

- **Special Report** -

How to Triple Your Opt-In Requests From the Same Amount of Traffic... Without Spending A Penny!

Make One Small Change To Your Website
And See Your Opt-In Requests Skyrocket!

By Jimmy D. Brown
Benchmark Publishing, LLC

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About The Author

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the ***Big Seminar*** and the ***System Seminar***. He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His SmallReportsFortune.com course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

How to Triple Your Opt-In Requests

His GetEmailResults.com course breaks new ground in email marketing techniques. Not only will Jimmy teach you how to make sure your emails get delivered in the first place, he also shares his own techniques to write headlines that will catch your subscribers attention. And once you have them reading your email, his course will teach you how to write copy and make offers that make them pull out their wallets to spend money before they even finish reading your message.

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at Living4Jesus.com where over **700 of his original devotionals** are archived.

Other products from Jimmy:

- ListProfitSystem.com
- SubjectLineSecrets.com
- EmailStrategiesExplained.com

Introduction

Special Report –

PRINT THIS OUT FIRST

How To Triple Your Opt-In Requests

Sometimes the **tiniest of changes** can make the **biggest of differences** in your results.

I find that to be true, day after day.

In fact, **some of my biggest successes online** came as a direct result of **tiny, simple changes** that I've made to my marketing.

In this short report I want to **share with you** one of these simple changes.

----- [Sidebar] -----

I encourage you to STOP what you are doing right now and PRINT THIS OUT.

You'll want to study this report carefully and look at some examples that are displayed throughout.

Take just a few minutes and print this out before you read it.

----- [Sidebar] -----

Specifically, we're going to take a look at a small, seemingly insignificant change that can **TRIPLE your rate of opt-in subscribers**.

"*Triple my opt-ins?*" you may be thinking.

That's right.

Triple.

How to Triple Your Opt-In Requests

With the **exact same amount of traffic you are currently receiving** to your site, using this simple strategy can actually increase the number of visitors who join your list **by up to 300%!**

Same amount of traffic.

Three times as many subscribers.

And, best of all, **it won't cost you a penny.**

You love it already, right?

Before we get into the actual strategy itself, it's important that I remind you of **the science of getting folks to opt-in** (join by request) to your list.

You see, many people forget (or never really knew) the "magic formula" for producing an opt-in subscriber.

Let's take a look together...

The "Magic Formula" for Producing Opt-in Subscribers

There is a **very specific formula** for getting people to become subscribers. There are three elements...

$$\text{List} + \text{Enticement} + \text{View} = \text{Opt-In}$$

Each piece is **critically important** to the equation.

If you are missing even one of them, **then you are missing subscribers.**

1. List. This one is a no-brainer. You can't produce an opt-in subscriber until you have a list. Nothing shocking there.
2. Enticement. There was a time when just having a list was enough. That time is gone. In order to get people to join your list, you must give them some compelling reason to do so.
3. View. Having a list and having an enticement alone won't get it done either. Folks need to KNOW that you have a list and they need to KNOW that there is some really good reason for them to care that you have a list. They gotta SEE your list and offer.

While we'll naturally talk about all three elements of the formula in this report, it's the third one that we're going to concentrate most of our attention upon.

Very basically, that's how you get an opt-in. That's how you get a subscriber.

You need a list.

You need an enticement.

And you need folks to see both.

Now that we've got the basics covered, let's quickly take a look at how people usually try to get folks onto a list at their site.

They have the list.

How to Triple Your Opt-In Requests

They have the enticement.

This is how they get the view...

3 Common Strategies for Producing Opt-Ins

While there are a LOT of different methods, there are three very common strategies...

1. Link. The simplest of strategies is to place a link somewhere prominently at the top or side of your web page and hope people will click on it for additional details of your list. Some people even build the links into buttons in the navigational design of their web page. Generally, the links will have messages like "Free Newsletter," "Free Report," or "Free Mini-Course" emblazoned on them. Effective, but not the best way to get opt-ins.

