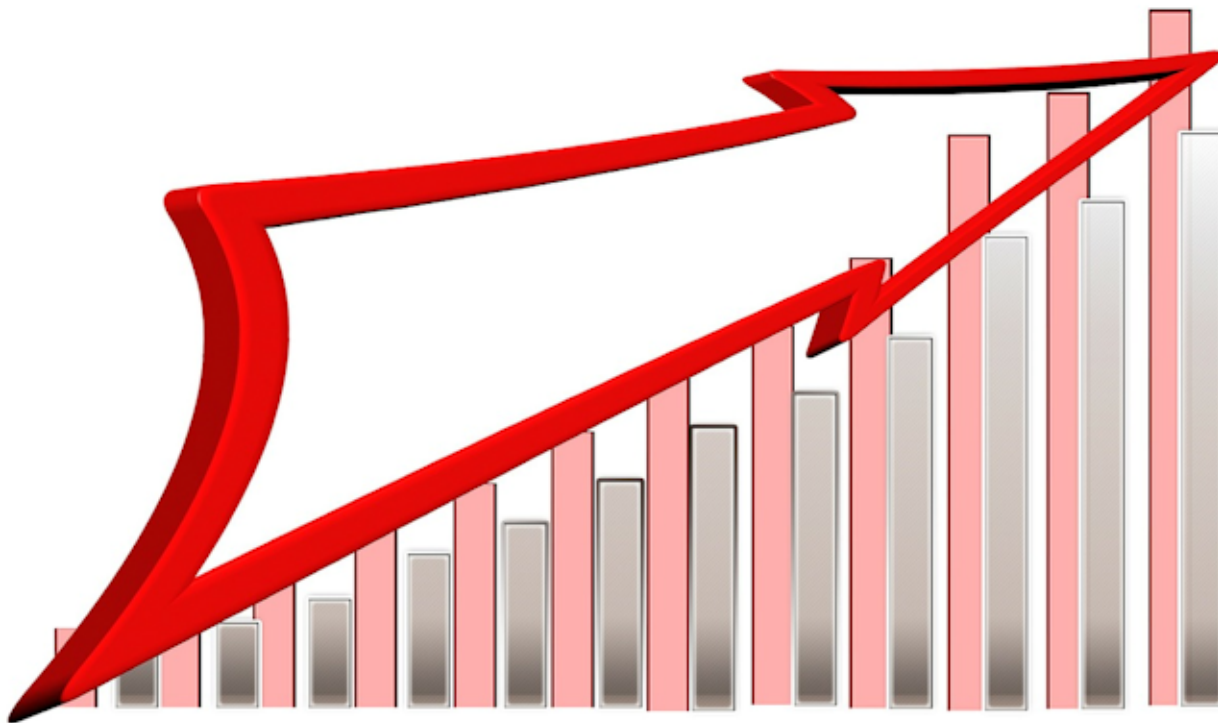


How to Write Opt-In Pages That Pump Up Your Prospects

With Nancy Tierney of
FIRECRACKER COMMUNICATIONS



How to Write Opt-in Pages That Pump Up Your Prospects



“What’s an Opt-in Page and Why Do I Need One?”

a short, stand alone web page
that invites people to sign up or “opt-in”
for your free offer.

The Purpose of Your Opt-In Page:

to make your free offer (or pre-launch activity) sound so enticing, exciting, valuable or fun that people can't wait to opt-in.



An Invitation to Your Tupperware Party



Possible Tupperware Party Favors

- Free eBook
- Free Webinar
- Free Templates
- Free Q & A

Something Valuable, Relevant and Irresistible

How Did You Get Here?

For Solo Entrepreneurs & Business Owners who are itching to make BIG MONEY the next time they launch a product or program...



A free 75-minute recorded teleclass with Jeanna Gabellini, Master Business Coach

Mobile Users [Click here to register.](#)



Get the recording now!

First Name *
Last Name
Email *

Register Me!

