THE ULTIMATE GUIDE

TO CREATING PERSUASIVE OPT-IN FORMS
Why you need Persuasive opt-in forms

You’re reading this guide, that means I do not have to convince you about the importance of a mailing list. You know your email list is the most valuable asset of your business.

Your website could break down, your social profiles might disappear, but as long as you have your mailing list, you’re still in business! That brings us to the importance of your opt-in forms.

What’s a good opt-in form? A good opt-in form, is a form that converts as much qualified visitors into leads.

A GOOD OPT-IN FORM WILL HELP YOU GET MORE LEADS WITHOUT NEEDING MORE TRAFFIC.
Why you need Persuasive opt-in forms

This guide is for you if you’re looking to get higher conversion rates on ANY of your opt-in forms.

I promise you

No fluff
Plenty of real life examples
Actionable advice

Ready?
Let’s Start!
BRIBE THEM

What’s in it for them?
What not to do

The time people were happy to receive ANOTHER email newsletter is long gone. You’ll need a better way to **convince your visitors** to get on your email list. There are 2 ways to do this.

**THE BEST WAY TO DO THIS IS TO BRIBE THEM**
First of all, you can change the offer from simply “Receive our Newsletter” to something that is benefit driven for your visitors.
Quick fix

**Before**

**BORING - “Subscribe to Newsletter”**

Love this content?
Sign up for our FREE social media updates.

**AFTER**

**BENEFIT DRIVEN - “This is what you’ll get”**

Let me show you how to get more reach, referrals & results for your business with social media for FREE.
Quick fix

GET EMAIL UPDATES
Read the latest content first.

Email address

Subscribe

See privacy policy

BORING - “Subscribe to Newsletter”
GET EMAIL UPDATES
Read the latest content first.

BEFORE

BENEFIT DRIVEN - “This is what you’ll get”
Skyrocket your email sales performances with our weekly tips.

AFTER
Quick fix

**Before**

**OUR NEWSLETTER**
Get awesome content delivered straight to your inbox.

**Boring - “Subscribe to Newsletter”**

**After**

**Benefit Driven - “This is what you’ll get”**

Always be The First to know about New WordPress Tips and Tricks.
Quick fix

**Before**

**BORING - “Subscribe to Newsletter”**

The Weekly Newsletter

More than 10,000 marketers, developers and product managers enjoy our newsletter every week.

- Email Address
- Join us

We don’t spam, pinky promise.

**After**

**BENEFIT DRIVEN - “This is what you’ll get”**

Get weekly optimization tips delivered straight to your inbox.
The second, even more efficient way to get higher opt-in rates, is to create a **specific opt-in offer**. This is something you give away in return for an email address.
Even better

If you need some inspiration to find a good opt-in offer, you can read our blog article:

7 Examples of Brilliantly Effective Opt-in Offers and How You Can Use Them in Your Business

YOUR TURN

1. ASK YOURSELF

   - Why should my visitor subscribe to my newsletter?
   - What is in it for them?
   - What will they get?

   Use the answer to this question as the headline of your opt-in form.

2. START CREATING AN OPT-IN OFFER YOU CAN GIVE YOUR VISITORS IN RETURN FOR THEIR EMAIL ADDRESS
BENEFITS vs FEATURES
Simply creating an enticing opt-in offer is not enough. You’ll have to “sell” it to your visitors.

A simple way to find the benefits of your opt-in offer is to put “this will help / allow you to” behind the feature.

To offer them something they cannot resist, think about what the benefits will be of your offer once they read / watched / used it.
Quick fix

Advertising the features

Detox Guide eBook

BEFORE

BENEFIT - “This will help / allow you to”

Have more energy
Be more quick-witted
Get your body ready for winter

AFTER
Quick fix

Advertising the features

Responsive Email Templates

BEFORE

BENEFIT - “This will help / allow you to”

Please your mobile readers
Get 50% more readers
Not spend money on a designer/developer

AFTER
Quick fix

Download your FREE Solopreneur Toolkit + get EXCLUSIVE weekly tips straight to your inbox.

**First Name:**
Your first name

**Email address:**
Your email address

Sign up

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**Advertising the features**

Solopreneur Toolkit

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**BEFORE**

**BENEFIT - “This will help / allow you to”**

Double your productivity
Help you choose the right tools from the start
Avoid rookie mistakes

**AFTER**
Even better

But here is where it becomes very powerful

TAKE YOUR BENEFITS AND RUN THEM THROUGH THE SAME PROCESS

Advertising the features instead of the benefits

Find the benefits of the feature:
Add “This will help / allow you to” after the feature.

Find the core benefits:
Add “This will help / allow you to” after the first benefits.
Quick fix

Advertising the features
Detox Guide eBook

BEFORE

BENEFIT - “This will help / allow you to”
Have more energy
Be more quick-witted
Get your body ready for winter

AFTER

BENEFIT - “This will help / allow you to”
Spend more quality time with your kids
Thrive in your business
Avoid Burnout

1 STEP FURTHER
Quick fix

BEFORE

Receive updates by email and get our FREE 42-Page Detox Guide ebook.

AFTER

Feel Energized & Be More Productive
Download your FREE Detox Guide
Quick fix

**BEFORE**

Advertising the features

Responsive Email Templates

**BENEFIT - “This will help / allow you to”**

Please your mobile readers
Get 50% more readers
Not spend money on a designer/developer

**AFTER**

**BENEFIT - “This will help / allow you to”**

Create a sustainable online business
Get more sales
Invest money where it matters

1 STEP FURTHER
Quick fix

BEFORE

FREE RESPONSIVE EMAIL TEMPLATES

More than 50% of emails are opened on mobile. Optimize your emails for small screens with these 5 pre-tested and bulletproof responsive templates that even work in Outlook.

