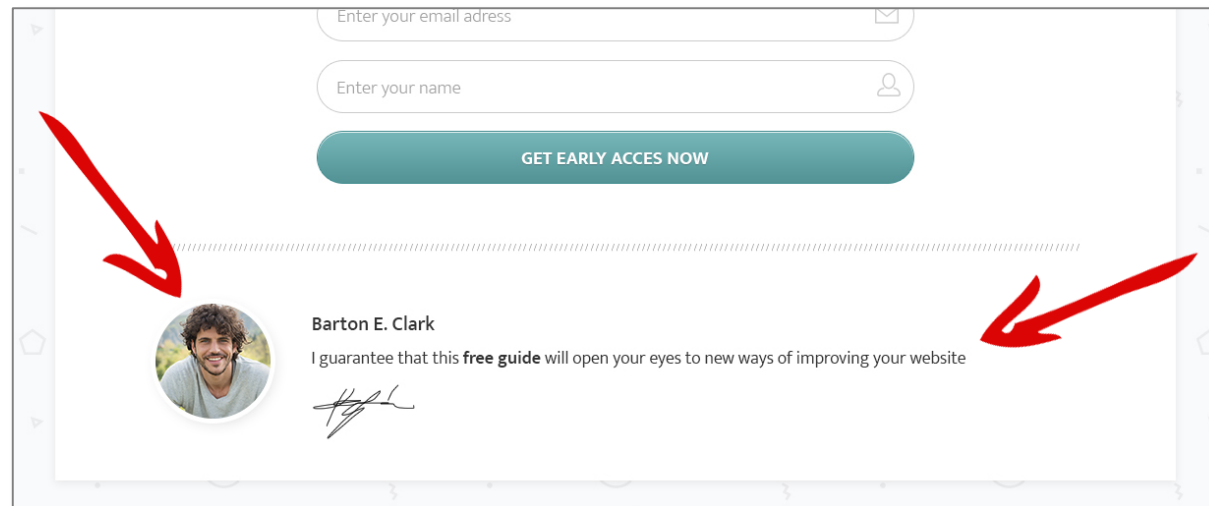


# The "Personal Branding" Method for Higher Open Rates

A 5-Step Guide Presented by [Thrive Themes](#)

# Step 1

## Add a Personal Branding Touch to the Opt-In Page

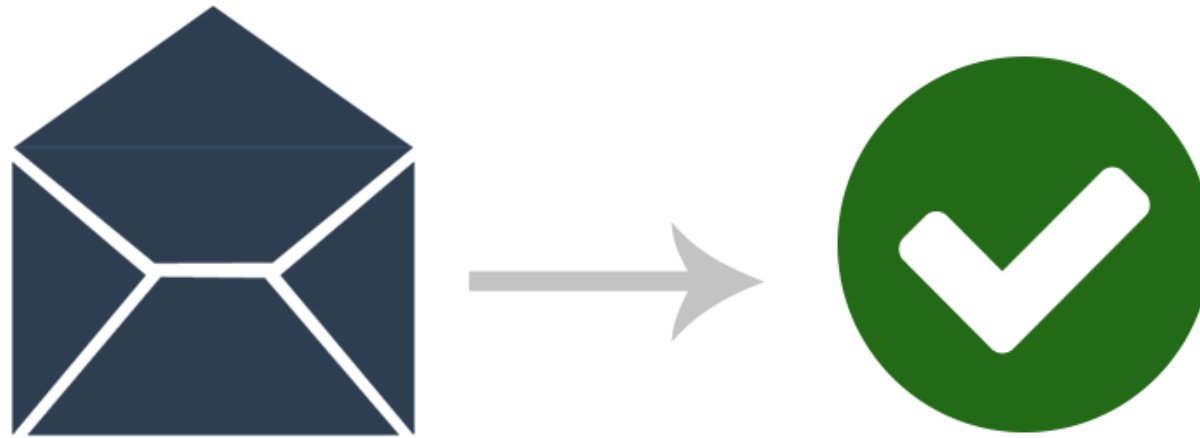


You don't have to dramatically change anything about your lead generation page. In fact, take the one you already have and add **your image**, your name, one line of text and **a signature** to it. Done!

