



5 Day
Course

Flash List!

Grow your list in a flash!

Learn how to create a killer
opt in that get clients to fall in
love with YOU at first sight!

xo!
Mirinda

Day 3: Your Killer Opt In

“Oh yes!! I’m In!”

This is the reaction you want all your ideal clients to say when they see your opt in. And today’s the day we finally create your irresistible killer opt in! (Happy dance time).

Creating a killer opt in starts with knowing what your ideal clients want (check check from Day 2’s playsheet).

Then it’s all about figuring out how to deliver your opt in so it’s a no brainer.

Why? Let’s see...if your ideal clients are busy busy with no time to spare. Then do you think a one hour training video is a good idea? Probably not! They don’t have 5 minutes let alone 1 hour! Delivery can make or break the deal for them. So really think through how you want to deliver your content because a party of one is no fun at all!

After you get how you deliver the goods squared away, think about the title. And I mean really really think about your title because titles matter! If your ideal clients see a bland title or they don’t easily see the benefit in the title or subtitle, you can pretty much kiss that lead good bye. And we don’t want that to happen to you!

Your Killer Opt In Your Clients Can't Resist

1

What solution are you providing to your ideal client in the opt in?

Go back to the Day 2 Playsheet brainstorming you did around "How can you solve the problems of your clients and customers?"

2

How are you going to solve your ideal client's problem?

List out the steps or what you are going to share in your opt in. Remember, give LOTS of value!

3

How would your ideal client prefer to receive information?

Does your ideal client like visuals, audios, challenges etc.? Ideas: Ebook, Worksheet, Checklist, Video Training / Series, Webinar, Challenges, Free Gift, Contest, etc.)

4

What are you good at creating?

Writing, being on camera, organization?

5

How will you deliver your opt in?

Based on 1 + 2, how will you deliver your opt in? Ebook, Worksheet, Checklist, Video Training / Series, Webinar, Challenges, Free Gift, Contests, etc?

6

What are your ideas for title and subtitle?

Brain dump time. Write down all the ideas for titles and subtitles. Make sure you talk about the benefit. Bonus if you are creative when you think of your title so that it will stand out.

BONUS: Go out and create your opt in before tomorrow!



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