

The background is a solid green color. In the center, there is a faint illustration of a large monitor displaying a webpage layout. Surrounding this central monitor are four laptops, one in each corner. Dashed white lines connect the corners of the central monitor to the corners of the four laptops, forming a diamond shape. The text is overlaid on this background.

# 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



Love this content?

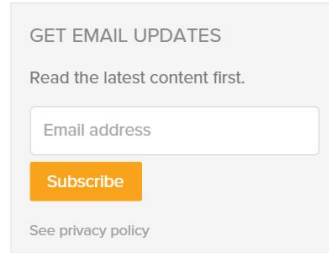
Sign up for our FREE Social Media Updates

First Name

Email

Count me in!

SociallySorted



GET EMAIL UPDATES

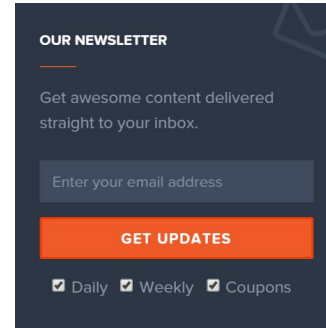
Read the latest content first.

Email address

Subscribe

See privacy policy

Yesware



OUR NEWSLETTER

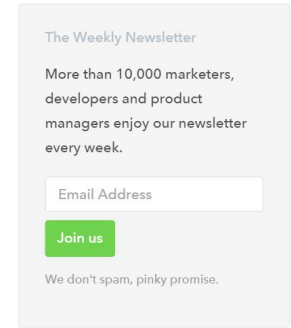
Get awesome content delivered straight to your inbox.

Enter your email address

GET UPDATES

☒ Daily ☒ Weekly ☒ Coupons

WPKube



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.

Vero

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

1.

First of all, you can change the offer from simply “Receive our Newsletter” to **something that is benefit driven for your visitors.**

# Quick fix

**Love this content?**

Sign up for our FREE  
Social Media Updates

First Name

Email

**Count me in!**

**BORING - "Subscribe to Newsletter"**

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

**BEFORE**



**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.

**AFTER**

# Quick fix

GET EMAIL UPDATES

Read the latest content first.

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

**OUR NEWSLETTER**

---

Get awesome content delivered straight to your inbox.

Enter your email address

**GET UPDATES**

☒ Daily ☒ Weekly ☒ Coupons

**BORING - "Subscribe to Newsletter"**

**OUR NEWSLETTER**

Get awesome content delivered straight to your inbox.

**BEFORE**



**BENEFIT DRIVEN - "This is what you'll get"**

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

**AFTER**

# Quick fix

The Weekly Newsletter

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

We don't spam, pinky promise.

**BORING - "Subscribe to Newsletter"**

The Weekly Newsletter

More than 10.000 marketers,  
developers and product managers  
enjoy our newsletter every week.

**BEFORE**



**BENEFIT DRIVEN - "This is what you'll get"**

Get weekly optimization tips  
delivered straight to your inbox.