Your Email Address

Download Now

AFTER

Reclaim 50% of Your Email Subscribers

More than 50% of emails are opened on mobile. Optimize your emails for small screens with these 5 pre-tested and bulletproof responsive templates that even work in Outlook.

Your Email Address

Download Now
Quick fix

Advertising the features

Solopreneur Toolkit

BEFORE

Download your FREE Solopreneur Toolkit + get EXCLUSIVE weekly tips straight to your inbox.

First Name:
Your first name

Email address:
Your email address

Sign up

BENEFIT - “This will help / allow you to”

Double your productivity
Help you choose the right tools from the start
Avoid mistakes

AFTER

BENEFIT - “This will help / allow you to”

Succeed even if this is your first business endeavor

1 STEP FURTHER
Quick fix

**BEFORE**

Download your FREE Solopreneur Toolkit + get EXCLUSIVE weekly tips straight to your inbox.

**First Name:**
Your first name

**Email address:**
Your email address

**Sign up**

**AFTER**

Avoid Rookie Mistakes and Succeed in Business

**Download Your Free Solopreneur Toolkit**

**First Name:**
Your first name

**Email address:**
Your email address

**Sign up**
Your Turn

1. Take the feature of your opt-in offer
2. Add “This will help / allow you to”
3. Note down the benefits you come up with
4. Add again “This will help / allow you to”
5. Use this new benefits in the headline of your opt-in form
MAKE IT REAL

Improve your opt-in even more
Do this

ADDING AN IMAGE TO YOUR OPT-IN FORM MAKES THE OFFER MORE “REAL” AND MAKES IT STAND OUT MORE

You’ll have to test it on your own site, but an image can help your higher conversion rates. The image you use, should represent the offering. This can be an ebook, a video course, an email course, a quiz, etc.
How to create an image

You can make a stunning book cover design with a free online tool called Canva.
In this article, they can explain exactly how to do so: https://www.canva.com/create/book-covers/
Next, you can turn your book cover (or other item) into a 3D image.

If you (or someone you know) has Photoshop, you can use one of these free Photoshop actions to create your cover: https://www.psdcovers.com/tag/ebook/
Or you can ask somebody on Fiverr to do it for you for only 5$: http://www.fiverr.com/categories/graphics-design/ebook-covers/

YOUR TURN
Get an image that represents your opt-in offer.
TO NAME OR NOT

That’s the question...
Less is More

In general, **the less opt-in fields, the better your conversion rates will be.** The most commonly asked information is “First Name” & “Email”.

The debate about asking or not for the first name is long and complicated (and if you are interested in the topic, I urge you to read this article: [https://thrivethemes.com/name-field/](https://thrivethemes.com/name-field/)) but general rule of thumb:

If you personalize your emails, ask for the first name.  

If you do not use this information, only ask for the email address.
But...

That said, you might be the exception!
Maybe you don't want to have the highest opt-in rate possible but only target highly relevant leads.
In that case you might consider adding obligatory fields such as “Name” or “Phone number”, etc..

If you don't NEED this information right away, but you would love to have it for further marketing efforts, I suggest you ask for it after getting the email address.
Imagine you would love to be able to send gift cards around the birthday of your leads. This information is not necessary upon opt-in. You can ask for it later on in

MAKE THE BARRIER OF THE ENTRY AS LOW AS POSSIBLE.
Your turn

GET RID OF ALL UNNECESSARY FIELDS. ONLY KEEP THOSE YOU NEED AND USE.
PUSH THE BUTTON
How to make them click.
What not to do

Zapier

Be the first to hear about the best apps, in-depth productivity guides and tips to grow your business.

Subscribe

Shopify

Join 100,402 entrepreneurs who already have a head start.
Get free online marketing tips and resources delivered directly to your inbox.

Email Address

Get updates

No charge. Unsubscribe anytime.

Yesware

Data-driven sales insights sent straight to your inbox.

Learn about:
- Sales strategies proven to help you close more deals, faster
- Practical tips on how to amp up your career and work smarter
- Scientific studies to improve your email effectiveness

Enter your email to stay on top of things

Primary Email Address

SUBSCRIBE NOW
What not to do

The button of your opt-in is another opportunity to get your visitors excited about opting-in to your email list.

Using “Subscribe”, “Get Updates”, “Subscribe Now” or even worse “Submit”, won’t help you with that.

There are a lot of tests and studies (like this one or this one) about call to action buttons such as the submit button on your opt-in form and they agree on these points:

- A benefit driven button improves conversion rates.
- The color of the button has to stand out.
Do this instead

I Will Teach You to be Rich

Digital Marketer

Social Media Examiner
USE A BENEFIT DRIVEN CALL TO ACTION ON YOUR BUTTON AND CHOOSE A COLOR THAT IS DIFFERENT FROM THE OPT-IN FORM AND FROM YOUR WEBSITE.
Wrap it up: Good example

The images are colorful, cheerful and show the site owners for personal branding purpose. They represent a healthy lifestyle that will speak to the audience.

Benefits of taking the challenge

Answer to the question: “What will I get?”

They use the first name to personalise all email communication.

Action driven call to action button. In black against a white background.

They use the first name to personalise all email communication.
The YES list

Do not publish your opt-in form before answering YES to all the following questions:

✓ Does my headline give a clear benefit for my visitor?
✓ Is my offer represented with an attractive image?
✓ I’m using all information I’m asking in the opt-in form?
✓ Is my button action focused?
✓ Does my button stand out from the rest of my opt-in form?
READY TO BUILD PERSUASIVE OPT-IN FORMS?

Discover [Thrive Leads](https://www.thriveleads.com) the WordPress plugin that builds your list faster than ever before!