It's all about **being present** on the landing page, so that you start building **familiarity**.

# Step 2

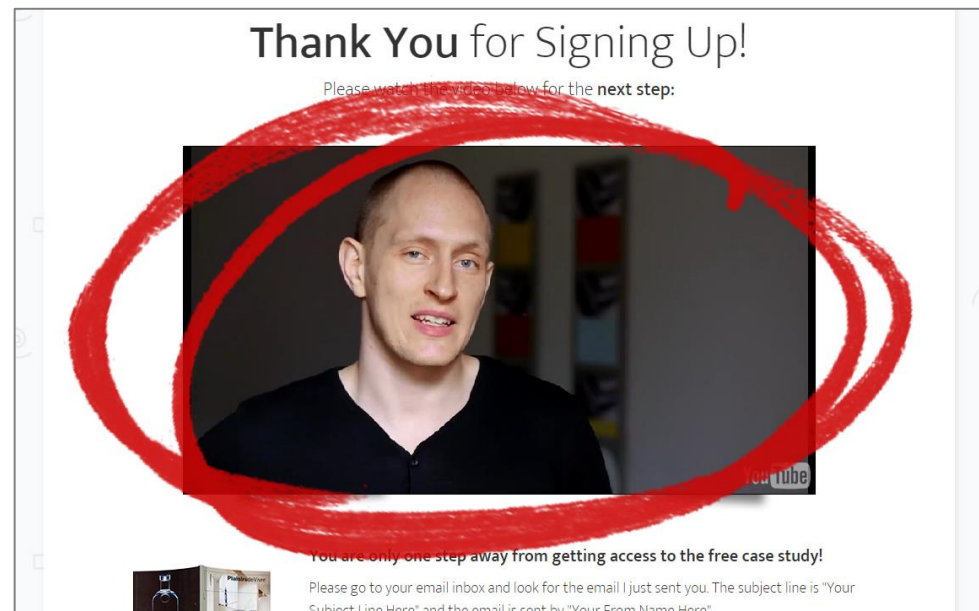
## Use a Confirmed Opt-In Process



Not only does this process (also referred to as “double opt-in”) result in **fewer junk leads**, it also plays a more important role. You are giving your subscribers a **practice run** of the thing you want them to repeat many times in the future: **go to their inbox**, find your email and **click on a link inside it**.

