

THE ELEMENTS OF AN OPT-IN



Career Control Starts Before the Job Search Does

A layoff lands, and your proof is still trapped in company email, dashboards, or shared drives.

Start documenting it on purpose.

When access disappears, so does evidence. Capture your work history, performance proof, and career patterns now – before you need them.

Download the FREE Career Capture Checklist!

**25 Career Details You Should Already Have Documented
(Before You Update Your Resume)**

First Name



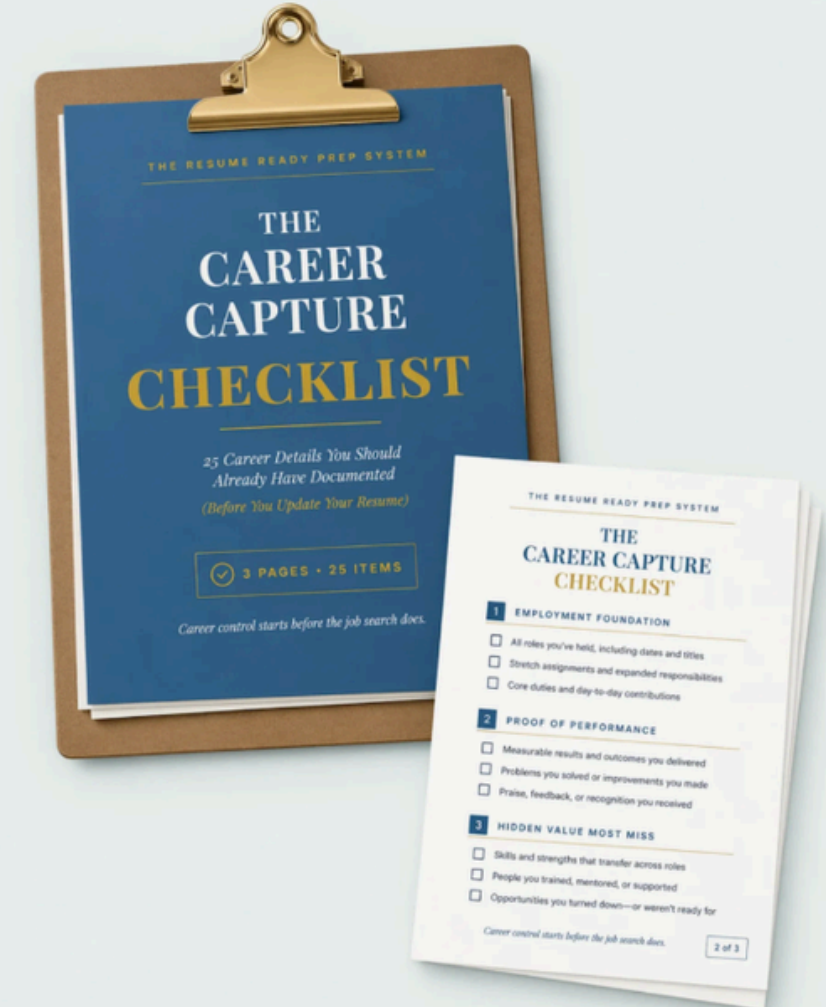
Email

Thank you for subscribing!

Your checklist arrives in your inbox in under 60 seconds.

YES, SEND THE FREE CHECKLIST

3 pages 25 items.



3 pages. 25 items. 10 minutes.



The Real Problem

You do not feel unprepared because you lack experience.

You feel unprepared because the proof is scattered.

The email is gone. The dashboard locked.

The files live in old systems. The layoff landed
before your records were ready.

GET STARTED



What you will uncover

- ✓ The work your resume never fully captured
- ✓ Metrics and wins you forgot to save
- ✓ Evidence at risk of disappearing
- ✓ Career patterns you can use before your next move.



Why this works

This checklist creates an immediate 'I am not as prepared as I thought' moment. It shows the gap between where you are and where you need to be — and makes the next step obvious.