2. Form. Many people have a simple signup form off to the left or right of their web page. The hope is to get the attention of a visitor to their site and get them to join. This is effective but it's not as effective as what we're going to take a look at shortly. NOTE: Even "very noticeable" forms with catchy graphics and attention-grabbing headlines AREN'T as effective as what you'll learn in this report.

3. Alert. The third basic strategy for getting folks to join a list is to use some kind of "alert" window. Whether this is a popup, popover, slide in window, or popunder, the idea is to send in a separate message that can't be missed by the visitor. Again, these are effective (I've used them to build huge lists myself), but they aren't as effective as what you're just about ready to discover as far as getting HIGHLY TARGETED, RED HOT SUBSCRIBERS!

I've tried all of those. And I've done well with each of them.

But, I'm here to tell you, the idea we're now ready to look at is better than all of them combined!

Okay, enough already!

We've tasted the appetizers, now it's time for dinner!

How to Triple Your Opt-In Requests From The Same Amount of Traffic, Without Spending A Penny!

In the remainder of this report, we're going to do three quick things to help you triple your opt-in requests...

- Identify what opt-in strategy is best for you.
- Refer to a brilliant case study example to learn from.
- Analyze four keys for successfully using this strategy.

First of all, in a nutshell, the idea is simple: insert an opt-in form (*you know the drill ... submit your name and email address below*) **into the actual copy of your web page itself.**

Get that? (If not, reread that last sentence.)

The idea is NOT to use a sign-up form off to the side of your page. Or at the top of your page. Or at the bottom of your page.

The idea is to use the sign-up form **IN THE ACTUAL WORDS** of your salesletter, article, etc.

We're going to take a look at how I use this strategy myself (yes, I practice what I preach!) at GetEmailResults.com, and analyze my use of this strategy throughout the remainder of the report as we look at four keys to success.

So, let's take a look at the following exhibit and see if you can spot the strategy in use...

How to Triple Your Opt-In Requests

I've been seeing some **significant results** from my email lists while most people continue to struggle along.

In fact, I feel almost guilty that I've been doing so well while others are experiencing **dismal results**.

So, to do my "good deed" for email marketing, I'm going to **GIVE you one of my absolute best strategies** for getting your email messages read.

You can learn *exactly* how I use a **simple strategy** to beat the "false positives," beat the "mass deletions" and beat my "competition"...

Free 5-Day Mini-Course

**"How to Get Your Subscribers to Read Your
Email Messages Virtually Every Time!"**

Your Name:

Your E-mail Address:

*You will receive the first lesson in a matter of seconds.
* Your information will never be sold or shared with anyone.
I respect your privacy and hate SPAM with a passion.*

See how I weaved in an offer for a list right smack in the middle of the sales copy for the product itself?

We're going to analyze my use of this opt-in strategy as we identify four keys for **YOU to follow if you want to successfully implement this strategy** at your own site.

Here we go...

Key 01: Strategically use your most valuable virtual real estate.

When someone comes to your site, when and where will you most likely have their attention?

Think about it.

When they visit your salesletter, when and where will you most likely have their attention?

How to Triple Your Opt-In Requests

Do they come to your site to see a popup box or alert window or other type of ad come flying into their view?

Do they come to your site with the intention of looking for a subscriber form in the left or right margin?

Could they possibly be coming to your site to click on a link in your navigational menu to join a list?

While those things can get their attention, **that's not why they are at your site.**

They are at your site to read something.

----- [Sidebar] -----

It's important to mention that I'm talking about visitors to your salesletter or a page where you have content (I.E. an article).

I'm NOT referring to a landing page or a page designed specifically to promote your list. Those types of pages are obviously designed and focused in a unique way that is specifically designed to get subscribers to join your lists.

I'm referring to pages that are designed to (a) Sell or (b) Educate.

I'm referring to pages where you are trying to sell a product or provide content.

----- [Sidebar] -----

Your most valuable commodity is **that place where you have your visitor's attention.**

That's where they are most likely to SEE your sign-up form, because that's where they are actually reading something.

That's where their interest is.

It's the one spot on your page they are actually focused on.

