

How to Create



**AN OPT-IN OFFER
IN 6 SIMPLE STEPS**

Six-Step Overview:

[Six-Step Overview:](#)

[The Easy Street to Opt-in Offers](#)

[1. Who Are You Speaking With?](#)

[2. The Haunting at 2 AM](#)

[3. Breaking Down a Frustration](#)

[4. Solving the Fifth Element](#)

[5. Title Your Solution](#)

[6. Turn Your Solution Into a Worksheet](#)

[The Checklist for Opt-in Offer Success](#)

“How to Create a Successful Opt-in Offer in 6 Simple Steps”

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The Easy Street to Opt-in Offers

Struggling to create your opt-in offer?

Perhaps you're overwhelmed trying to make it comprehensive enough?

Or maybe you're worried that no one will want it?

There's a way to finish your opt-in offer easily TODAY.

All you need to do is follow these 6 steps, and you'll have an ideal starting point for a successful opt-in offer for your website, and it shouldn't take you more than a few hours!

Try and answer every question. Make a guess if you're not sure!

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1. Who Are You Speaking With?

Imagine the person for whom you're creating the opt-in offer. Are they male or female? What is their job situation? How old are they? Do they have a family? What's their lifestyle? What do they like to do in their free time? How well do they know your topic?

Describe this imaginary person, your "customer avatar" shortly:

My typical customer is a _____ working in _____ and is _____ years old. They live in _____ with their _____. They are interested in _____ and _____ and they love to spend their free time on _____. They have been interested in (your topic) for _____ years.

Example avatar description:

My typical customer is a **female** working in a **low to mid income, low to mid education position** and is **30 years old**. They live in **a small apartment** with **their significant other**. They are interested in **hiking** and **trail running** and love to spend their free time **in outdoor events like rock climbing**. They have been interested in **(trail running)** for **5-10** years.

Notice how specific you can be and still have a sizeable target audience? The more specific you make your avatar, the more commonalities your audience will have, and the easier it will be for you to create an irresistible opt-in offer.

Resources for avatar research:

If you're stuck, [here's a short article](#) to introduce you to audience research and how to find a customer avatar.

If you already have a small audience, [here are 18 tools](#) you can use to gather more detailed information about them.

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2. The Haunting at 2 AM

Remember a time you were up at 2 AM, unable to get any sleep because you had this **one pressing frustrating issue completely haunting your mind?**

What could be something that haunts your audience avatar's mind at 2 AM? Try to find something that **truly irritates them**. This will be your avatar's **frustration**.

Example frustrations that keep people awake:

- How will my child ever get through school with bad grades?
- How will I ever pay off my credit card debt?
- What if he/she doesn't like me?
- How will I get money if I start freelancing?
- Can I train my overly aggressive dog or will he have to be put down?

3. Breaking Down a Frustration

Every frustration can be broken down into clear-cut and distinct elements. Do this by asking targeted questions around the possible benefit.



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As shown in the diagram on the previous page, **break your avatar's frustration down to smaller elements**. Remember to be ridiculously fastidious and nitpicky. You know the 5-year old who keeps asking and asking, drilling into every tidbit of every answer you provide? You need to be that 5-year old now.

The more accurately you define the elements forming a frustration, the easier it will be to provide a solution. **Write down at least five elements!**

1st	
2nd	
3rd	
4th	

What is the **fifth element in your breaking down-list?**

Example fifth element:

In the above example, the fifth element would be "Which conversations should I take part in?"

Do not spend more than 30-60 minutes answering steps 1-4 of this worksheet. It's more important to get this done than perfect!

4. Solving the Fifth Element

Once you've focused in on the fifth element of your avatar's frustration, **it's time to come up with a solution to this one element of their frustration.**

If you can't quite figure out what a good solution or action tip would be right off the top of your head, take some time to research possible solutions. Your solution needs to be **actionable and quick**. It must be **self-explanatory and easy to use even for a complete novice**.

Example resources you can use for research:

- [Google](#) (Yes, it's a great place to start!)
- [Amazon Books](#)
- [Quora](#)
- Forums and newsgroups on your topic

While all time you spend researching your topic is useful, you need to focus on coming up with a solution for now!

Look at the fifth element of your avatar's frustration. **What solution did you find?**

Example solution:

My fifth frustration element is "Which conversations should I take part in?"
My solution is "How to recognize conversations that are most relevant to their freelance-skills or product."

5. Title Your Solution

Now you need to take the solution from Step #5 and turn it into the title of an actionable worksheet (or audio file or video).

Example title:

My solution was “How to recognize conversations that are most relevant to their freelance-skills or product.”

My worksheet will be called “10 Ways to Quickly go From Stranger to an Authority in any Conversation Forum”

Be sure to include tangible timeframes like “5 Steps to” or “Achieve in 10 Minutes” or “The 10 Quick Resources” because they make it abundantly clear how long the worksheet takes to complete.

Use the format:

Timeframe	Tangible benefit
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What is the title of your worksheet?

Example titles providing ONE quick solution to ONE small element:

- 5 Quick Ways to Get Your Kid to Do Their Homework (simple checklist)
- Train Your Dog to Sit in 5 Steps
- 6 Easy Steps to Getting Rid of Credit Card Debt
- 5 Minute Green Smoothie for Energy and Weightloss
- Blueprint From Zero to Functioning Blog

Example of titles going too broad and becoming much too large for opt-in offer purposes:

- Interview series of 30 influencers in your field
- 100 page ebook on becoming a digital nomad
- How to become a better conversationalist
- How to make money online

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6. Turn Your Solution Into a Worksheet

Let's see what you've achieved until now:

Step #1	You've created your audience avatar
Step #2	You've focused in on your avatar's frustration
Step #3	You've broken down the frustration into elements
Step #4	You've found a solution to the fifth element
Step #5	You've come up with a title indicating a timeframe and a clear benefit

Now we've reached **Step #6:**

Write down or record your solution. Title it with your title from Step #5. And guess what.

That's your opt-in offer. You're done!

Easiest Way to Create Opt-in Forms and Share Your Opt-in Offer!

For a simple and quick way to collect your visitor's information and send them your opt-in offer download link, [check out Thrive Leads.](#)



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The Checklist for Opt-in Offer Success

- Your opt-in offer is **ONE solution to ONE problem**
- Your visitor can **apply your solution immediately**
- Anyone can see what they're getting just by **glancing at the title** of your opt-in offer
- Your **opt-in offer is in line** with what you talk about on your blog/website

When you've finished the worksheet, go through this checklist. If you can not check all the boxes, go through the steps again.

Remember! Listen to feedback on your offer, and improve accordingly!