



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

**7: Building Your
Email Optin Page**

Last Time...

We looked at the benefits of creating a **free email optin lead magnet** for your business and how to dial it into the specific desires of your audience to make it irresistible.

We also connected it back to “Bootstrapping Your Success” and the concept of creating value in your digital products by helping people save time and hassle.

So you should now have **99% confidence** that you can create a compelling lead magnet in pretty much any profitable market you wish - even if you feel brand new and don't have an prior experience!

Personal Branding

Hook: *7-Minute Branding Checklist*

Dating For Women

Hook: *The 3 Secrets to First Date Success*

Copywriting

Hook: *The 7-Step Sales Copy Template*



I'm **NOT** going to show you step-by-step how to set up everything online...

1. “Point-and-click” tutorials quickly become outdated
2. The companies that produce the tools have their own tutorials
3. You might choose to use different tools to me
4. You can hire someone to do the “techie” stuff if you want

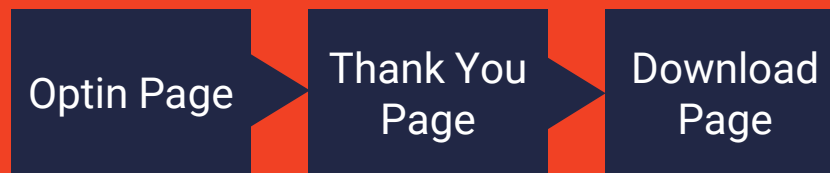


But I **am** going to show the general process so you've got a feel for what's involved in creating web pages.



Optin & Lead Magnet Delivery Process

1. A visitor arrives at your **Optin Page**
2. They enter their email and click the submit button
3. They go through to the **Thank You Page**
4. Your email marketing system sends them a **Welcome Email**
5. They open and click the link in the email to go to the **Download Page**
6. They download what they opted in for



Thank You!

Please Check Your Inbox - We've Just Sent You An Email

1. Please allow 3-5 minutes for the email to arrive
2. Check your spam/junk folder
3. Any issues please email support@gainhigherground.com



Rob Cornish - Author of The Hook Book



Congratulations & Thank You!

Step 1: Download The **Hook** Book

[Click Here To Download The Hook Book](#)

Step 2: Watch 45-Minute **Unique Positioning** Crash Course

No Pitches, Nothing For Sale - 100% Content...



The Power Of Checklists

Surgical Safety Checklist



World Health
Organization

Patient Safety
A World Alliance for Safer Health Care

Before induction of anaesthesia

(with at least nurse and anaesthetist)

Has the patient confirmed his/her identity, site, procedure, and consent?

☐ Yes

Is the site marked?

☐ Yes

☐ Not applicable

Is the anaesthesia machine and medication check complete?

☐ Yes

Is the pulse oximeter on the patient and functioning?

☐ Yes

Does the patient have a:

Known allergy?

☐ No

☐ Yes

Difficult airway or aspiration risk?

☐ No

☐ Yes, and equipment/assistance available

Risk of >500ml blood loss (7ml/kg in children)?

☐ No

☐ Yes, and two IVs/central access and fluids planned

Before skin incision

(with nurse, anaesthetist and surgeon)

☐ **Confirm all team members have introduced themselves by name and role.**

☐ **Confirm the patient's name, procedure, and where the incision will be made.**

Has antibiotic prophylaxis been given within the last 60 minutes?

☐ Yes

☐ Not applicable

Anticipated Critical Events

To Surgeon:

☐ What are the critical or non-routine steps?

☐ How long will the case take?

☐ What is the anticipated blood loss?

To Anaesthetist:

☐ Are there any patient-specific concerns?

To Nursing Team:

☐ Has sterility (including indicator results) been confirmed?

☐ Are there equipment issues or any concerns?

Is essential imaging displayed?

☐ Yes

☐ Not applicable

Before patient leaves operating room

(with nurse, anaesthetist and surgeon)

Nurse Verbally Confirms:

☐ The name of the procedure

☐ Completion of instrument, sponge and needle counts

☐ Specimen labelling (read specimen labels aloud, including patient name)

☐ Whether there are any equipment problems to be addressed

To Surgeon, Anaesthetist and Nurse:

☐ What are the key concerns for recovery and management of this patient?

This checklist is not intended to be comprehensive. Additions and modifications to fit local practice are encouraged.

Revised 1 / 2009

© WHO, 2009

BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

The Power Of Checklists

+ Evergreen Affiliate Promotion [OVERALL GOAL]

- Map out product benefits
- Brainstorm bonuses for buying through my link
- Design graphics for bonuses
- Build web page with Thrive Architect
- Hook up affiliate links
- Link to promo page from main website
- Footer link in email template

