



Develop an Optin that Positions You as a
Thought Leader

Let's Get Started!

Let's build your list!

It's important that you build a healthy, engaged list (based on quality of peeps, not quantity) so that when it comes time to build a community, make an offer, host an event/retreat, etc., you have people to talk to. Some people will say email marketing is dead... and these are generally the people who have weak or nonexistent lists. Email marketing is not dead. :)

Optins/Lead Magnets

Now, I am going to be honest here. I thought long and hard about this module and how to make sure it had tons of value for you.

The problem I kept running up against was two-fold:

- First, there are thousands of types of optins you can create for your list-building efforts. I could write a book on this!
- Second, lots of reputable companies have already compiled wonderful lists that help you see the many different types of optins you can create. They have researched them and have stats. So, I am going to leave it to the research to speak for itself, instead of recreating the wheel.

Step 1

So, the first thing I would like you to do, before we evaluate your current optin or create a new one, is **think about your optin as a way to position you as a Thought Leader**. That's what the Academy is all about!

Here are some questions to help you get started. **It's important that your optin is unique to you and what you are building/creating in your business.** In other words....

- What do you want to be known for?
- What are you trying to change in your industry/niche?
- What unique take do you have on the subject matter?

Step 2

Once you have answered the above questions, it's time to think about your optin. If you have created one already, let's "evaluate" it using the following checklist:

(Note: Checklist inspired by one found on OptinMonster.)

1. Does it solve a real problem?
2. Does it promise a quick win?
3. Is it super specific?
4. Is it quick to digest?
5. Does it have high value?
6. Is it instantly accessible?
7. Does it demonstrate your Thought Leadership?

Step 3

Tweak your existing optin or develop a new one!

[Okay, here is an article that has 69!!! different optin in ideas, based on five categories of content:](#) useful, educational, entertaining, community-building, and bottom of funnel (what we call Pipeline) customer journey.

Take a read through this and really think about what it is you are wanting your new peeps to do when they optin to your list. There is fantastic data and resources and ideas here!

Step 4

Once you have developed your optin, it's time to write the nurture sequence. This is the multi-part email series that helps your new people understand more about what they downloaded, more about you, and more about the subject.

This is an important piece of your pipeline. You might have a fantastic optin, but the email series that follows doesn't convert. (This is happening in my world at the time of creating this guide. My email sequence is a work in progress—and I'm going to try some new stuff!)

When you are developing your email sequence, be sure that you are using your top-two dominant Content Personality™ types so you are engaging to your audience. For example, if you are video + written, I would suggest you have a mixture of video and written content in the email sequence that follows.

Here is a simple sequence you can adapt, depending on your content personality:

Day 1: Download the optin.

Day 2: 3 minute content + 1 minute offer

Day 4: 3 minute content + 1 minute offer

Day 6: 3 minute content + 1 minute offer

Day 7: add to your main list and engage with regular content

Step 5

Measure your data.

I am including a screenshot here of how I measure my optin data.

	# of New Quiz Opt-In's	New contacts in OP	CP Videos Page Views	CP Course Page Views	CP Course Enrollments
Jan 1 - Jan 31, 2017	122				12
Feb 1 - Feb 28, 2017	33				5
Mar 1 - Mar 31, 2017	88		145	89	15
Apr 1 - Apr 30, 2017	143	161	57	76	13
May 1 - May 31, 2017	123	139	45	116	22
Jun 1 - Jun 30, 2017	78	118	56	43	1
Jul 1 - Jul 31, 2017	80	87	72	43	1
Aug 1 - Aug 30, 2017	68	101	53	28	0
Sep 1 - Sep 30, 2017	60	74	64	32	0
Oct 1 - Oct 31, 2017	19	46	13	9	0

You can see that many peeps are opting into the quiz, but they aren't converting to the next step (which in my case is the Content Personality™ Course). I am going to work on this part of my pipeline and make some changes and tweaks and begin measuring the data again.

You can't adjust things if you don't know what is working and what is not!

The main things I look for, in terms of my optin success/conversion are:

- # of new peeps who are opting in via the quiz
- # of people who view the video page (which has the call to action for the Content Personality Course)

- #of peeps who purchased the course (You can see a disconnect here!)

Warning: Don't get stuck in the data. It will drive you bonkers. Know what you need to know to know what is broken and what is working! :)

Okay, that's it! Good luck on tweaking or developing a new optin. I can't wait to see what you come up with.

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