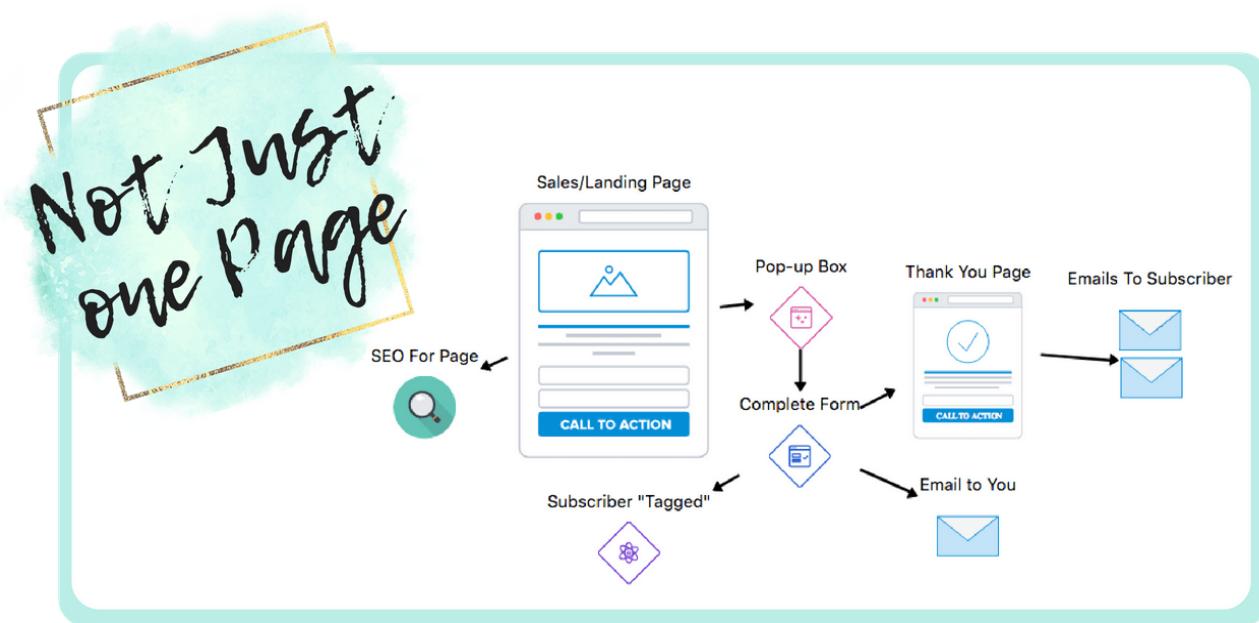


Freebie or Value Optin Tips



What is it?

You'll quite often hear this referred to as an OVO or Optin - Value - Offer.

Ideally this can be used in a couple of ways... but the overall idea is to use it as a lead generator or to attract more people to your list.

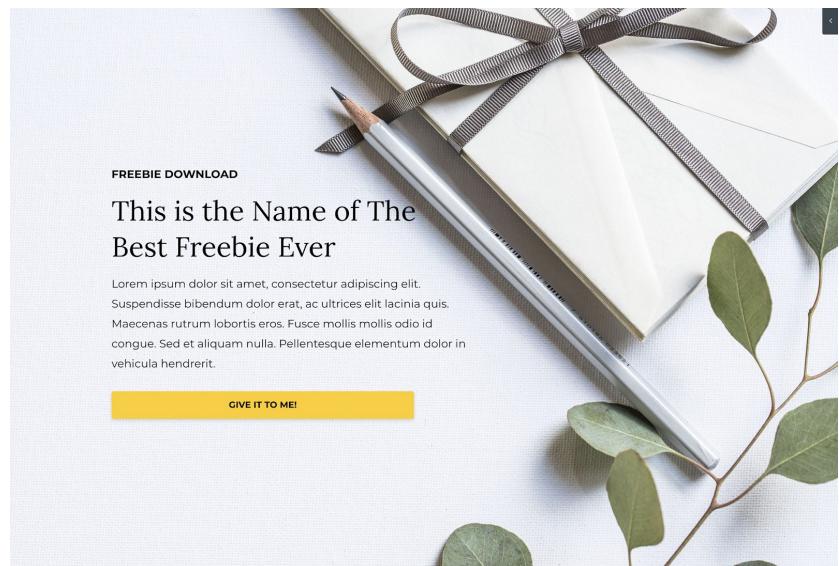
You can offer something of Value for Free...

Or you can Offer it for an amount.

Think about what you'd like to achieve with this setup and how much value you'll be offering to people that sign up.

Remember, people are more & more aware these days of scams and schemes - they don't want to give their email out if they feel they won't be getting anything of 'real' value in return.

👉 Use this as a way to educate your followers and get them on the pathway to "Know, Like, Trust, Buy"..... (which is the order most customers go in before handing over their credit card)!!!



