

# THE ELEMENTS OF AN OPT-IN

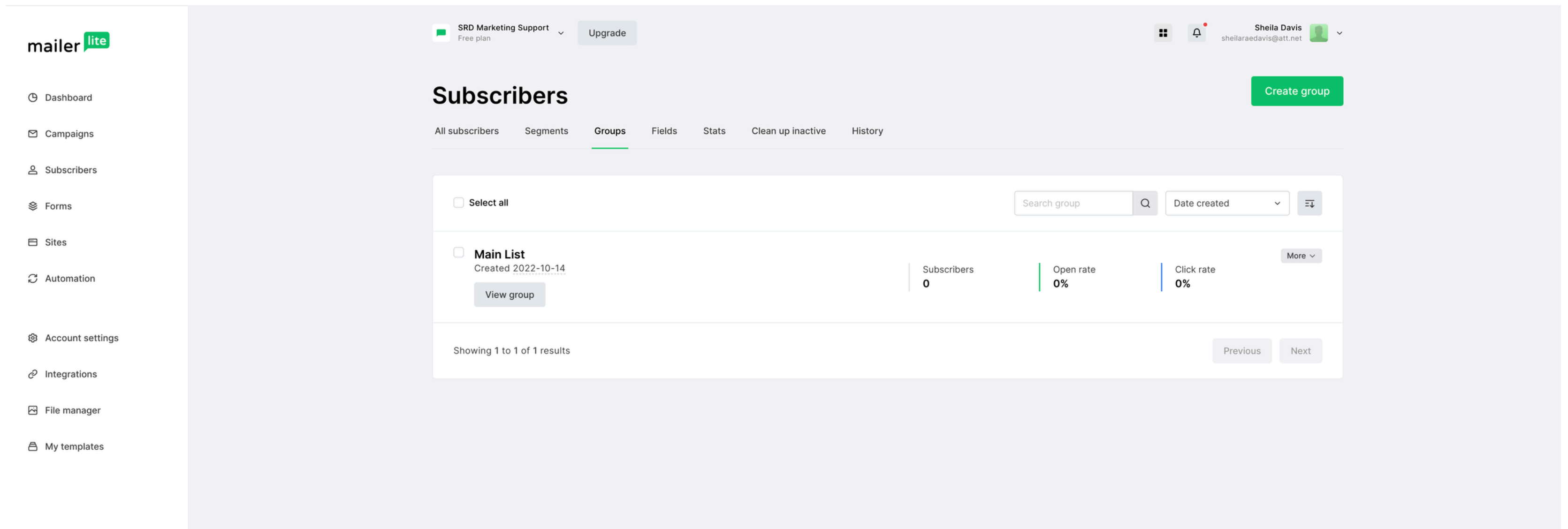


# CREATING YOUR OPT-IN LANDING PAGE IN MAILER LITE

Create a Group for your subscribers who are interested in this topic.

- Go to Subscribers
- Click Groups
- Click Create a Group
- Name Your Group

[CLICK HERE FOR HOW TO](#)



The screenshot displays the Mailer Lite interface for managing subscribers. On the left is a sidebar with navigation options: Dashboard, Campaigns, Subscribers, Forms, Sites, Automation, Account settings, Integrations, File manager, and My templates. The main content area is titled "Subscribers" and includes a "Create group" button. Below this, there are tabs for "All subscribers", "Segments", "Groups" (which is selected), "Fields", "Stats", "Clean up inactive", and "History". A search bar and a "Date created" filter are visible. A table lists a single group, "Main List", created on 2022-10-14, with 0 subscribers, 0% open rate, and 0% click rate. A "View group" button is present for this group. At the bottom, it indicates "Showing 1 to 1 of 1 results" with "Previous" and "Next" navigation buttons.

Group Name	Created	Subscribers	Open rate	Click rate
Main List	2022-10-14	0	0%	0%

# CREATING YOUR OPT-IN LANDING PAGE IN MAILER LITE

Navigate to the Sites page.

The Landing pages tab will be shown by default.

Click New site.

Give your landing page a name and click Save and continue.

Choose a group for your landing page. This will be the group where subscribers who have signed up on your landing page will be added. Then click Continue.

Choose how to build your landing page.

- Build with AI (Advanced plans only) - Simply answer a few questions about your landing page goals to generate a full site using artificial intelligence. You can always regenerate to see different designs, and make your own adjustments. Our editor allows you to adjust the text, layout, images, etc.
- Start from scratch - Create your landing page using the Drag & drop editor.
- Templates are not available with the free version.

# USING AI TO CREATE YOUR LANDING PAGE

## General information

Provide your company/organisation and site details

Company or organisation name

SRD Marketing Support

What industry are you in?