How to Triple Your Opt-In Requests

The best place you can insert a subscription form is in the salesletter or content where folks are actually absorbing and consuming your words.

Wherever you have their attention, pull out the form.

Wherever they are READING, make your offer.

Look back at the marketing exhibit above from GetEmailResults.com.

I know that I have my visitor's attention right there because I've just told them that I have been seeing significant results with email marketing despite the fact that most others are struggling. (A point I clearly described in the previous section.)

And that I am willing to give them one of my most successful strategies.

There is no place on that page where I will have more interest than right there.

That's my **most valuable virtual real estate**.

People want to know how I can be getting my emails past the spam filters, past the mass deletions and past the competition, despite the fact that most other people can't.

And that brings us to the second key...

Key 02: Link your list directly to your copy.

The key to getting people to join your list is to have a list that is an extension of something they are already interested in.

That's a very profound statement, so let me make it again:

The key to getting people to join your list is to have a list that is an extension of something they are already interested in.

The **more specific the list you are offering is to the context in which it is inserted**, the more likely your visitors will deposit their name and email address into your money bank, or "optin form."

How to Triple Your Opt-In Requests

And it goes much deeper than "relevancy."

"Relevancy" says that you can offer a "free marketing newsletter" on any page that has anything remotely to do with marketing.

While that WILL get you some opt-ins, it's certainly not the mother lode.

You need a list offer that is **MORE than "relevant."**

You need a list that is **PRECISELY tied to the very information that the reader is absorbed in consuming** at that moment in time.

Let's refer back to the "Mini-Course" that I offer at GetEmailResults.com .

At the point in the salesletter where I have the subscription form inserted, I have already established that most list owners are struggling to see results with their mailings. I've shared 3 specific challenges that the reader faces as a list owner. And I've told the reader that I have unique strategies for beating all of those challenges.

I've set the table for a report on "Barbie dolls", right?

Of course not.

What about "marketing?"

Relevant, but not precise.

How about "email marketing?"

You're getting warmer.

A "getting results from email marketing" report?

Right on the money.

Literally.

How to Triple Your Opt-In Requests

What are the "hot buttons" at this point in my salesletter?
What have I referred to over and over again in the copy? What
are my readers wanting to know about at this moment in time?

How to get their email marketing messages delivered and producing results.

I deliver up exactly what my readers want: free information that was directly tied to the very words they were excitedly gobbling up on my page.

Do you see the point here?

The **more precise your list offer is to the content your readers are consuming**, the more likely they are to say "Sign me up."

Now, let me quickly share one more note as well: *A mini-course or report is much better to offer than a newsletter in this context.*

Why?

Because with a mini-course or a special report, **COMPLETENESS is achievable**. The finish line is in view.

Perception is *"I can quickly find out what I want to know."*

"I can download the special report and immediately read about what I am interested in. With a five-day mini-course, I can absorb it all in just a few short reads."

Add to that the fact that folks are naturally skeptical about giving away their email address to be added to yet another "list", and you've got a really good reason to go with a mini-course or report offering here.

That's not to say that you shouldn't offer a newsletter or some ongoing communication.

You should.

And you will.

Inside the special report or mini-course!

How to Triple Your Opt-In Requests

That's right, *INSIDE the special report or mini-course*.

Once you have the reader engaged in consuming your information that they requested by submitting their name and email address (they are, obviously, quite interested) you let them know that additional, ongoing, up-to-the-minute information is available through your newsletter.

Now you've accomplished a whole lot in one small step!

Back to the original point: your list offer needs to be **PRECISELY** tied to the topic of the information that you share on the page in which you insert your subscription form.

After that...

Key 03: Craft your copy to "sell" your free list offer.

I've said many times and will continue to preach this message until the end of my days: you gotta SELL your freebies.

There is simply so much competition out there.

Everyone is giving away something.

It's actually getting harder and harder to convince people to join a list simply because there are too many options.

Vanilla, chocolate and strawberry used to be easy sellers because that's all that was available.

Now those don't get as many "opt-ins" because they are competing with Tin Roof Sundae, Praline Pecan, Moose Tracks and 50+ other flavors.