Components Needed for a typical Freebie/Value optin

- 1 x Landing page - specifically for Optins

Goto Page Builder and Create a new page - Choose your theme, swap out your copy and images - themes I like for simple Optin pages are Marie, Irvine, Flint and Luminous.

- 1 x Thank You Page

Goto Page Builder and Create a new page - there's actually a couple of Thank You page themes already created - use them to save some time. As above, swap out your copy and any images. Here's some copy/text to start you off for the thank you area - just copy and paste:

Thank You.

Now check your email inbox... I sent you something special. :)

P.S. Remember to keep an eye out on your junk mail, just in case it lands in there. I think you're going to love this. And if you'd like more help in (maybe suggest something else, a course, tutorial, your blog... give them somewhere else they can head to after they're download....)

- 1 x CTA (Pop up box - or Optin Form)

If using the popup box goto the Two Step Optin section at the bottom of the LHS menu - remember to click on "Show Pop Up" so you can see what you're working on.

Here's some copy/text to start you off - just copy and paste:

★ Just fill in your name and email and click on download... it's all yours! 🎉💻📱

PS. I'm sooooo not a spammer, you'll only ever hear from me if I have something of value!

- Form created, remember to add a tag here as well

Goto Marketing and then Forms - remember to put your email address in the "Send a Notification to your team" area, so that you're notified of any signups. You really just want to collect name and email for this - unless you specifically need to create or add any extra fields.

- Auto-responder emails setup

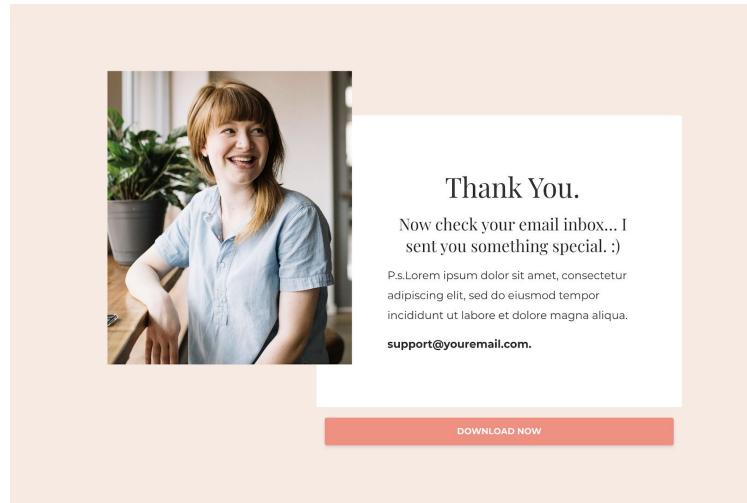
Goto Marketing then email campaigns. Write something fun - put your personality into this - remember every time you communicate with a subscriber it's another chance to build likability and trust. Top tip - put in links to your blog or youtube channel or facebook group at the bottom of your email, give them MORE always!!!

Pro Tips

- Start with your Landing Page first - I recommend using the Premier Theme for longer form pages, if that's what your objective is... otherwise choose the themes I mention above for simple Optin landing pages.
- Move through each component, leaving your Thank You page till last.
- Think about what you'd like to put on your Thank You page - **it's one of the most read pages**, >>> you have a captured audience.... Is there anything else you'd like them to know whilst they're on the page?
- From your landing page, you'll create the Optin section or Pop up Form.

Note: You could also use a Pipeline for your Optin page setup - however I know that depending on your Kajabi plan level, you may only get 3 to use - so it's useful to know how to put one together manually as well.

(You'll find Pipelines under Marketing > Pipelines. Click +New Pipeline to get started)



Thank You.

Now check your email inbox... I sent you something special. :)

P.s.Lorem ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

support@youremail.com.

[DOWNLOAD NOW](#)

Preparation

- **Design Elements.** Be sure to put in your preferred fonts & colors in the Settings section, & your own branding and imagery throughout your page.
- **Copy.** Check to make sure your page is not full of "I"s but rather more "You"s. You want to talk as though you're speaking to one person only - your ideal customer - AND remember, this page isn't about you.... IT'S ABOUT YOUR CUSTOMER AND WHAT THEY'LL GET / ACHIEVE/ BENEFIT FROM / TRANSFORM INTO.....
- **Storage - Dropbox/Google Drive.** Be sure to store your assets (images, videos) in either of these in organised folders to make it easy to find them, and faster to upload.
- **Navigation.** Think about what navigation you might or might not need at the top of your page, most landing pages don't have navigation because the goal is to keep viewers on the page and taking action.
- **Components you might need.** Besides the usual text and imagery, will you need pricing blocks, FAQ's, a video, a features section? Think about the flow of the page - longer pages will need more... especially if you're promoting your course or membership or product. Freebie optins could also have a features section to really show the value of the freebie.