Practical

Specific

Built to create urgency

Build your documentation system before the scramble begins.

*Start capturing your career records today —
while you still have access to them.*

GET THE FREE CHECKLIST TODAY

3 pages. 25 items. 10 minutes that can change everything.

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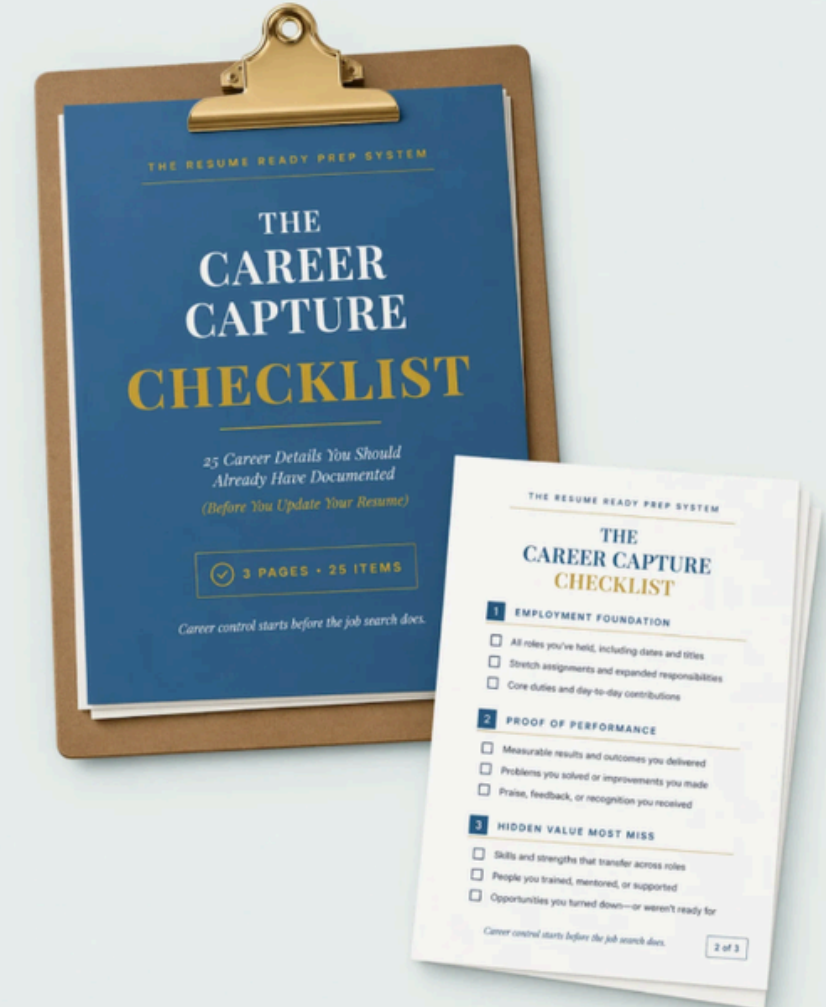
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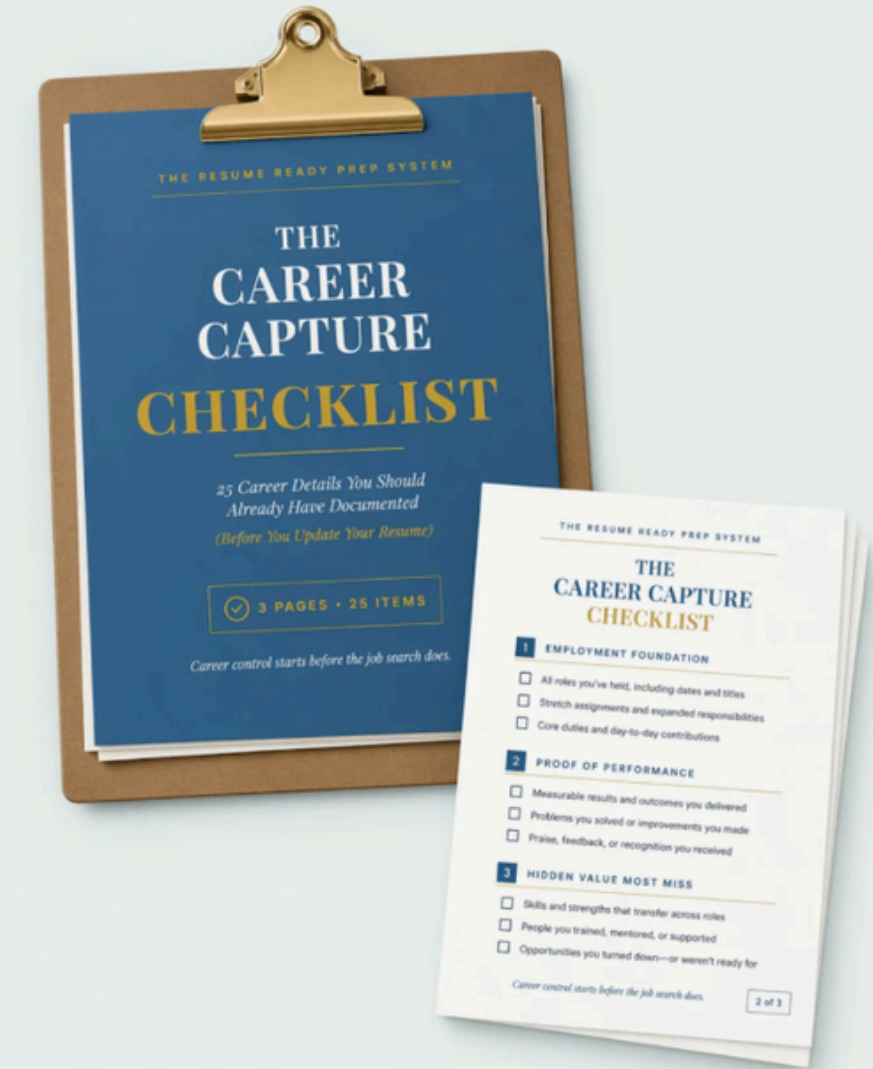
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Promise Fulfilled, LLC

