead magnet.

The first thing that I'll do is I'll actually go through and look at three different examples and we can go onto a few more just to show you how I did that research. The first one is I'll stay with the personal development niche and it's someone that's one of the leaders in the industry. You might have heard her name, Sonia Ricotti.

Right up front, you can see what she's giving away for a free gift. It is a video series, the Bounce Back video series. Right there, you can see, video series that's helping people bounce back and then that leads them into the list.

Now let's look at one for the health and fitness. Up here, if you're going to ... The easiest way is to go to the blogs that are out there. Usually, right off the top, you'll see exactly what they're giving away for the lead magnet. Right here, the greatest cookbook is here, download now. They're giving a cookbook.

Let's do another one in the health and wellness and weight loss. This, it's right off top again, to download your free meal plans and healthy living e-guides. You can see, there's a similarity between the cookbook and the recipes.

If you were in the health and wellness, you already see that some people that have created these lead magnets that are probably working or else they would have changed it already if they're spending money on any investment traffic or they are already getting that organic traffic. That allows you to pinpoint the type of lead magnet that you'd be creating.

Then let's do one in the internet marketing. Since you're in Profit Academy, you've probably already met Jeff Lenney since he is one of the other coaches as well. Right here, you can see, what he is giving away in the internet marketing is he is going to be talking about getting 10,000 visitors per month to your website using free traffic. He's honing in on ways to get free traffic to your website to build up your subscriber list.

What I would do in general, if I was going to continue doing more research, if I wanted to try to find other people, what I would do is I'll open a new tab and what I would do is I would go in and look at top blogs in personal development. You can go to any of these. There's a lot, hundred top blogs, 50 best top blogs. What you would do is you just click on one of them that shows up and you would look down.

The first one, you would see if they are giving away any free toolkits or anything because this looks like it's for personal development. You would look at what is their free toolkit. Three tools I use to keep me focus on my life purpose, free download, that's their lead magnet.

This is just research. You're going through in finding what other people in the industry are using. Then you would just look through each of these. I'll just click on one of these randomly and see if they have a lead magnet that they're creating.

Here's ... This is just e-mail lessons. They doesn't look like they're doing anything. Then you just continue the going through these to see if there is any correlations. Here, daily wellness inspiration straight to your inbox. They're just trying the people to sign up on their list, well, with no lead magnet. We will just keep researching. This is what I do. Whenever I'm looking to create a free lead magnet, I go through and see what everyone else is doing.

Sign up for inspiration. It seems that everyone is just saying sign up to our list. Not many of these are actually giving lead magnets which is one way to really stand out from the crowd now. You guys have a huge leg up because you know that you want to, if you were, if you had your own blog, you really want to create a lead magnet with an opt-in page to get more subscribers and have a much better conversion.

You will just keep doing that. Let's look in a different one that everyone might have a lead magnet. Top health blogs. Let's go into the health and wellness. Let's just do this one, top five health blogs. This is actually when ... They actually have one that we looked at. It's this one. It's all about the cookbook. Let's go to another one on the list. Let's go down here, see what they have.

I definitely see the cookbook there, right there but that's to order. I'm not sure if they have free gift. I apologize I'm not giving you the best examples but this is what I always do. Whenever I'm looking to create a great opt-in page, I always start with the lead magnet and start with doing my research.

Let's look one more time. Top on health blogs. Let's go to one of those other results. Let's do this up here and see what they're giving away. See if they have one on this page. This is also the previous one. Born Fitness, let's take a look at this and see if they have anything different for their free giveaway.

Free training and diet plans. Diet plans but there's some training. You'll see, if you were getting into the health and wellness area, you probably want to have some cookbook, recipe or diet plan because since everyone has this as their free giveaway, it's converting really well.

That's one thing. If you are in the personal development space, meditations. After I did all of my research, meditations and audios work really, really well for a lead magnet. If you want to get a really high converting opt-in page, I highly recommend, you go with meditations or some audio program with either guided or anything along that line usually converts really well.

Let me just do a couple more to see if there's anything else that you would see in the health and wellness or diet and weight loss niche. I don't see ... Your happy handbook, eat lift happy handbook. Sounds a little bit different than the other ones. I'm just going to scroll down to see one of these, see what else they might have.

