



Jeff Johnson's

# Traffic and Leads™ Training Academy

MORE TRAFFIC - MORE LEADS - MORE CUSTOMERS - GUARANTEED.

TrafficAndLeadsTrainingAcademy.com

## "13 Proven Ways To Design An Opt-in Page That Converts"

### Checklist

All the traffic in the world won't do you any good if you can't turn that traffic into leads, and those leads into customers for your business.

So inside the Traffic And Leads Training Academy™ private membership site...

Before I teach you how to get traffic from dozens of different sources, including many you've probably never even heard of...

I'll teach you how to convert more of your traffic into leads for your business...

And then I'll teach you how to turn your new leads into customers... and cold, hard cash for your business.

After you join the Traffic And Leads Training Academy™ Private Membership Site and Training Program you'll have immediate access to **100 step-by-step PDF Cheat Sheets, Checklists, Worksheets and other written documents** that are designed to help you reinforce and implement what you learn in your **200+ training videos as well as the live training calls and webinars.**

*Obviously this checklist can't teach you as much as the full blown training videos that go along with it inside the training program, but I'm sure it'll help you generate ideas for improving the conversions of your email opt-in pages.*

Enjoy!

Jeff Johnson

## "13 Proven Ways To Design An Opt-in Page That Converts"

### 1. \_\_\_\_\_ Make It Easy To Understand

- Your Opt-in Page Has To Make An Easy To Understand Offer... Your Visitors Need To Be Able To Tell Within Seconds What Your Offer Is All About.

## 2. \_\_\_\_\_ **Simple Page Designs Convert Best**

- Simple Page Designs Convert Best... Probably Because They Are Easy To Understand... Within Seconds!
- Recommended Landing Page tools:
  - i. <http://www.jjlikes.com/cf2weeksfree>
  - ii. <http://www.jjlikes.com/lpsv>
  - iii. <http://www.jjlikes.com/optimizepress2>

## 3. \_\_\_\_\_ **Use a 'Target-Market Shout Out'**

- Your Visitor Needs To Know Immediately That Your Opt-in Page Is For Them So Try Using A Pre-Head Or Headline "Shout Out" To Grab Your Target Market's Attention.
- Examples:
  - i. Attention Grandparents!
  - ii. For Golfers!
  - iii. Attention Business Owners:
  - iv. For people who want to grow their business...
  - v. For lazy people only...

## 4. \_\_\_\_\_ **Write a Benefit-Rich Headline That Makes a 'Big Promise!'**

- Offer them the magic pill
- Give them the silver bullet
- Solve the problem that keeps them awake at night
- Offer them THE solution to their biggest problem.
- Examples Of Proven "Big Promise!" Headline Winners:
  - i. How To Stay Young Till 90
  - ii. How The Beautiful People Get Rid Of Both Cellulite And Ordinary Fat - Without Dieting!
  - iii. Look Years Younger, Pounds Lighter In 10 Short Days!
  - iv. How To Win Friends And Influence People
  - v. Now! Turn Your Mind Into A Mental Magnet That Automatically Draws Friends, Power, Love, Money Far Beyond Your Fondest Dreams Into Your Life OVERNIGHT!
  - vi. How To Give Your Child The Top Grades In School He Deserves!
  - vii. Doctors In Sweden Say There IS A Cure For Arthritis!
  - viii. How To Learn Without Studying!
  - ix. How To Buy Money... Cheap!

5. \_\_\_\_\_ **Tell Them What To Do**

- Tell Them What You Want Them To Do, And How To Do It By Using Simple Benefit-Rich Instructions And “Calls To Action”.

6. \_\_\_\_\_ **Make It Easy To Share**

- Add Social Share Buttons To Either The Opt-in Page Or The Content You Are Giving Away After They Opt-in.
  - i. We’ve Had More “Sharing” When We Ask Them to Share the Content They Receive AFTER They Join Our List (as opposed to sharing the opt-in page itself).

7. \_\_\_\_\_ **Use Visual Design Cues**

- Help Control Where They Look On The Page By Using Subtle, Or Not So Subtle Design Elements That Point To The Field They Enter Their Email Address In.

8. \_\_\_\_\_ **Minimize Distractions And Options**

- Reduce Or Eliminate The Number Of Other Possible Actions They Can Take On The Page... Or The Number Of Distractions On The Page.

9. \_\_\_\_\_ **Reduce The Number Of Requested Information Fields**

- The Less information you ask for, the higher your conversion rates will be.
- Our highest converting pages only ask for the email address.
- Fewer Fields = Higher Conversions

10. \_\_\_\_\_ **Terms Of Service & Legal Documents**

- Don’t forget to include your required TOS, Privacy Policy and other legal documents and disclaimers
- Facebook, Google and others actually ‘Require’ them.
  - i. <http://www.jjlikes.com/prpolsv>

11. \_\_\_\_\_ **Make Your Action Button Stand Out**

- Use A Color That Stands Out And Isn’t Used Anywhere Else On The Page.

12. \_\_\_\_\_ **Action Button Above The Fold**

- Place The Action Button “Above The Fold”...

- i. “Above The Fold Means That It Can Be Seen Without Having To Scroll Down The Page.

### 13. \_\_\_\_\_ Use Benefit Rich Text Inside Action Buttons

- Reinforce The Primary Benefits Of Your Lead Magnet With The Text
  - i. Also Known As A “Call To Action”.
- Write It In The First Person ... For Example “I Want More Traffic And Leads!”

### Recommended Tools:

Here are some of the tools that we use in the training videos (and our own business):

#### Landing Page Tools & Services:

- <http://www.jjlikes.com/cf2weeksfree> **New!** Looks To Be **Even More Powerful** (and affordable) Than Leadpages.net.
- <http://www.jjlikes.com/lpnsv> - **Easy to use fill-in-the-blank templates** and **built-in split testing**. They host the pages for you, or you can host them yourself... it’s your choice.
- <http://www.jjlikes.com/optimizepress2> - For people that use wordpress blogs for lead capture, like to host their own pages and update their own software. **Allows for more customization** but **requires a higher level of technical know-how** to use.
- <http://www.jjlikes.com/opinmon> - Does NOT do full opt-in pages but great if you need a **wordpress pop-up** style plug-in.

#### Split Testing Tools:

- <http://www.jjlikes.com/vwo>
  - **VWO is the one we use** in our split testing tutorials, case studies, and in our business.
- <http://www.jjlikes.com/opmzl>
- <http://www.jjlikes.com/opxadm>

#### Email Marketing & Auto Responders:

- <http://www.jjlikes.com/awems>

- <http://www.jjlikes.com/oapmg>

#### Website Hosting:

- <http://www.jjlikes.com/hostgator>
- <http://www.jjlikes.com/bluehost>
- <http://www.jjlikes.com/lunarpages>
- <http://www.jjlikes.com/1and1>
- <http://www.jjlikes.com/webhostingpad>
- <http://www.jjlikes.com/omnihosting>
- <http://www.jjlikes.com/pow>
- <http://www.jjlikes.com/hostmonster>

#### Split Testing Tools:

- <http://www.jjlikes.com/vwo>
- <http://www.jjlikes.com/opmzl>
- <http://www.jjlikes.com/opxadm>

#### Privacy and Legal Documents

- <http://www.jjlikes.com/prpolsv>

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