Sign up and get the straight skinny on how you can **make a big pile of moolah with your first big-daddy launch... without stressing-out, freaking-out or doing a bunch of marketing you hate.**

Here's some of what we'll cover in **Launch It & Love It - The Secrets To a Stress-Free, 6-Figure Launch:**

- ✓ **How I made 6-figures with my very first "big girl" launch... and why I'm certain you can, too.**
- ✓ **The 3 major ingredients that guarantee a high-dollar, low-stress launch that feels good to you... every step of the way.**
- ✓ **The huge myth about big launches** that keeps you wondering, "Can I really pull off a big-time launch?" (Uh, yes, you can!)
- ✓ **The "wish-I'd-known-that" secrets** no one ever shared with me before I did my 6-figure launch.
- ✓ **How to turn your launch into a lifetime supply of super-natural confidence in yourself, your business and your ability to make 6 to 7 figures in 2-3 weeks.**

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Plus... find out how you can get your own backstage pass to the one-and-only "Launch It Live!" Reality Show.

Grab Your Recording Now: [Click here.](#)

Jeanna ♥

If you have questions please contact Lauray at MasterPeacecoaching.com.



Jeanna Gabellini is a Master Business Coach who assists high achieving entrepreneurs and their teams to double (and even triple) their profits by leveraging intention, systems and fun. She is also the co-author of *Life Lessons for Mastering the Law of Attraction*, which she wrote with Eva Gregory, Mark Victor Hansen & Jack Canfield.

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How Did You Get Here?

So, You've Been Thinking About Writing a Book...

Well, let's get that book out of your head, onto the page and into the world!

Join Lisa Tener and Samantha Bennett on Tuesday, March 18, at 5:30pm PT / 8:30pm ET for:

"Jump Start Your Book:

Secrets on How to Easily Write & Finish Your Book This Year!'



First Name *

Email *

Private question or comments for Lisa

[Register](#)

It's FREE!

During this free 60-minute teleseminar, you will discover:

- ✓ The secret to getting started, staying motivated and finishing your best book in record time.
- ✓ A fool-proof formula for finding time to write, no matter how busy you are.
- ✓ The key to writing a highly marketable book that both readers and publishers will love.
- ✓ How to have fun and stay connected to your inspiration throughout your book-writing journey.

Plus... we'll share the secrets that get my private clients 5- and 6-figure book deals with top publishers.

How Did You Get Here?



Ready to **get started** with Social Media for your small business?

Convinced you want to add Facebook, LinkedIn, Twitter, and the rest, **but not sure how?**

Or maybe you have your accounts set up, but **you don't know what to post or how to get organized?**

With my **FREE** 20-page Get Started With Social Media handout, you'll get:

- ment, promotional, etc.)
- a “social media content mix” pyramid with examples of the percentages (e.g., how much can I promote in a week?)
- a social media marketing calendar all filled out for you as a place to start
- a list of my favorite tools and how to use them
- a checklist of marketing plan items (with sample answers!) you need to have considered for greatest effect
- my secret weapon for making the biggest impact with marketing online



ALL FOR FREE!

Crazy, I know...

All I ask for is your name and email address, and I'll send you your 20-page free downloadable PDF:

First Name

Last Name

Email Address

Get Started Now!

If Your Invitation Isn't Inviting, No One Will Come to Your Party



♪ ♪ “It’s my party and I’ll cry if I want
to...” ♪ ♪

What we're going to cover...

10 Essential Ingredients of an Irresistible Opt-in Page

1. A Tantalizing Offer
2. A Clear & Catchy Title
3. Hey You!
4. Hot Headline
5. Short Intro
6. Benefit Bullets
7. Image & Opt-in Box

Plus...

Optional Ingredients:

8.This is for you if...

9.Testimonials

10.Short Bio

First Essential Ingredient:

A Tantalizing Offer



Qualities of a Truly Tantalizing Offer

- Solves a specific problem
- Addresses (and resolves) a top-of-mind issue.
- Provides an easy alternative to a difficult situation.
- Fulfills a big dream or urgent desire.