I'm not seeing anything yet of any lead magnet here. Once again, it's all about just the process of finding this first. Then, why did we take so much time to really hone in on what are lead magnet is going to be? The reason we do that is the lead magnet always ties up directly with your opt-in page. To get the highest converting opt-in pages, you're almost going to take the headline directly from what the lead magnet is.

If you've created a free report, if you've created audio meditations, right here, I have a system that I use when creating my opt-in page and that works really well that almost always, I get over a 70% conversion with all of my opt-in pages because I did that research so I know what's converting well and what people are already looking for in that niche.

Then I just have a very simple basic template that I always start with. Every time, I'm really big in the testing. I love A/B split testing, trying out different images, different backgrounds, different wording, things like that. Yet, almost always my benchmark one that I just based off of this template right here always converts a highest a simple white background.

Right now, if I do for the logo right off top, if you have a logo, if you don't, it's no problem. You don't have to put it there. This is my template. I have a little image over here. If it's for an audio, I like putting something that's an arrow. It points to where the button is for people to click to start opting in. It also right here because when I'm never doing an audio meditation or anything like that in the personal development, it also gives a hint that it's going to be audio.

That's just if you're using any other, if you're doing a video series, you can have a picture here of whatever the lead magnet is. That's what you will put there in this picture. It just ties in so they know exactly what they would be getting once they opt-in.

The template right now is really about just basic filling in the blanks here. It's really filling in the blanks so 100% free. If you were giving a report away, if you were doing a cookbook for the health and wellness, you would put right here cookbook or recipe book. If you are going to do meditations in the personal development, I would do exactly that. I'll just put 100% free meditations download.

Just fill in this blank whatever it is. Then this main headline is pretty much the title of your lead magnet or your free gift. If it's a report and you've already taken the time to give your report a name, you would put the title right there. That's pretty much the ... It makes it really easy. If you've already done all the work beforehand, you want to use that work that you've done by creating a good headline on your lead magnet and just using that here.

You can also add in a little benefit beyond what the title of the meditations are in this example or whatever you're report or guide or video series. You would add benefit there. I'll show you an example right after this. I just wanted to show you the template first.

Then down here, I like doing ... You can do two different things with this sub-headline. You can either do they can receive these benefits without having to do something that they dislike. In the health and wellness, it's pretty easy to say, "You can eat healthy," or, "You can get the results without having to, only vegetables, work out three hours a day and fast during the weekend." Because a lot of people, they want to get really quick action.

That's the whole point behind these lead magnets is they want to take action and get results very quickly. It's something that they want to be able to consume quickly. By pointing that right here, they already have something that ... The

people that are looking in this opt-in page already have something in the back of their mind that's saying, "Well yeah, that sounds nice but it's probably about this. I probably would have to work out really harder. I have to change my diet completely," or, "I have to do something I dislike."

If your lead magnet, if you can say they can receive these benefits without doing those things that they dislike, even better. That's also a good thing, just to keep in mind when you're creating your lead magnets, keep those things in mind. Make sure, if they can digest that material, they can take action, they can get results without doing things they dislike, then it really is easy to create those sub-headline on the opt-in page as well.

The other thing that I can do instead of just doing things that they can receive these benefits without doing things they dislike, you can also have a very logical description. Beyond the 100% free gift download, the lead magnet download and the main title of the lead magnet with some benefit, you can logically say that they can see results within a certain time period.

You can also say exactly what they're going to get. If this was ... Let me just go over to the example of what I've done with the meditations. You can see, 100% free meditations download, I filled in that template. This is the title of the meditations, five hours of meditations. Then the logical one is you're getting seven free meditations and you get one extra. This is what you going to do with the seven meditations.

That is more logical. You can see, I put in my logo here. I put in a little image that correlates to meditations. Someone meditating there. Then if we go back to the template, then naturally it. Then you just have this blank here. This brings up the next really big point with really high converting opt-in pages.

I'm sure you've seen opt-in pages where you come to it and instantly, you see a place to enter your e-mail address right there. Pretty much the landing page or the old school landing page or squeeze page.

They have done tremendous amount of testing and research to show that usually, pretty much 99.9%, if you don't have the e-mail box right there, what you have is you click a little button and then it pulls up this spot. It's called the two-step opt-in process. I'll show you what happens. If you click on this button, then it brings up another box here.

In this box here, this is where they're actually going to enter their e-mail. If you have some system or some software that allows you to do this little popup boxes, I highly, highly recommend it. However you're creating your opt-in page, that is the best way to increase conversion with very little extra work.

