



## **“Fool Proof Formula For Opt In Rapid Growth”**

*CREATING A KILLER OPT IN OFFER!*

**By: Sandi Krakowski**

Dear Reader,

One of the most common questions we hear at A Real Change International is related to a websites Opt In Process.

What should I offer for free?

What words should I use?

Should I just create a report?

When do I use a video/ audio or what should I use, period?!

These are just a few of the common questions we hear.

To make life so much easier for you, I've spent the last couple of weeks going through your questions and creating a "Foolproof Formula For Opt In Rapid Growth."

Together, we're going to create a KILLER Opt in offer and you'll start getting more opt ins, more highly qualified leads and ultimately, more sales.

Let's go!

**Sandi Krakowski**

## “WHY An Opt In”

The fact of the matter is, when people come to your website no one wants to read your blog, subscribe to your email list or receive your newsletter. But they do want something that you can give them. They want their problems solved. They want you to tell them how to have everything their craving.

As we work through my “Foolproof Formula” we’re going to create an Opt In Offer that not only converts like gang busters but you’re going to have a blast in the process.

But first, you must understand WHY an Opt In offer.

Because no one wakes up in the morning and says upon rising, “Oh! I can’t wait to subscribe to another newsletter today! Where can I find me a good website Opt in box!?” we have to lead people with what they already want.

For example, a very successful business trainer might offer 7-steps to millionaire secrets. A vet might offer 5-keys to helping your cat with fur balls. A massage therapist might offer 3-keys to less pain in under 30 minutes.

As you can see, the goal is to create something that causes people to say,

“I want that!”

and they Opt In to your list.

A list is a huge asset. It’s something you’ll be growing for the life of your business. But not just any list. It’s critical that you create a list of highly targeted clients who already want what you offer. The best way to do that is with a great Opt In Offer.

Now we’re going to move into our “Formula Making” so that you can get that Opt In offer done and activated on your website.

# Fast Formula Questionnaire #1

As we move forward into creating your Opt In offer, here's a formula for you to work:

1. What do my clients want the most? Come up with one simple thing- not a birds eye view of everything you do, just one specific thing.

If you're in weight loss, they want a smaller butt or trimmer belly. Can you give them that through a few tips? Maybe not. But you could offer a few ideas for reducing the common indigestion that dieters experience and keeps them bloated. Your offer could be 10-steps to a flat stomach without eating less.

2. What are your clients asking for already?

If you don't already have a website or social media following where you are able to ask people what it is they want, no worries. Let's look at

what the GIANTS in the industry we're in are offering.

Let's say we offer a great product that relieves stress. And because we're fairly new in our marketing, we could do some keyword research on the words "stress free".

Upon doing our research we might discover that people really want relief from Traveler's Stress and Duress.

Your offer could be 5-steps to a stress free vacation. Or maybe you'll be more specific and have a free offer that shows 7-keys to staying healthy while traveling.

## Formula #1

**Write down right now what they want. One thing, not many. Just pick one.**

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## Fast Formula Questionnaire #2

Now that we've gone through some questions and thought, maybe even research of what they want, let's think of what we can offer.

Common offerings are tied to :

Keys  
Secrets  
Strategies  
Tips  
Methods  
Guarded Information  
Top Guru Practices  
Closed protected systems  
Steps  
Formulas

Your job is to now figure out what you're going to offer.

Will it be secrets to financial wealth?

Or will it be keys to a small behind?

Will you give strategies to vacation spots on half the budget?

Or tips on how to get the best seats on a plane without paying for them?

Maybe you have methods that make an instant meal in under 30 minutes?

Or it could be that you have guarded information that most of the time people have to pay for?

If you possess top guru practices that the common person wouldn't know?

Maybe there are closely protected systems that need releasing?

Can you put together steps to freedom in any area of life?

Or maybe a fast formula for something people struggle with.

### Formula #2

**Write down right now what the word will be. Is it tips, keys, etc from the list above. One thing, not many. Just pick one.**

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## Fast Formula Questionnaire #3

Now we have to pick HOW MANY!

How many keys, tips or strategies will you give?

The decision factor in this process is critical because of two key points:

#1- Don't give away too much- if you give away too much information, too many tips or strategies, you'll confuse your reader or audience. We don't want to bore them or overwhelm them.

Fact of the matter is most people, even the most studious and well taught HATE to learn things that take a long drawn out process.

People want FAST!

People want QUICK!

So it's your task to create something that people can get a result from quickly!

Even if the result is that they now KNOW something that will prevent them from making a huge mistake, it's a result..... and one you'll be respected for!

So..... don't give away too much in this Opt In.

#2- Don't give away something you should be creating a product with. What do I mean? If you are giving me 57 pages on how to grocery shop and feed my family of 5 for less than \$ 125 per week- and I get all of this information for free, here's what will happen.

Psychologist and neurologists have been studying this topic for ages. If we give away very valuable information that people need, most times they won't take it serious. They won't do it. So we have to be careful to not give away things people need to pay for.

Remember, it's not about money- it's about their result. The studies show and prove that people TAKE ACTION on things they pay for more than the things they just receive for free. So be careful you're not sabotaging your ideal client by constantly giving things away.

The other thing is, if you give away 57 pages of top quality content, the question presents itself as to WHY would they pay for 149 pages of content.

If we're not careful, giving away too much in our Opt IN offer, we could:

Disable  
Sabotage  
Ruin

The results our clients could be getting.

We could also be selling ourselves short and sabotaging our own success.

So don't give away too much on the Front end opt in.

Now.. pick from 1-10 how many of your secret guarded closely hidden treasures of strategies you're going to release in your offer.

Pick a number from 1-10.

Pick a number that you know you can comfortably provide.

### **Formula #3**

**Write down right now the number.**

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## **Fast Formula Questionnaire #4**

Here's the secret sauce- the RESULT! What is the result you can give me, get me to, what can I expect.

What is the RESULTS that your clients want that you can create? This is what you state in your Opt In Offer.

For example, I can help you get MORE followers on Twitter, make more money with your blog, Lose 5 lbs in a week. What is your results that you can prove, teach and get with thousands of people?

People want results.

The FASTEST road to one result is key. What is the result that people want that you can deliver? Close out the offer with that statement!

### **Formula #4**

**Write down right now the result.**

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