Confirmation email

To: Sheila Davis,

Reply-To: Promise Fulfilled, LLC

Inbox - sheilar...avis48@gmail.com 12:11 PM

Thank you Sheila for your interest in our newsletter!



Confirm your email address

Please click the button below to confirm that **sheilaraedavis48@gmail.com** is the correct email address to receive our newsletter.

[Confirm your email](#)

If you didn't subscribe, you can just delete this email. You will not be subscribed to this newsletter unless you click the confirmation button above.





Thank you!

You've signed up for the newsletter!



THE WELCOME/DELIVERY EMAIL

Delivers the promised offer (LEAD MAGNET) to them.

Is sent automatically whenever someone completes the form.

Includes a link to the Lead Magnet - Google Drive Link

Make this email fun and engaging. This is your chance to wow them.

Next steps/how to connect with you.

What This Says About You Email

Connect with them. Let them know you see them and understand where they are on their journey.

THE WELCOME EMAIL FORMULA

1. Warm, Human Thank You (Not robotic)

Skip: “Thanks for signing up.”

Go with: something that feels personal and intentional.

Example: *“Hey [First Name], I’m really glad you’re here.”*

2. Deliver the Lead Magnet Clearly

Make it EASY. No friction. No confusion.

Example: *“Here’s your [lead magnet name]: [Download Link]”*

Optional: Add a quick sentence on how to use it.

THE WELCOME EMAIL FORMULA

3. “What This Says About You” (Identity-Based Affirmation)

This is the magic piece.

You’re telling them what their action reveals about them.