In order to convince folks to join your list, you gotta sell it.

I'm not talking about charging a fee for it. I'm talking about pulling out your big ad copy guns and firing away with enticing, compelling words that convince people to type in their name and email address and click the SUBMIT button.

How to Triple Your Opt-In Requests

Now, there are times when you should actually set up a list's own special page, full of bulleted benefits, testimonials and the like.

This isn't the time.

In using this strategy - with the form right there in the flow of the text - you want to use your "story" to be the seller.

As you weave your "story", you want to bring your readers to the point of your list in such a way that they are ready and willing to join.

Look at the GetEmailResults.com example again.

I didn't just drop the form in from out of nowhere like it was some meteor crashing into your living room.

I LEAD the reader to the opt-in form.

I make you thirsty with the story and then say, *"Here's some water."*

I don't come at you like a used car salesman, blaring away with "Hey, you gotta join my opt-in list right now before I raise the price. This is one heck of a deal, you better join up before somebody else gets to it before you."

Instead, I tell a story, present a problem and offer a solution - and you want to know more.

That's **your objective**.

Tell your story.

Nothing is more powerful than a PERSONAL, PROVABLE testimony.

Results speak for themselves.

Everyone is giving something away for free these days.

But NO ONE has your identical story to share.

How to Triple Your Opt-In Requests

That's how you separate yourself. What do you have that no one else has? I use an email marketing strategy that no one else is talking about.

That's how you get people enveloped in your page, and ultimately, to join your list.

And the whole thing climaxes with...

Key 04: Create a "season ending" cliffhanger to seal the deal.

I remember when I first got hooked on The West Wing.

I watched every episode and couldn't wait to watch the next.

Then, **something happened** that almost knocked the wind out of me.

In the final episode of Season 01 there was an assassination attempt. Bullets were flying everywhere. All the key members of the show started falling to the ground.

And the show ended right then and there.

Nothing more until NEXT SEASON BEGINS!!!

I was left wondering who got shot. What happened next?

Did I tune in to see the next episode?

You better believe it! I was so hungry for that next show that I almost had a fit.

The point is this: **they set me up perfectly.**

They got my interest. They weaved their spell. They had me focused and wanting.

And then they made me do something to get more.

In my case, it was WAIT!

In your readers' case, it is OPT-IN.

That's what you want to do with your list.

How to Triple Your Opt-In Requests

You want to get right to the point of sharing something critical, something important, something desirable ...

...and make the reader JOIN your list before they can see what happens next!

Look at what I did with the GetEmailResults.com example:

I painted a gloomy picture of the reality of what most list publishers are experiencing. I pointed out that three forces are working against every mailing that a publisher sends out. I emphasized the fact that if you publish any kind of list you will face these struggles.

And then, I dropped the bomb.

"I'll tell ya HOW I beat the odds and make money from my lists even though I face the same challenges you do ... and it won't cost ya a penny."

"In fact, I'll give you one of my absolute best strategies!"

Done deal.

Game over.

Thanks for playing.

Sign me up.

Here's the thing: **You simply must have some incredible information to share in your report or mini-course.**

That's how you seal the deal.

You offer some very compelling information that simply can't be found anywhere else.

An extension to your story.

A desirable tip, trick, idea, strategy, tactic, revelation.

How to Triple Your Opt-In Requests

Something "top secret" that you don't dare mention out in public on a salesletter.

Something that can only be shared with those willing to stand up and say "Yes" I want to know, and I'm willing to join your list to find out.

I don't know of any **more compelling human characteristic** than curiosity.

And curiosity that hints of personal gain is simply too difficult to pass up.

We have our "inquiring minds," but when the information that we are curious about also has personal implications in that **we can use it to our own benefit...**

...we just can't resist.

Closing Thoughts

I hope you've enjoyed – and learned from – this report on getting more folks to join your lists.

I can tell you this: the simple system we've looked at in the previous pages works.

But don't take my word for it.

Try it for yourself.

And let me know your results.

God Bless,

Jimmy D. Brown