Example



STEPS, TOOLS & CALENDAR

Ready to **get started** with Social Media for your small business?

Convinced you want to add Facebook, LinkedIn, Twitter, and the rest, **but not sure how?**

Or maybe you have your accounts set up, but **you don't know what to post or to get organized?**

With my **FREE** 20-page Get Started With Social Media handout, you'll

- a **content plan** with examples of different types of posts (e.g., informational, entertainment, promotional, etc.)
- a **“social media content mix” pyramid** with examples of the percentages (e.g., how much can I promote in a week?)
- a **social media marketing calendar** all filled out for you as a place to start
- a list of my **favorite tools** and how to use them
- a **checklist of marketing plan items** (with sample answers!) you need to have considered



for greatest effect

- my secret weapon for making the biggest impact with marketing online



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First Name

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Example

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- ✓ How to have fun and stay connected to your inspiration throughout your book-writing journey.

Plus... we'll share the secrets that get my private clients 5- and 6-figure book deals with top publishers.

Be on the live call and you could win over \$3,000 worth of prizes.

During this live teleseminar, we'll pick the name of one lucky participant who will win:

- ✓ The Quick Start to Kick-Start Your Book program (download)
- ✓ Inspiration to Author in 8 Weeks program (download)
- ✓ Gift certificates for \$200 to our store,
- ✓ Plus... when your book is published, I'll interview you for my blog and announce it in my newsletter.

Register here for this Free teleseminar

First Name *

Email *

Private question or comments for Lisa

Register

But you must be on the live call to win.

This free teleseminar is ideal for you if you want to write your book but:

- You don't know the best way to start-much less finish-your book.
- You can't conceive of how you'll ever find the time to write consistently.
- You're not sure if you have the "writing chops" to write a book.
- You actually started to write your book, but you got stuck somewhere along the way.

One Tasty Piece of the Whole



Second Essential Ingredient:

A Clear & Catchy Title

Qualities of a Great Title

Clear

Specific

Promising

Relevant

Intriguing

Examples...

- 3 Simple Strategies to Get Out of Debt and Stay Out of Debt Forever
- 5 Quick & Easy Templates For Creating a Viral Video
- 3 Sure-Fire Secrets to Attract 5 New Perfect Clients in One-Week

A Hook + Clear Benefits

Jump Start Your Book: 3 Insider Secrets on How to Easily Write & Finish Your Book *This Year!*

From Broke to Billionaire: How I Cracked the Code on Making Millions in the Stock Market

Your Firecracker Opt-In Page Template

1. Attention!
2. Hot Headline
3. Short Intro
4. Benefits Bullets
5. Image & Opt-in Box
6. This is you if ... (optional)
7. Testimonials (optional)
8. Short Bio (optional)

Third Ingredient: Hey You!

Attention! Address your specific audience



- Attention: Coaches, Consultants and Therapists who are struggling to get more clients
- Attention! Women who are sick of working in a male-dominated corporate jungle...
- Attention: Small Business Owners who are drowning in debt...

Fourth Essential Ingredient: Your Headline

Grab people's attention, engage their interest and
get them to read the rest of your copy

Qualities of a Hot Headline

- Intriguing
- Promising
- Visceral

My All-Time Favorite Headline Template:

How to [big benefit], [big benefit] and [big benefit].

Attention Entrepreneurs, Coaches and Consultants!

**Let Me Show You How to Attract More Clients,
Sell More of Your Services and Make More Money
With a Website That Works For You... 24/7!"**



With this **FREE 5-Step Formula**, “**Transform your Website into a Client Connection Machine**,” you can create or tweak your website so that it instantly makes a powerful connection with your ideal clients and inspires them to invest in you and your services.... *... without being pushy, salesy or out of integrity.*

Download this Formula now and discover:

- How to **immediately captivate the attention and interest** of your ideal client.
- The single most important element your website must have to **more than double your client base**.
- The “3 C’s” to creating content that **keeps them coming back for more**.
- The 5 essential ingredients for creating **a free offer that makes you money** (yes, you read that right!)
- **How to inspire people to immediately say “Yes!”** and start doing business with you.