You want to do this two-step opt-in work instead of having the e-mail address box showing right there where they just enter their e-mail address, click the button and then they subscribe, you want to have this two-step opt-in process where they click this.

Then if you're going to ask for any other information, if not, you would just get rid of the name, get rid of the phone number for the e-mail and you can add a little extra information there but it can be very simple. It's just like this. Enter your e-mail address below to get free, to get instant access. It's 100% free.

You almost have to spend little extra time there but just taking that action and the psychology behind that is once someone comes to this page and they take a physical action, it's very small, it's a micro-commitment, when they click a button and their subconscious brain, people, once they have taken one action, are 10 times more likely to take a second action.

Because they took an actual physical action of clicking a button, there's a click in their brain that says, "Well, I've already gone this far. I might as well put in my e-mail address now." Then they go in and actually put in their e-mail address right there.

That increases conversions a lot of times by almost 30%. It's that big of a difference by being able to remove the e-mail box here and actually put it behind this button here. That will really allow you to increase conversions with almost no extra work. I highly recommend, if you can, go in to a two-step opt-in gen process right there where it's this popup box.

Also, a lot of questions always come up, "Well, what should the wording be on this button? What should I change this 100% free download?" Well, why do it work better? This comes to the next really big point of high converting opt-in page. It's all the secrets behind creating opt-in pages that you'll get the best return of them.

Testing. It's always about testing. If you have the capability of doing A/B split testing where you test one thing against another, I always do that because they're really, in the end, yes they are the best practices. It always depends in

every niche that you're working at. Personal development, the wording is very different than health and wellness or dating and relationships or internet marketing.

You really have to test. You want to create these little split tests where you're changing, you would leave all of these the same. All you're changes, this free instant access. You could say free instant access on one age and then on the other one, you would actually create and say download now because they are downloading meditations from this but they're also getting a free instant access. You will see a difference. You will almost always see a difference by just changing little things like that.

That's one of the big takeaways that I really want you to know when you are creating opt-in pages. They are very small changes that can have big effects on your conversion rate but it's not the same for every page that you'll create. Each time you can, take that extra whatever, five, 10, 15 minutes to do a split test. There are many softwares, of course, on this one, this is LeadPages that I'm showing you this example with but you might be creating your opt-in pages through Sendlane.

With Sendlane, you would want to create multiple pages and send the traffic that you're getting to each page so you get to see which one is converting better. If you take that extra time because once you've created one page, it doesn't take that much extra time to create that second page for the split test. Take that extra time and always test.

What I do recommend is some of the top ones that have always worked for me, free instant access, download now, download your meditations now or download your report now. I actually put in the name of the free gift right in there, whatever it is, filling it in. Up here, you would fill it in, down here as well. Those are the type of things that I love changing.

The next thing that I change is background images. Of course, I always, always, always start with just a plain white background image. What that does is that really gives you a lot of great information when you're creating opt-in pages. What that tells you is people were actually drawn in by the free gift that you're giving away because they are looking at exactly what they're be getting.

Here, if they want meditations, they're going to opt-in. If they were looking at a really fancy background image, it's amazing what the human brain can do. It can almost draw you to opt-in even not really knowing or really caring about what

your opt-in in for. That can work in your favor but when you're getting started, you want to just try a plain white background image to at least get the data and know that you have a lead magnet that really works for your niche and subcategory if you're going in to a very specific niche.

I always start this way. Then after that, one of the split tests that I do is I put in different background images. I try four or five different background images that relate to what I'm giving away for my free gift. I try those. Sometimes, I use a very just a pretty background scene.

A lot of times, images with really happy looking people convert the best. It doesn't matter what niche you're in but you don't want to ... Let me, hopefully I can say this correctly, you don't want to oversexualize the people on it. No matter, even you're in health and wellness, you don't want them having really skimpy bathing suits on or anything like that. You don't want it to be drawn like that but you want really happy looking people.

Usually in good shape always increase conversion. That is something that you would want to try out that no matter what I've tested, those types of images seem to always help increase conversion. It's happy looking people that are smiling or they're taking an action and they look fit. Even if it's in internet marketing, that still seems to increase conversions.

Another thing that you can do that is starting to become much more prevalent when you're split testing is actually putting on what are called timers, countdown timers. Even if there is no timer involved or it really works the best if there is a time limit on when people can get this free gift or they can opt-in, something like that, if there is a time constraint. By putting on a timer, it triggers that there is a limited time and you'll almost always see an increasing conversions by adding a timer onto your opt-in page.