Examples:

- *“This tells me you’re serious about not just having a message—but actually getting it in front of the right people.”*
- *“It tells me you’re ready to stop guessing and start building something intentional.”*
- *“Most people stay stuck thinking about this. You took a step.”*

This builds:

- Confidence
- Momentum
- Emotional buy-in

THE WELCOME EMAIL FORMULA

4. Paint the Before → After Bridge

Show them what's possible now that they've taken this step.

Example: *“Right now, your audience might feel unclear or scattered...*

But with the right foundation, you can start attracting people who actually want what you offer.”

5. Set Expectations for What's Coming Next

Train them to look for and value your emails.

Example: *“Over the next few days, I'll send you a few simple ways to start putting this into action...”*

Or:

“I'll walk you through how to turn this into a system that actually grows your list.”

THE WELCOME EMAIL FORMULA

6. Light Engagement CTA (Low Pressure)

Get them to take a small action.

- Reply and tell me what you're working on
- Hit reply with your biggest challenge
- Whitelist/save the email
- Click a simple link

Example: *"Hit reply and tell me—what are you hoping this helps you with?"*



START SIMPLE, GET FANCY LATER

Plan to use the Welcome Sequence to take people on a journey.

3-5 emails delivered within the first 2 weeks they subscribe.

Focus on one at a time.

WHAT'S IN A WELCOME SEQUENCE

1

Welcome email - provide more information about your business or product. Use them to explain the benefits of your service, introduce your brand story, and provide next steps. Consider including a coupon if your welcome series is for an e-commerce store.

2

Discovery email - to find out what topics the recipient is interested in. Add a link to your preference center so subscribers can choose the types of content they like. This will automatically segment subscribers so you can send them relevant emails.

3

Next steps email - encourage users to interact with your business. Just choose the actions that deepen the customer relationship.

4

Coupon or offer email - to increase your conversion rate. Send one early in the email series while the recipient's interest is high, and later on to convert people who are still engaging but haven't yet committed to buy.

5

End of trial reminder - send a reminder if your welcome sequence was part of a free trial or limited-time offer. Let your recipients know the trial is about to end, tell them what to expect going forward, and provide an opportunity to buy before it's too late.

WHAT'S IN A WELCOME SEQUENCE

- 1** NURTURE
- 2** NURTURE
- 3** NURTURE - HINT AT PITCH
- 4** NURTURE - PITCH
- 5** PITCH

ASKING AI FOR HELP

1

Can you help me write a welcome email to people who have just opted in to my 5 Steps to start building your email list lead magnet. My ideal audience is entrepreneurs, podcasters and authors who are building or growing their businesses. I want them to get valuable info from me and see me as a resource to help them with their marketing.