Variations:

How to [big benefit] **without**
[something they want to avoid]

Examples

- How to Attract 4 New Perfect Clients Every Month Without Advertising, Cold Calling or Marketing Like a Maniac
- How to Cancel a Date With Your Girlfriend Without Making Her Hate Your Guts

Other Headline Templates

The Command:

Stop Struggling to Make Ends Meet & Achieve Life-Long Financial Stability Now

The Question:

Are You Sick and Tired of Dating Losers, Deadbeats and Bad Boys?

What If You Could Make An Extra \$10,000 in 3 hours...
Without Breaking the Law, Selling Your Soul or Damaging Your Brand?

Fifth Essential Ingredient: Short Introduction

1-2 sentences that introduces your free offer and answers the questions: What is this? And why should I care?

Short Intro Example:

Sign up for the free teleclass “Launch It & Love It” and get the straight skinny on how to **make a big pile of moolah with your first big-daddy launch... *without stressing-out, freaking-out or doing a bunch of marketing you hate.***

Sixth Essential Ingredient: Benefit-Rich Bullets

3-5 crazy-good benefit bullets

Ask yourself:

How Will My Free Offer
Change Their Life?

Positive Gain & Negative Gain

- 3 exercises to increase your typing speed 200% in 2 weeks (positive)
- Stop making typing errors that cost you time and money (negative)
- Discover the secret to nailing every job interview. (positive)
- Avoid the #1 mistake most job seekers make during interviews. (negative)
- Feel sexy and alive in your own skin every day. (positive)
- Stop feeling frumpy, bloated and exhausted. (negative)

More Bullet Writing Tips

- Use numbers
- Create curiosity
- Start with a strong verb

Write It Right... the First Time

Easy!

Stay tuned...

Seventh Essential Ingredient: Image & Opt-in Box



**With Nancy Tierney,
your Internet Marketing Mentor**

**Get your free 5-Step Formula now by
signing up here!**

First Name:

Email:

Get It Now!

I promise never to share your email!

Opt-in Box

Mini-headline:

- Get your free pint-sized Tupperware bowl now! Sign up here:

Button:

- Get It Now!
- Gimme!
- I'm in!

Eighth Essential Ingredient:

“This is for you if...”

4-5 bullets that answer the question

“This is for you if...”

- Pain Point
- Pain Point
- Pain Point
- Pain Point
- Pain Point

“Don’t miss this Tupperware party if:

- You’re embarrassed when you open your refrigerator because it smells like moldy cheese.
- You’re tired of breaking your fingernails on storage containers that
- You have to throw out half of the food in your freezer because it has freezer burn

Ninth Essential Ingredient: Testimonials

2-3 short testimonials from clients or customers who think you and your services are the cat's pajamas.

They should speak to your expertise and ability to get results.

Tenth Essential Ingredient: Short Bio with Photo



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Combining vision, divine guidance and proven strategies, Jeanna delivers top-tier private coaching & sold-out seminars that have allowed committed entrepreneurs to blow past their self-imposed limits, ditch the drama of overwhelm and move into radical joy, inner peace and ever-increasing profits. WOOT!

The Most Important Ingredient:

YOU!

Summing It Up

How to Write an Opt-In Page That Pumps Up Your Prospects

1. A Tantalizing Offer
2. A Clear & Catchy Title
3. Hey You!
4. Hot Headline
5. Short Intro
6. Benefit Bullets
7. Image & Opt-in Box

Optional, but Powerful

- 8. This is for you if... (optional)
- 9. Testimonials (optional)
- 10. Short Bio (optional)

“Where Do I Go From Here?”

Get yourself a Copywriting Cappuccino!

<http://copycappuccino.com>



Q & A