If you would just have a little timer down here that says, "You can only access this free meditations for two more hours," or it's even better to have a much shorter time period like two minutes, "You can only access this for two minutes," the issue with that is if people refresh the page, of course, it will refresh the timer. You can get a little bit of kickback from that because it's fake that there's a timer on there but still, if you can make a timer work on your page, you most likely will see an increasing conversion rate on your opt-in page.

That's one of those new things in a lot of different softwares that just allow you to add timers onto your opt-in pages. It makes it much easier to add that feature onto it.

Last thing I want to show is just a couple examples and walk you through some different things that I add on to opt-in pages that really, that can help as well. It's more split testing so I showed you this one example. It starts with just this main headline, really simple, telling people what they're going to get. Meditation download, the title of those meditations and then this logic whole sub-headline. That's really it.

One other thing that I do is I still have that free report and meditation and both of these are in the personal development space because that is my main niche that I'm in. I have the same very similar template. What they're going to get, the title of the free gift and you can actually see it here, add the picture here and then the subcategory so the very logical.

You can, how the time period when you can see results. See it in seven days. Numbers really, really help. If you can add numbers, if it makes sense to add numbers into your opt-in page, I definitely highly recommend it as well. You can see, I have three simple steps and a time limit of when you will be able to see results if they follow through. Adding numbers then can really help as well.

You'll see a little bit more on this page as well. What I do is I add four little teaser benefits as well. Once you have this base and you're really happy with this, then you can add on with this teaser headlines that are ... They just create intrigue. That's the main thing that they're doing. They're really creating intrigue and making it easy for them to ... If this didn't quite hold them in, then these teaser intrigues will really usually help them move on to the next step and click the button.

You can almost do this as a template as well. If you can follow this template, I do four normally and I start out this, the secret method that will, of course, relate them to what they're doing. This one is three simple steps to unlimited wealth with a meditation report so the secret method that is used by the ultra rich.

The next one is the number one best use of your time. This works in every single niche. I highly recommend adding this as one of these intrigue benefits down below. The number one best use of your time can be used in internet marketing, health and wellness, weight loss, dating and relationships, personal development. I recommend using that one.

Discover this simple trick. Then you can also see I use one of those hint it's not what you think. Whenever you say there's a simple trick that can use something, people always have something in their mind, "Oh, I doubt it's this. Oh, I doubt it's this." Because they think that they already know what this is going to be about, that actually stops them.

With this one that I use here, it's not what you think, I cover the entire spectrum of anything that they might think, "Oh it must be this. It must be that." That, it helps cover any of their doubts in their mind or any other thoughts that, "Oh, I already know what it's going to be about so I'm not going to opt-in."

The last one I do is the one big mistake. Another main huge theory behind people opting in and people wanting to get this free gifts and this lead magnets no matter what niche it is, is they think they're making a mistake. They think that there's a reason that's causing them to not get the results that they want.

If you use this one line, one big mistake you're making right now that's blocking you and then this one from success, it can really be, you can use this line almost exactly for any niche because in internet marketing and health and wellness, a lot of people, they see, they have their own version of success. Whatever that is, if you can help them without one big mistake that they're probably making right now, that is a great way, great intrigue line to use that really helps increase conversions.

This is another thing that I just love putting in there. I love putting these four intrigue benefits. They've worked time and time again for me. It's a simple template that you can use. It's plug and play. That's what I want to make this. You don't have to overcomplicate your opt-in page. There's no ... You can try many different things but if you come back to the basic, something like this and even starting with something even simpler, that's usually when you will get the best conversions on your opt-in page.

I like the KISS method. Keep it as simple as possible. Don't overcomplicate it. Don't try to be clever especially when you're getting started because if you're too clever, you can actually confuse a lot of people and they won't opt-in just because they're actually confused by what the benefits they'll get when they actually if they were to opt-in and receive this free gift.

You want to keep it very clear. You can just stick with this simple template. The nonce you have over, I like to say 60% conversion but I'll lower it down, once you have 50% conversion or higher, that's when you get to really start having fun and

testing the background images, being clever with wording, trying different headlines, different things like that. Then when you just continually increase it, there will be times, if you test different things that you'll actually see a decreasing conversion. That still also very helpful so you know what not to do next time when you create another opt-in page.