2

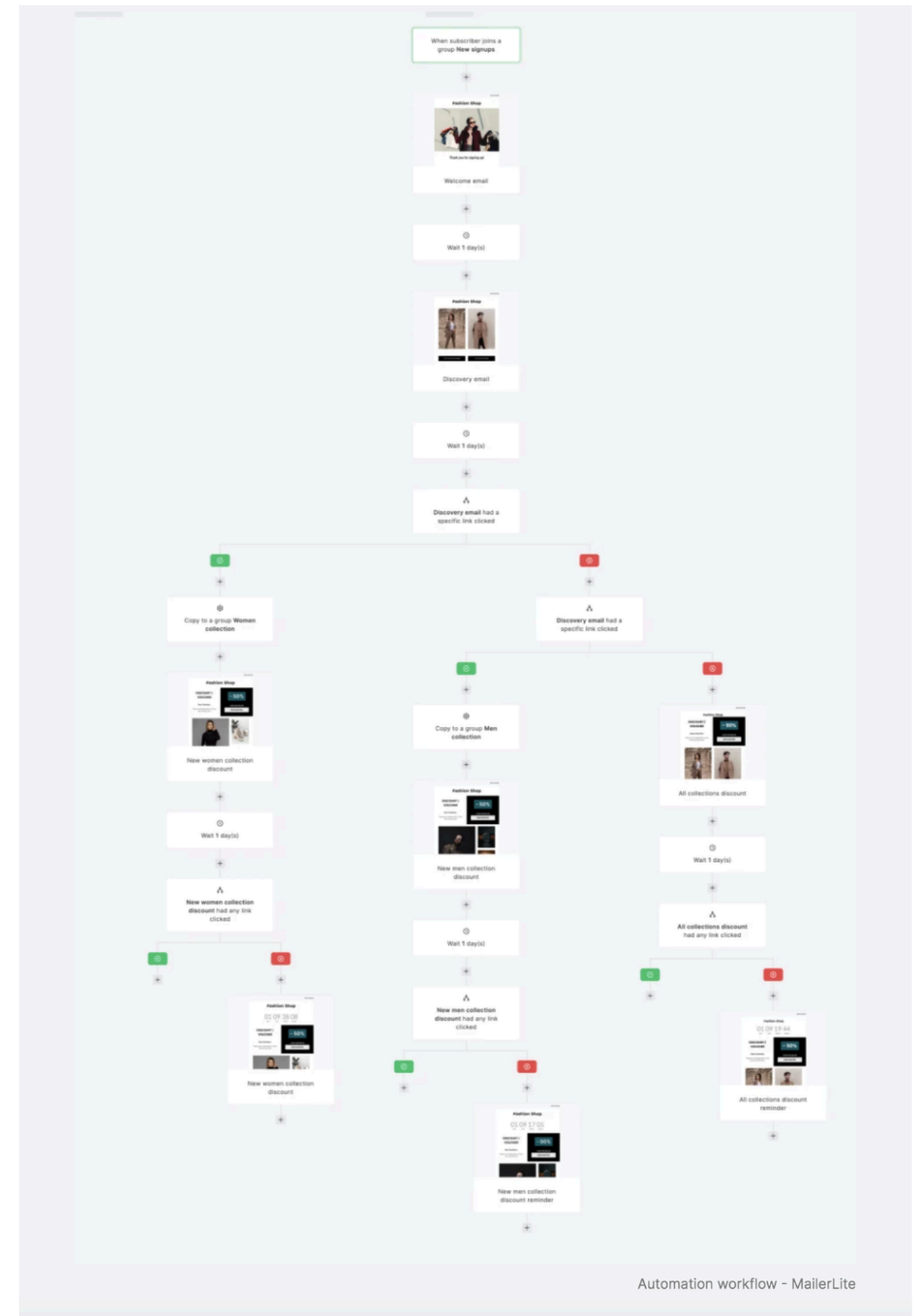
Can you help me write email #2 in my sequence - a discovery email to learn more about them and where they are on their journey to market their business?

3

Great. Now I need a third email that offers them next step opportunities to work with me.

WHAT A WELCOME SEQUENCE LOOKS LIKE

[CLICK HERE FOR HOW TO](#)



NURTURE EMAILS

How often will you nurture your list? Once a week is ideal, particularly if you don't have an extended welcome sequence.

Take the opportunity to make the relationship a two-way street. Ask them what content they want. This will help you with your content as well. It will also give you an opportunity to start segmenting your audience.

Graphics vs no graphics

of links

Be personable - help them get to know you better. Make this the VIP Pass or the backstage pass.

I have clients whose weekly/monthly e-mails feed their social media and vice versa.

Consistency. Consistency. Consistency.

A FEW IDEAS:

Send them an alert each time you publish a new blog or podcast (guest blogs and podcasts as well).

Ask for their feedback and ideas.

Share new resources - books you're reading, tools you're finding helpful, new insights you've learned.

Give them first look at new resources you develop (they don't have to opt in again.)

Offer them discounts and rewards.

Share success stories.

Answer questions your audience is asking.

Give them a behind the scenes look.

Let them know when you go live in your group or on your page.

Acknowledge their pain and their desires.

Content around holidays and the time of year.

You can share offers - but remember to Give. Give. Give. Ask.