**AFTER**

# 2.

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

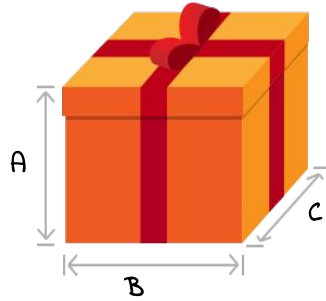
## 1. ASK YOURSELF

- 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

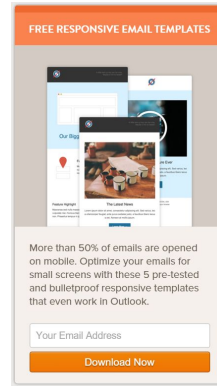
# BENEFITS vs FEATURES



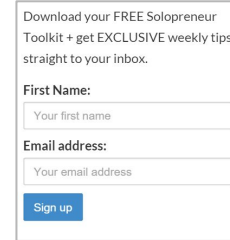
# What not to do



Minimalist Baker



Litmus



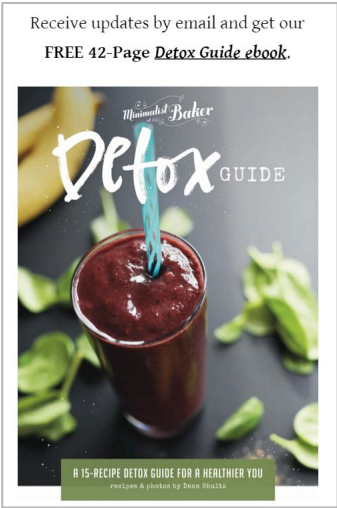
Danielle Zeigler

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

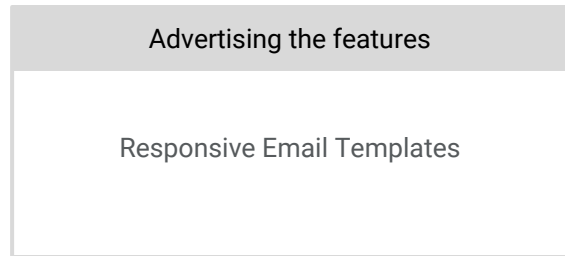


BENEFIT - "This will help / allow you to"

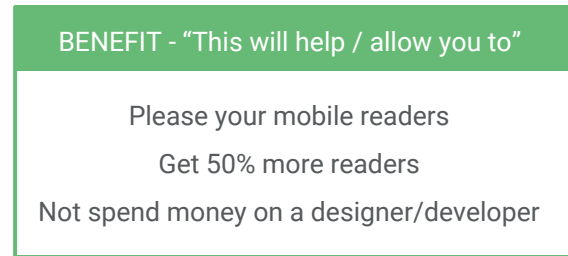
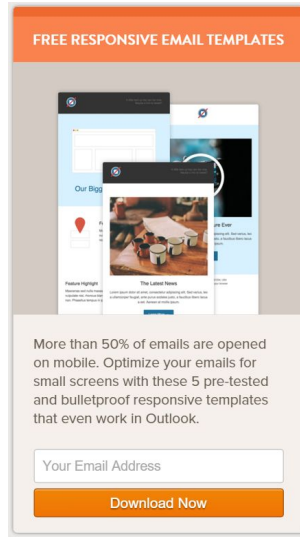
Have more energy  
Be more quick-witted  
Get your body ready for winter

AFTER

# Quick fix



BEFORE



AFTER



# Quick fix

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

First Name:

Email address:

Sign up

Advertising the features

Solopreneur Toolkit

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.



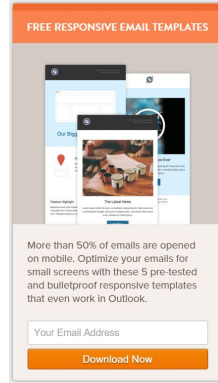
## AFTER

**Feel Energized & Be More Productive**

Download your FREE Detox Guide



# Quick fix



## 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**

## BENEFIT - "This will help / allow you to"

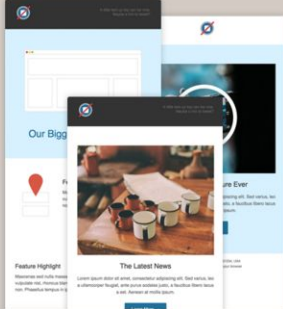
Create a sustainable online business  
Get more sales  
Invest money where it matters

**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.

**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.

**Download Now**

# Quick fix

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

First Name:

Email address:

[Sign up](#)

Advertising the features

Solopreneur Toolkit

BEFORE



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:**

**Email address:**

**Sign up**

## AFTER

**Avoid Rookie Mistakes  
and Succeed in Business**

Download Your Free Solopreneur Toolkit

**First Name:**

**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.

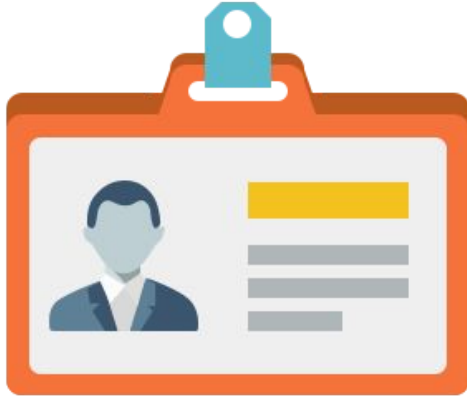


If you (or someone you know) has Photoshop, you can use one of these free Photoshop actions to create your cover: <https://www.psdcovers.com/tag/ebook/>

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/>) 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.**

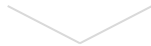
In that case you might consider adding obligatory fields such as "Name" or "Phone number", etc..