# Step 3

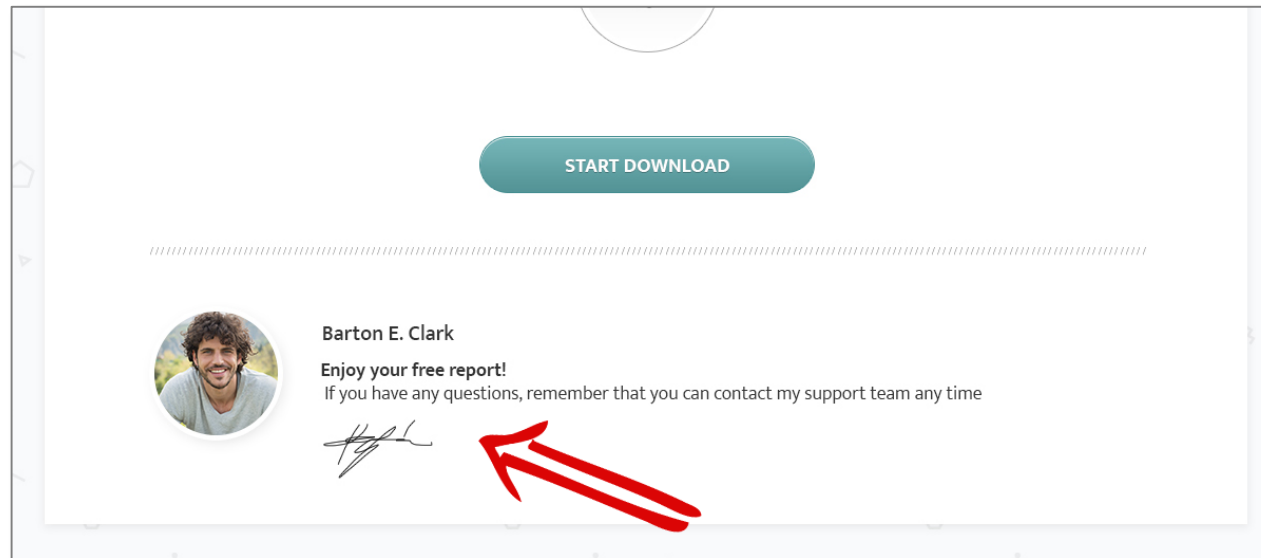
## Be Present on the Confirmation Page



Don't send new leads to a generic confirmation page generated by your autoresponder! Instead, send them to a confirmation page **on your site and speak to them directly** (video is best for this). Tell them exactly what to do next and also use this opportunity to **make a strong, positive first impression.**

# Step 4

## Add a Personal Branding Touch to the Download Page

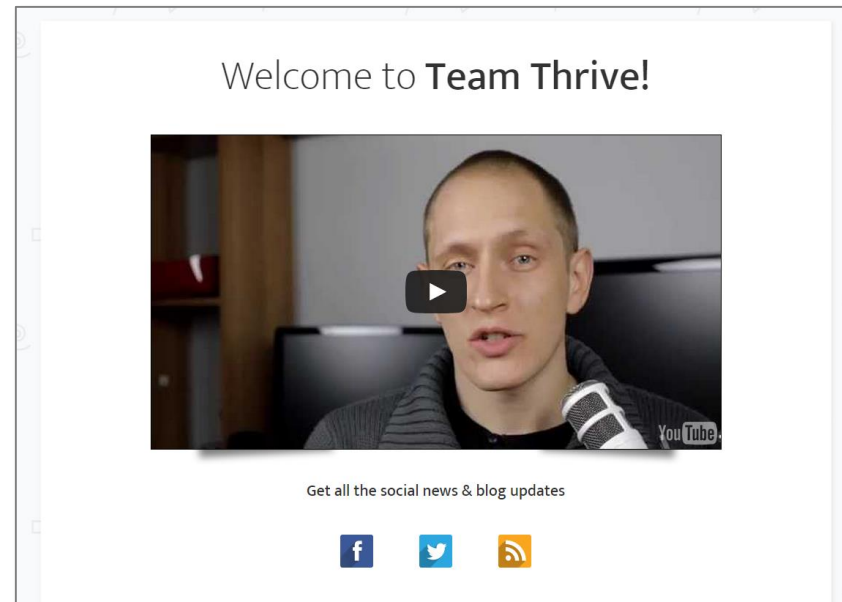


On the download page, **repeat the trick from step 1**. Add your picture, your name, your signature and a simple statement. What should you write? Imagine if a good friend had just downloaded your free report (or whatever it is that you're giving away). What friendly comment would you make? That's what you should write on this page.

The point of the exercise is simply to **build familiarity**, so that your subscribers **recognize your face and your name**.

# Step 5

## Send New Subscribers to a Welcome Page



One or two days after they sign up, send new subscribers to a **welcome page**. The purpose here is not to sell something and monetize the list, but just to get to know each other. In a video, **explain exactly what you and your brand are about**, what your mission is and **what new subscribers can expect** from you.

Also invite them to follow you on social media (if that's your kind of thing) and **join in on a discussion** in comments below the video.

# Done!

You Now Have Engaged, Enthusiastic Subscribers  
(if You Did it Right)

For more, find us at <http://thrivethemes.com/>