Make some key decisions about what you're going to send to your audience for the next 90 days.

How often (once a week for 90 days is 12 emails)

What days?

Set up a calendar (Google Doc, etc.)

What will it look like?

How will you get it done?



RECOMMENDATIONS:

Plan to send one email per week .

Focus on serving first before you sell.

Serve 90% of the time.

Serve, Serve, Serve, Sell.

IDEAS FOR THE NEXT FOUR WEEKS:

Share or link to something you've created that they can enjoy.

Encourage and reach out to make your audience feel understood.

Ask a question or include a survey to get to know them better.

Round up some of your favorite things - podcasts, books, products.

S	M	T	W	T	F	S
				NURTURE EMAIL		
				NURTURE EMAIL		
				NURTURE EMAIL		
		SALES EMAIL		SALES EMAIL		SALES EMAIL
		SALES EMAIL		NURTURE EMAIL		

QUARTERLY FOCUS:

Month 1: Nurture

Month 2: nurture

Month 3: selling

ADDITIONAL RESOURCES:

- Survey Monkey and WuFoo for survey
- Trello to manage your emails



WELCOME SEQUENCE PLAN

EMAIL 1/WELCOME EMAIL - IMMEDIATELY:

EMAIL 2/DISCOVERY EMAIL - _____ DAYS LATER:

EMAIL 3/NURTURE EMAIL + HINT AT PITCH - _____ DAYS LATER:

EMAIL 4/NURTURE EMAIL + PITCH - _____ DAYS LATER:

EMAIL 5/PITCH/NEXT STEPS EMAIL - _____ DAYS LATER:

NURTURE/BROADCAST EMAIL PLAN 90 DAYS

HOW OFTEN WILL I EMAIL?

WHAT DAYS?

HOW WILL I GET THE WRITING DONE? WHO/WHEN?

HOW WILL I GET THE EMAIL AND SENDING DONE? WHO/WHEN?

CONTENT IDEAS FOR BROADCAST EMAILS - 90 DAYS

- 1- _____
- 2- _____
- 3- _____
- 4- _____
- 5- _____
- 6- _____
- 7- _____
- 8- _____
- 9- _____
- 10- _____
- 11- _____
- 12- _____

MAY 2026

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	
24	25	26	27	28	29	
31	1	2	3	4	5	

JULY 2026

July 2026 Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
15	16	17	18			
22	23	24	25			
29	30	31	1			

JUNE 2026

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

**PUTTING
YOUR
LEAD MAGNET
IN FRONT OF
YOUR POTENTIAL
AUDIENCE**



Place it on your website

The screenshot shows a website banner for 'SIMPLY4 BUSINESS COACHING'. At the top, there is a navigation menu with 'HOME', 'COACHING PACKAGES', and 'GET STARTED'. The main headline reads 'Escape Survival Mode & Build The Thriving Profitable Business of Your Dreams'. Below the headline, a man with glasses and a blue shirt is smiling. A short bio says 'Hi, I'm Andy. I help small business owners grow their businesses, hire the right people and make more profit.' There are two call-to-action buttons: an orange one that says 'LET'S GET STARTED' and a blue one that says 'DOWNLOAD OUR NEW GUIDE "The 4-Step Process To A Thriving Business"' with a white button inside that says 'YES, I NEED THAT!'.

In the sidebar

In the footer

Prominent above the fold opt-in

Hello Bar

Customize your 404 pages

About page, testimonials page, products & services page

On individual blog posts as a content upgrade

On thank you pages of other opt-ins you may have

Resource page



Write a blog post about your opt-in and post it



Add it as a pop up on your site.

Home eCommerce Excellence In Writing Blog Shop 🛒 \$0.00 🔍

Discover Your Purpose



Join the movement.

First Name

Email

Join Now

We do not sell your information and we will not spam you with tons of junk.

Made with Mailchimp

Freedom & Purpose?