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.**

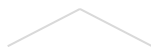
Imagine you would love to be able to send gift cards around the birthday of your leads. This information is not necessary upon opt-in. You can ask for it later on in

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.

As featured on Lifehacker, TechCrunch, TheNextWeb and The Wall Street Journal.

↓

## Shopify



Join 100,402 entrepreneurs who already have a head start.

Get free online marketing tips and resources delivered directly to your inbox.

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

Spam-free updates, unsubscribe anytime

↓

# 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**”, wont 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

Discover the game being played around you



Find out how to tap the hidden job market and find your Dream Job

**Get Free Instant Access**

**Get Free Instant Access**

[I Will Teach You to be Rich](#)

FREE Download

## BLOG POST TEMPLATE



This is how we create viral blog posts **FAST!**

**GRAB THIS TEMPLATE!**

**GRAB THIS TEMPLATE!**

[Digital Marketer](#)

**FREE: Social Media Marketing Industry Report**

Wondering how your peers are using social media? In our seventh annual social media study (52 pages, 80+ charts) of more than 3700 marketers. Discover which social networks marketers most plan on investing (hint: it's not what you think), how much time they spend on social media and much more! Get this **free report** and never miss another great article from Social Media Examiner.

Enter your name

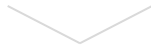
Email  **Send me a copy**



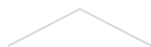
**Send me a copy**

[Social Media Examiner](#)

## Your turn



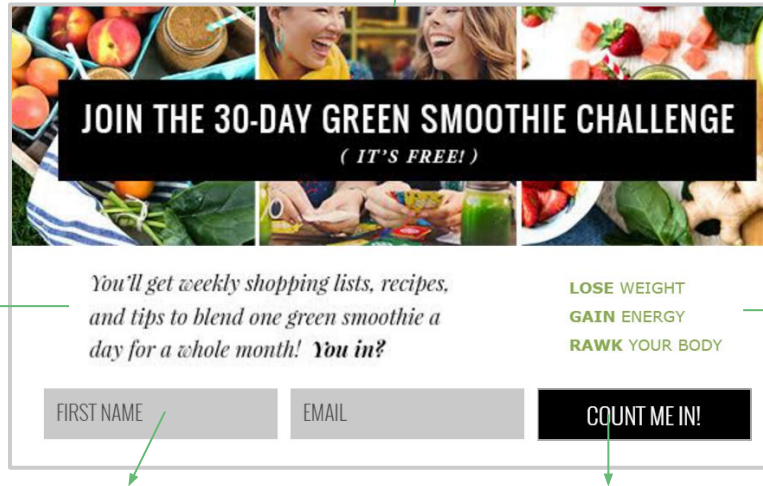
USE A BENEFIT DRIVEN CALL TO ACTION ON YOUR BUTTON  
AND CHOOSE A COLOR THAT IS DIFFERENT FROM THE  
OPT-IN FORM AND FROM YOUR WEBSITE.



## 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.

Answer to the question:  
"What will I get?"



**JOIN THE 30-DAY GREEN SMOOTHIE CHALLENGE**  
( IT'S FREE! )

*You'll get weekly shopping lists, recipes, and tips to blend one green smoothie a day for a whole month! **You in?***

LOSE WEIGHT  
GAIN ENERGY  
RAWK YOUR BODY

FIRST NAME EMAIL **COUNT ME IN!**

Benefits of taking the challenge

They use the first name to personalise all email communication.

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

# 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 the WordPress plugin that builds  
your list faster than ever before!