Agency

Details about your site (optional)

I'M CREATING AN OPT-IN LANDING PAGE FOR PEOPLE TO GIVE ME THEIR NAME AND EMAIL ADDRESS TO GET MY LEAD MAGNET ON THE 5 STEPS TO GET YOUR FIRST 100 EMAIL CUSTOMERS

What are your site goals? Choose all that apply (max.3)



Capture subscribers



Showcase work



Event promotion



Launch product



Collect feedback



Educational resources



Special offer



Sell memberships



Brand awareness



Sell digital product



Contact us



Other

## Choose styles

Select your brand's tone of voice, site style and other preferences

Writing style

Natural

Playful

Professional

Friendly

Informative

Website style

Minimalist

Clean and simple with a focus on whitespace.

Modern

Innovative layouts and typography.

Bold

Vibrant and eye-catching with bright colors.

Creative

Unconventional layouts and elements.

Corporate

With a clean layout and corporate colors.

Vintage

Retro-inspired with vintage typography.

Elegant

Sophisticated with a focus on luxury and refinement.

Futuristic

Futuristic design with modern digital trends.

Theme



Generate with AI



Use my brand styles

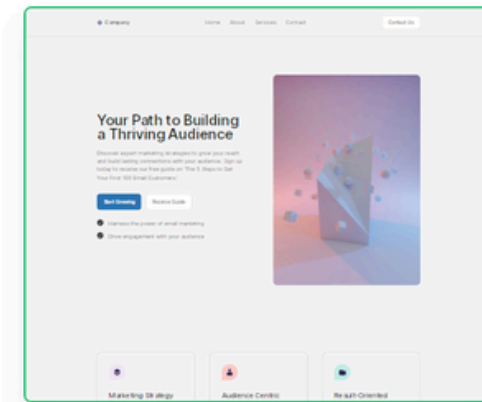
Don't worry, styles can be updated later in the landing page editor mode.

# USING AI TO CREATE YOUR LANDING PAGE

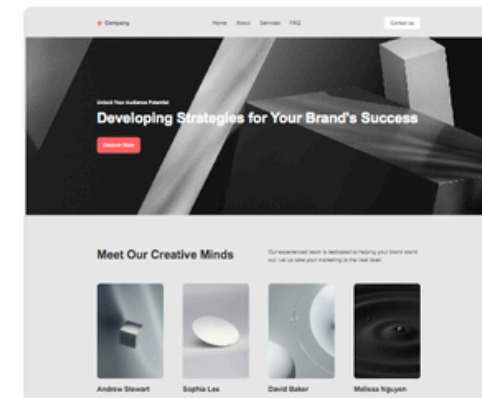
## Select a winner

Pick the version you like and click the button below.