Here together we can help you Shift Your Mindset, Find your Freedom & discover Your Purpose. Because we know that Everything we do as Moms & Wives has a Ripple Affect



Add it to your Facebook Pages and Groups

Mamasaysnamaste
@MamaSaysNamaste

Home
Reviews
Photos
Videos
Posts
Events
About
Community
YouTube
Email Signup
[Create a Page](#)

Create Your Own Family Vision
CLICK HERE FOR YOUR FREE GUIDE

Like Follow Share ... [Learn More](#) [Send Message](#)

Create Post
Write a post...
Photo/Video Tag Friends Get Messages ...

Personal Coach
Always Open

ABOUT MAMASAYSNAMASTE

Take a moment, breathe and ask yourself this question, "What do I want for my family?" "What is my goal?"

By having a Family Vision, where everyone has a chance to answer these questions together, you can get out of reaction mode and start making decisions based on your Family Vision (hint: it actually helps the little ones too as they make their own decisions about reacting, etc.)

So click here and get my free video series on Creating Your Own Family Vision. You'll hear our story and how it worked for us (even with kids under 5), and I'll walk you through how to create your own.

Get it here: <https://www.mamasaysnamaste.com/family-vision>

1 Like Comment Share ...

Write a comment...



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Instagram

ryanreger_tx [Follow Back](#)

483 posts 2,473 followers 301 following

Ryan Reger
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- Get a FREE Copy of "How to Create Your Ideal Day"
- Join my Facebook Group!
- Courses
- Know Your Numbers Workshop- Starts August 19, 2020!
- Amazon 101 Course
- Master Plan of Influece
- Books and Resources
- Free Copy of Side Hustle Freedom
- Free Copy of Streams of Income!
- Like Me on Facebook

Get your FREE Copy of "How to Create your Ideal Day"

How To Create Your Ideal Day
So you can realize the success you've been dreaming about!

BY RYAN REGER - RYANREGER.COM

Sheila

sheilaraedavis@att.net

Submit



Guest blog or be a guest on a podcast and offer your freebie.

Facebook Posts

Your Facebook Group - ask in the questions if they'd like more info on ...

Do a video with the first point (Facebook Live, YouTube, IGTV) - [click here to get more.](#)

LinkedIn - Featured section with links to your freebies and resources

Facebook/Instagram Ads - lead ad

If you have an old list, send the resource to them to either re-opt in or tag them when they click to get it.

If you have links to your website and your freebies in all of your social media profiles, then as you go in and answer questions and serve, you'll have people click to see what you're all about and find your lead magnet.

Help a Reporter Out - helpareporter.com

alignable.com

Forums in your industry

TIP: Be creative and experiment to see what works best for your audience.

Pinned Post

About Facebook Business Page

As a Guide in your Facebook Group

Facebook groups that encourage promotion of your opt-in & business.

