

# JeffJohnsonMarketing.com

## How To Design The Perfect Opt-in Page

### Cheat Sheet

**Note:** You'll find this Cheat Sheet more useful if you watch my [How To Design The Perfect Optin Page](#) video tutorial first.

**Overview:** I have personally spit-tested thousands of variations of opt-in pages in multiple markets and **my test results always say the same thing** when it comes to designing the perfect opt-in page...

### Simple Opt-In Pages With Simple Offers Convert Best!

So I've taken everything I've learned from almost two decades of split testing optin pages and I've developed my **Perfect Opt-in Page Formula**...

Here's the formula:

**Pre-Headline + Headline + Simple Instructions + Action Button = The Perfect Opt-in page**

That's it, that's the formula. You don't need fancy page designs or flashy gimmicks and programming... if you boil your opt-in page down to these 4 basic components, then you are that much closer to creating the perfect opt-in page!

**So let's take a look at each component of the formula**, as well as some real life examples...

#### 1. Pre-Headline Tips

- Write a pre-headline that speaks to your target market... the moment they read it they should say "this is for me".
- Try using the proven "For people who xxxxx" format.
- Try using the proven "Attention" format.
- Write pre-headlines that include the primary "hook" or benefit of the lead magnet.

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For people who want to grow their list and their business...

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Simply enter your email address below, click the button and I'll immediately send your **Absolutely Free** Training Video and PDF Cheat Sheet right over...

**1. Pre-Headline**

I Want More Customers!

Privacy Policy below.

## 2. Headline Tips

- Make the big, believable promise.
- Use a unique “hook” or benefit for each headline.
- Test using different headline templates and styles.

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For people who want an easier way to build a bigger list...

**2** "Give Me 22 Minutes And I'll Give You A Bigger More Responsive List.. Let Me Prove It To You - Absolutely Free!"

Simply enter your best email address below, click the button and I'll immediately send your Absolutely Free Training Video, PDF Cheat Sheet and List-Building Worksheet right over...

Please enter your best email address

Send My Free Cheat Sheets And Training Videos Right Over!

**"Give Me \_\_\_\_, And I'll Give You \_\_\_\_" Headline Template.**

### 3. Simple Instructions Tips

- Keep the instructions simple, and easy to understand.
- Tell them what to do, how to do it, and make it easy for them to do.
- Reinforce the hooks or benefits from the headline in the instructions.

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Enter your email address



I Want More Customers!

### Simple Instructions

#### 4. Action Button Tips

- Take the “hooks” from your best headlines and create several “calls to actions” from them.
- Test using the first person in your “calls to action”.
- Test different shapes, sizes and colors for your action button.
- Use bright colors for your Action Button that really stand out and aren't used anywhere else on the page.

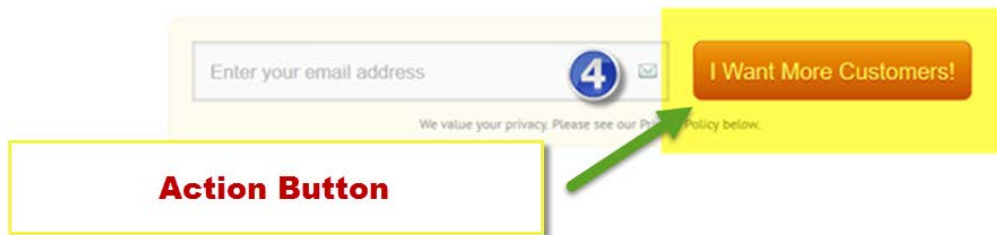
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The image shows a screenshot of an email opt-in form. The form has a light yellow background. On the left, there is a text input field with the placeholder text "Enter your email address". To the right of the input field is a blue circular icon containing the number "4" and a small envelope icon. Further right is a prominent orange button with the text "I Want More Customers!". Below the input field, there is a small line of text: "We value your privacy. Please see our Privacy Policy below." A green arrow points from a yellow-bordered box labeled "Action Button" to the orange button. Another yellow-bordered box highlights the button and the privacy text.

Well, that's it for the Cheat Sheet, however...

"If You Would Like Me To Personally Design The Perfect Opt-In Page For Your Market, Plus... Help You Build A Significantly Bigger List... Generate More Traffic... Bring In A Constant Flow Of New Customers... And Make More Money, Faster... Then You Really Should [Check Out My Private Client Group](#)."

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## Recommended Tools and Services:

### Opt-in Page Tools & Services:

- <http://www.jjlikes.com/cf2weeksfree>
- <http://www.jjlikes.com/lpnsv>
- <http://www.jjlikes.com/optimizepress2>

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