The absolute best tip I can ever give you when creating opt-in pages is split test everything, split test everything. Colors are also a huge thing. You want to change the colors. You can see this last one, it's a lot of red. The first time I tested this, this was all green. That decreased conversions for me by over 10%, just by changing this from red to green.

I also had ... This is a different color I add. This is blue. That decreased conversions by over 5%. I had this as an all green, yellow, all red, the same red as this but this goldish color outperformed them all. It will change on every page. See, you want to test different things like this.

You can change the colors and you can see here, I changed the colors different times. I have a little bit of blue down here. This button color is a very of goldish yellow. All of those, just change them on each one. That's the last thing about split testing. Only change one thing at a time. You don't want to change this and this at first at least because you don't know which one actually helped. You can change this one and then you can change this color and then you can change them together and see all the differences because you never know what's actually going to be the best increasing conversion for you.

It's all about clicking each part separately, changing each of them. Adding your logo, removing your logo, depending on if you like your logo, if it really connects well with the audience, if they like it as well, that can help you or hurt you by adding or removing your logo there.

Changing this picture here can really change conversions. I have changed this picture probably 15 times and this picture, this figure outline always converts the best for me after at once that I've tested and I thought it would convert much better. You never know what's going to work the best for you and in your niche until you test it. That is the best tip I can give to you. One more time ...

Andrew: That's really fantastic, Sean. A question has come up a couple times here, has been, what are the numbers that you should be shooting for with your opt-in page in terms of conversion rates?

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Sean: 50%, if you're not, if you're getting below 50%, I would really change everything you can on the opt-in page first. Then if you can't get it above 50%, you have to go back to your lead magnet and then that's where you do your research again. 50% is the minimum. If I am below 70%, I really start looking at things. I don't want to say that's for everyone. That is only for the personal development niche, for things that I've been and I've tested. I say, 50% is the baseline that you always want to make sure you're above.

Andrew: Realistically, a good opt-in page should be converting above 50%.

Sean: Correct. Yes. If you've done your research with your lead magnet and you're specific with the type of opt-in page that you've created, you should absolutely be getting over 50% especially two-step opt-in process where they click the button and then put in their e-mail address on that second step.

Andrew: By the way, the audience here is giving you massive props for this suggestions. There's so much here, you gave so many different things to test on these opt-in pages. I just want to reiterate something that Sean has been saying again and again. You need to test these different things because the specific things that work will be different from niche to niche.

Sean is just giving you a bunch of stuff that have proven to work in different niches and different opt-in pages. Ultimately, to maximize your conversion rate, you have to try out these specific things and test them, get actual numbers to back them up.

If you could think through the other things that you discussed today, what would you say are the two or three most high-impact things that you have found in your own experience with the opt-in page?

Sean: Absolutely. The first one of course was testing. I started out, I never tested anything, I just threw something up. Then I bought solo ads for it and it wasn't converting well. Then I got really discouraged. That set me back for a while because I wasn't getting many subscribers, many opt-ins, conversion rate was low.

Just make sure that even if the first one doesn't work, that's okay. All of us have had an opt-in page that wasn't converting well at some point or another for whatever reason. If you keep going after it, you will find what works because you're going to learn more every time that you do this. You're going to learn

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something from it no matter what. That's the best thing about this business in general.

Every time you try something, every e-mail you send, ever opt-in page that you create, you're going to learn something from it. Just take what you've learn from it and then take one aspect of it, take the thing that is working well and then use that and then build off of that.

The good thing is you can start with one of these templates. Almost, unless you're not giving away something a value or something that no one wants, you'll probably get over 50% opt-in rate right away by using one of these templates, using this very simple template or using something, it's still the same template but then adding on too these extra benefits.

If you use a two-step opt-in process, you've done your research so you know what people want, you're going to be successful. You're going to get over 50%. That, your profit margin just increases every time you test something that increases your conversion, you're going to increase your profit margin because either if it's organic free traffic, that means you're just going to get more subscribers and build up a larger list quicker.

When, if you're doing an investment traffic like solo ads or click on me, that means every dollar spent, you're going to get more subscribers out of it which is always going to lead to a better bottom line.

Andrew: Right. When you look at different students and other marketers, opt-in pages, what are the two or three most common mistakes that you see they're making?