Headline Tips:

Main Headline :

Note: the first couple of sections on your Sales/Landing page are really about making your prospect feel like they're in the right place and there's value to be had by reading more...

Here's the formula: "Generate the most desirable outcome in specific time frame without the biggest pain, second biggest pain, third biggest pain etc"

Example 1: (Let's use Amy Porterfield's very successful headline for one of her courses (Courtesy of Ry Schwartz, copywriter extraordinaire) - see how the formula fits into the phrases below....)

NOTE: whilst this is most likely used on a larger landing page, it can still be tweaked for a Freebie Optin or something of smaller value....

**CONFIDENTLY CREATE YOUR FIRST
PROFITABLE COURSE
---IN 60 DAYS---**
AND CLAIM YOUR STAKE IN ONE OF THE WORLD'S FASTEST GROWING INDUSTRIES
*(Without the raging overwhelm, crippling tech hangups
and nightmarish "what-do-I-do-next" syndrome)*

Subheading:

This section is about "Know, Like & Trust". It begins with letting your prospect know they're in the right place, and that you "get" where they are in their process of achieving their goals or outcomes.

Talk about what they already know about the opportunity. This then gives your prospect CREDIT for what they already know, which is both empowering and a powerful trust builder. Try to have at least 3 statements where your prospect would nod their head in agreement.

It's called >>> The Hand Raiser Subhead Formula:

If you're an (instant identifier 1), (instant identifier 2) or (instant identifier 3) looking to (achieve tangible outcome 1) while (achieving emotional/less tangible outcome) then you already know that.... (you need to do X).

Example (Let's use another one of Amy Porterfield's... thanks Ry Schwartz again!):

If you're an online entrepreneur, service professional, coach or consultant looking to generate more income while creating more leverage in your biz, then you probably already know that you need to create an online training course.

Copy and Design Tips...

Write in Bullets....

Ugh, you may be making the mistake of writing insanely long paragraphs in the hopes of trying to feed your reader as much detail as you can to impress him/her.

The intention may be good, but when you look at it from a reader's point of view, the paragraphs end up looking like boring walls of text that nobody would be brave enough to try and read.

Break up long sentences and paragraphs by writing in bullet points.

- It makes your landing pages neater
- It also gives readers ease in reading by allowing them to browse from point to point in direct and concise bursts.

Which brings us to White Space....

Using white space evenly makes the content in design easily scannable and significantly improves legibility. Studies show that proper use of white space between lines of paragraphs and left and right margins can increase comprehension by up to 20%. Don't be afraid to use it... it will make your page a whole lot easier to read.

👉 And in Kajabi, that means don't always set the Section Spacing to Small... live dangerously and choose Medium or Large... your readers will thank you!!!!

Horizontal Alignment

- Left
- Center
- Right

Vertical Alignment

- Top
- Middle
- Bottom

Spacing

Large

"White Space in design composition is the same as use of Silence in a musical composition. Without proportionate use of Silence, music is unstructured; some may call it noise. Similarly, without White Space, design is unstructured and difficult to consume"

Check out Marie Forleo's site for inspiration on how White Space is used.... <https://www.marieforleo.com/>



BONUS SECTION >>> TAGLINE GENERATOR

Because who doesn't need a little help with these!.. 😊

If you're having one of those "brain broken" days and you need some inspiration or a starting point for a good headline, then these should help. I like to pull out this list and type away until I find the one that's a fit... >>> pro tip: coffee ☕ or cocktails 🍹 can help depending on the time of day 😅!!!

NOTE: Use the options below to create 10-15 taglines for your website (or landing page). Shortlist the most impactful 5 taglines. You can use them in your Home Page and across your website to create Headlines for your About Page, Services Page or Package(s) Page.... Or Landing Pages.....

Need inspiration [CLICK HERE >>](https://www.enchantingmarketing.com/headline-formulas/) (<https://www.enchantingmarketing.com/headline-formulas/>)

1. For (target market) who want or need more (benefit)
 2. Are you sick of (pain point)?
 3. Get/be/become (main transformation)
 4. Stop wasting time/money (in current situation)
 5. Helping (target market) get/find/create/make (benefit)
 6. For anyone who's ever wanted to (benefit)
 7. For (target market) who's tired of/ doesn't want/ can't stand (alternative option / peers)
 8. (Vehicle) for (outcome)
 9. Where (target clients) achieve (desired outcome)
 10. Stop / Never (what they want to stop doing) again.
 11. Don't just (do mundane thing). (do extraordinary thing).
 12. Like (similar offering they relate to) (plus the twist).
 13. (service or product) that (does some unusual thing).
 14. Where you (achieve outcome) and get (even better benefit).
 15. Where you (get ideal outcome).
-



Use this space below to come up with your own. 