Enlightened Listbuilding

Build Authority, Increase Visibility & Position Your Message Powerfully!

30 Minutes to A Simple Opt In Gift

You can't get your message out into the world, and align with your 'perfect clients', if you don't have a way for people to experience your expertise. An opt in gift is your introduction to a potential client. It positions you in an ongoing relationship where you can share your expertise and create a connection that builds trust.

If you've already got content - an ebook, assessments, handouts, calls, etc. - then you can set this up quickly. If you don't, no problem. Here are 5 simple steps to help you create an easy opt-in gift:

1. **Introduction: Outline the problem that you solve.** Make it personal and specific. Create a before and after picture for your potential client. Connect to the emotional elements that are a consequence of the problem. This will really solidify your in depth expertise. Share your own personal experience of the problem, this positions you as a credible authority.

2. **Body: Identify specific strategies that you use to solve 'the problem.** ' Share 5 or 7 tips and pick juicy and bold titles with benefits in them. Write one paragraph per tip and give some great 'how to' information. You don't have to give away the store, just enough to get them inspired and in action.

3. **Closing: Wrap up with the promise of your message.** Paint a picture of how their world will be different once they've implemented your tips. Illustrate in specific details the benefits and results they will experience.

4. **Call to Action**: **Include a call to action where they can get more of your expertise.** It can be a blog post, an upcoming/ongoing teleseminar, newsletter subscription, product or program, or a strategy session, etc.

5. **Bio**. **Include a brief bio and pic with your web link.** Your bio copy should establish and emphasize your credibility and expertise relative to the topic of your gift. It shouldn't be more than 3-4 sentences.

Save your document as a PDF and it's ready to upload to your site and set up in your autoresponder and start sharing your message with more people and offering them your gift.