**Facebook Fortunes Webinar Agenda**

**Webinar 3**

**List Building (part 2) – Opt in page**

1. Tips for creating a good opt in page
2. Examples of opt in pages
3. How to build your opt in pages
4. **Tips for creating a good opt in page (aka landing page, squeeze page, lead page)**
* Should convert at 20-30%
* Uncluttered (one purpose per page)
* Short
* Graphics and copy match your Facebook business page banner and FB ad
* Ask for minimal details (eg name and email)
* Focus on benefits in the headline and “what you’ll get” bullets
* Use 3-5 bullets that create curiosity
* Make it easy and obvious how to opt in
* Put the opt in box above the fold (and again at the end if necessary)
* Add testimonials
* Add an image of the free gift (note – putting a hand behind a disc massively increases opt ins!, eg <http://ourinternetsecrets.com/free/>)
* Put the Facebook pixel on the opt in page to create a website custom audience
* Test adding video or audio
* Put the call to action on the submit button, eg Get My Free List Building Guide
* Have a matching thank you page
* Hook up to your autoresponder, eg aweber (have the first email prepared, and switch off double opt in)
* Test and measure until the opt in rate is 20-30%
1. **Examples of Opt in pages**





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1. **How to build your opt in pages**
* If you are in the Platinum level of the Facebook Fortunes program we will build one opt in page for each of your 5 income streams
* Outsource to [www.Fiverr.com](http://www.Fiverr.com)
* Build your own using Clickfunnels – 14 day free trial: <http://bit.ly/1UXtEEP>