Sean: I would say the first one is they have not done their research on creating a lead magnet that will convert really well. Also, using really bright, over the top colors when visually appealing does make a difference. That's why I actually use just the white background at first because sometimes the background image draws your eye away from this box.

You want your eye actually be drawn to this box. That is a huge thing where if the image, the background image or anything on the page draws your eyes away from this, it's going to decrease conversions. A lot of times, people are just, they make such a good image that actually draws there.

If you can see my mouse, it draws their eyes over here. Then the person doesn't even realized they lose focus on what they came to this page for in the beginning

and then they're like, "Oh, I don't even know I was here." Then they just click off the page and don't opt-in. I think that's actually one of the bigger things that I've seen with people that are getting started is not attracting and not drawing their eyes in this.

If you see this, okay, if you look at this first, you probably, your eyes will go over here a little bit but I made it just a single black color. That's what converting the best because it very quickly, their eyes then get drawn to the red and then to the button. If their eyes are going from here to here to here, that means once they see free instant access, that most likely that they will take the action and then opt-in.

If you can always ... If you just step back after you've created your opt-in pages and look and see, "Okay, where is my eye drawn? Where do I want to look at?" If it's not this part or the main headline, you want to take a couple more seconds or a couple more minutes and figure out how can you draw the person's eyes to these two spots on the page so that they'll most likely take action.

Andrew: What are your thoughts on video with opt-in pages? Because I've got a couple of questions from students saying that they went to look at Joe Vitale or some other internet marketing person's opt-in page and they saw a video with the slides or the actual person speaking. What are your thoughts on incorporating video into your opt-in page? Is that a necessary thing to do?

Sean: My thoughts on that because I have tried it, it's two fold. It can work really well or it can really, really hurt you. If the video is an extremely well-done and the entire process is drawing them in and it's focusing in on getting them to opt-in for some video series or something little bit larger, then I think it can work for you.

The problem is you have to have a very highly tuned skillset to create video that converts. You have to be a skilled copywriter. If you're getting started in this, I don't recommend doing that just because it's more advanced. If you are really skilled copywriter and know how to create videos and be in front of the camera or how to create a video that draws someone in emotionally, really drives them towards opting in to receive that free gift or the lead magnet, then you can try it.

Of course, I still come back to even if you do, even if you have that skillset, you have high production quality with the videos that you're creating, still try a very simple template like this and see what converts better because almost nine times out of 10, I would almost prove to you that this converts better than doing

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this very high quality video opt-in page as well. If you're getting started, don't even worry about video. I would just go with a simple template like this.

Andrew: That seems to be the consensus here. That's funny. To think about it, you invest all these time and money and energy in producing a video and maybe if you do it perfectly well and just up your conversion rate a tiny amounts but ultimately, you can get fantastic results with a very simple opt-in page. A headline, sub-headline and an opt-in box, a double opt-in box to nudge it on people more.

I just want to emphasize that point to everyone listening here. This should ultimately be very simple. You've got a lot of fantastic tips from Sean today about how to get your conversion rate even higher. Ultimately, you can start out with some fantastic results just by following these very simple blueprints.

Sean: That's correct.

Andrew: That's very important to emphasize. All right Sean, well, thank you for these, like I said, absolutely fantastic advice here. The comments have been overwhelming in how much they appreciate this. I just want to emphasize one more, I know I said this earlier to all of you but take action on this stuff. Actually put what you learn into action. Create different opt-in pages, do the split test.

If you're using LeadPages, they have ways to do split test very simply. If you're using Sendlane, there's also ways to do split test. It's very easy to create opt-in pages on those different services that incorporate different elements that Sean discussed.

Like he said, one at a time. Just change one element between two different opt-in pages and see if you notice a difference in the conversion rate. Then rinse, wash and repeat.

We are now going to move on in the next section of this workshop to something you all have been asking a lot about which is traffic. Once you got an awesome opt-in page up that converts well and once you got your first e-mails written and ready to go, it's time to unleash the floodgates of traffic and get people onto your site and get people subscribing to your e-mail list.

What we're going to do right now is take a quick break. Pay attention to the time you see on the screen. Then Sean is going to come back and he's going to break down a fantastic website that is just a gold mine when it comes to traffic. This is loaded with people who are eager to sign up for a list just like yours. It had

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actually a history of signing up and engaging with a list just like yours. It's not that expensive. That, if you use the tip method, it can be very inexpensive. We're going to take a quick break