TikTok

Clubhouse

YouTube

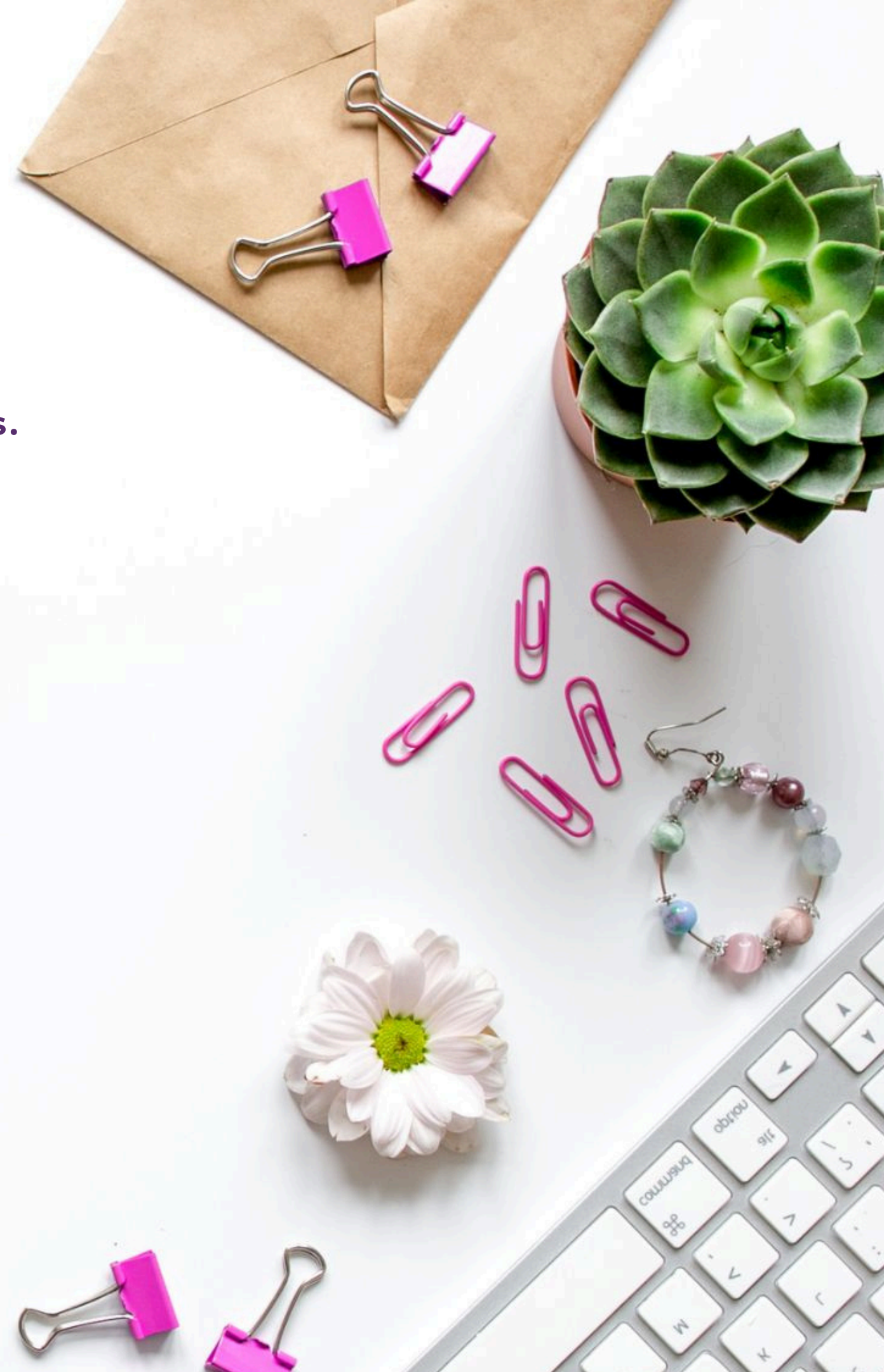
Instagram Stories/Highlights

Instagram Reels

Instagram Guides

List your business with a link direct to your opt-in

Google My Business Listing



Press Release

Pinterest

Pinterest Group Boards

Guest Blog Post

Virtual Summits

Create a “related freebies” collaboration with other businesses in a similar/contextual niche

Include a CTA + link to your opt-in in your signature for any “one-off” emails you may send

Submit your opt-in to other “resource” pages within your niche



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON
GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE
OVER THE NEXT 90 DAYS (MAY)

- 1 _____

- 2 _____

- 3 _____



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON
GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE
OVER THE NEXT 48 DAYS (JULY)

- 1 _____

- 2 _____

- 3 _____



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON
GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE
OVER THE NEXT 48 DAYS (JUNE)

- 1 _____

- 2 _____

- 3 _____

DIY (Do It Yourself) - Marketing Tutor

**DWY (Done With You) - Coaching/Strategy
Session/Audit**

**DFY (Done For You) - Just the final piece that may
be holding you back or the whole thing from
start to finish.**

SheilaRaeDavis@att.net