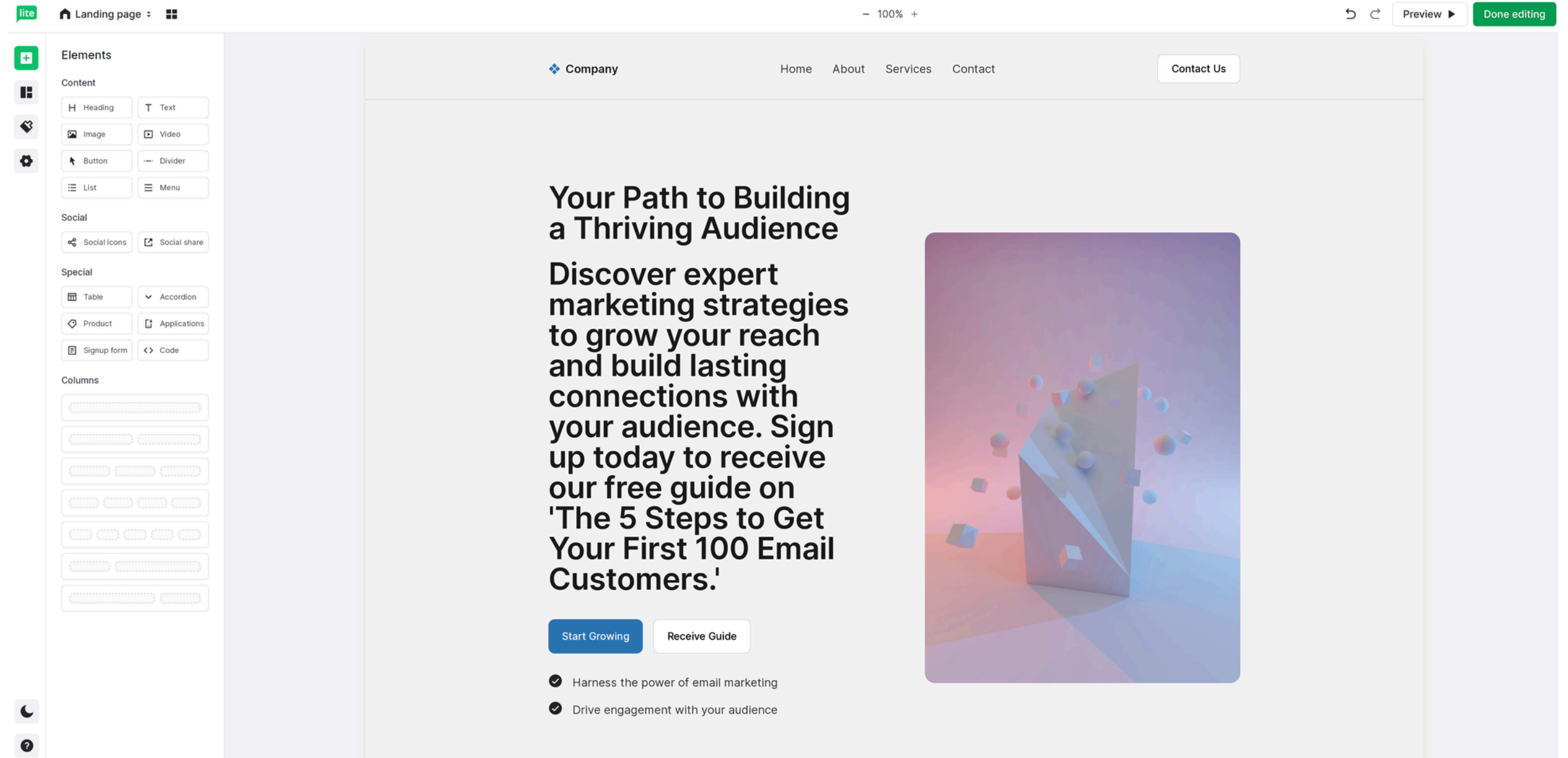
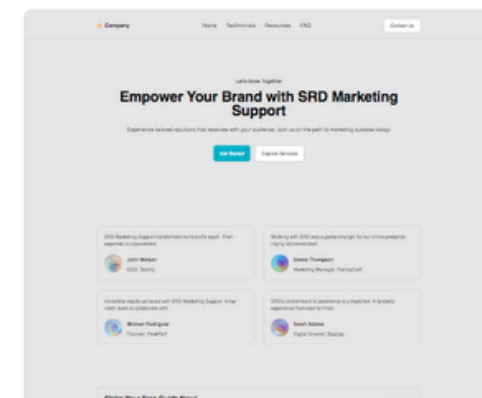
### Version A



### Version B



### Version C



CLICK HERE FOR HOW TO

Remove the menu bar at the top - only action is to opt-in

# CREATING YOUR LANDING PAGE FROM SCRATCH

The image shows a landing page builder interface. At the top, there's a navigation bar with a 'lite' badge, a home icon, 'Landing page', a window icon, a zoom level of '100%', and 'Preview' and 'Done editing' buttons. On the left is a sidebar titled 'Elements' with categories: Content (Heading, Text, Image, Video, Button, Divider, List, Menu), Social (Social Icons, Social share), Special (Table, Accordion, Product, Applications, Signup form, Code), and Columns (various column layouts). The main workspace is divided into two sections. The top section is an 'Empty canvas' with a dashed border, containing a small preview icon, the text 'Empty canvas', 'Start by dragging a section from sidebar.', and a green 'Add a section' button. Below the canvas is a pre-built footer section with a 'Company' logo, a navigation menu (About, Features, Pricing, Gallery, Contacts), social media icons (Facebook, X, Instagram), and a copyright notice: '© 2024 Your Company, Inc. All rights reserved.' At the bottom left of the interface are a moon icon for dark mode and a question mark icon for help.

# THE STEPS TO BUILDING YOUR LEAD MAGNET/OPT-IN

Create Your Lead Magnet  
Magnet  
Checklist  
Cheatsheet  
Guide, etc.

Protip: Canva

Solves a real problem

Promises one quick win

Very specific

Quick to digest.

High value

Instantly accessible

Demonstrates your expertise

Leaves them wanting more

Create your opt-in page/form

Protips:

Ask for as little info as possible (First Name and Email)

Keep them focused on opting in

ESP landing page

Direct embed on your site

Get fancy with a pop up

Integrations with WP

Thank you page

Protips:

Can deliver your lead magnet

Many offer a next step here (FB Group, Podcast, Purchase)

Big thing is to confirm you got their request.

Add ways they can connect with you

Delivery e-mail

Protips:

Link to your lead magnet

Begin to establish the relationship

Let them know you understand them