

DIY Website in a Week course module 5 – optin form, about and contact page strategy

This worksheet plus 4 video tutorials:

- (strategy) Crafting a client-attracting Contact and About page
- (strategy) Examples of opt-ins and freebies and why you need them for list building (7 touchpoints, permission marketing)
- adding opt-ins (linking it to Mailchimp API and adding “subscribe” box)
- adding a contact form with map to a web page

What’s covered in this module:

- Contact Page – adding a form (plus tips by Nick Reese in link resources below)
- About Page – what to include (plus pdfs from Alexandra Franzen “I Am” worksheet and Kimberly Houston’s Client-Attracting About Page – pdfs are in resources below)
- How to add your API code for Mailchimp, then add an optin box (“subscribe”) module to a page
- Opt-ins (lead capture forms)
- Lead magnets (free offers, ethical bribes)
- Strategy of list building with free offers
- Strategy of client-attracting Contact and About pages

Actions:

- Add a Contact and About page – refer to resources below to help you craft your page in a way that distinguishes you from all the others in your industry, builds credibility, shares your personality, and pre-screens clients
- Add an opt-in box to your website in Divi layout builder. (You’ll need an email service like Mailchimp setup first; other opt-in forms and popups require installation of a WordPress plugin, which is covered in Module 6)
- For added effectiveness, come up with a valuable, irresistible freebie or “lead magnet” to entice visitors to sign up for your newsletter and save it in a web page.

Tools, Resources and Links:

Copywriting help for your About and Contact pages

Writing your “About Me” page:

- Creative Rebel Guide to Attracting a Client-Attracting About Page, by Kimberly Houston
 - <http://kimberlydhouston.com/wp-content/uploads/2012/11/Creative-Rebel-Guide-to-Writing-a-Client-Attracting-About-Page.pdf>
- The Great “I AM” Worksheet, by Alexandra Franzen
 - <http://www.alexandrafranzen.com/wp-content/uploads/2013/05/The-great-I-AM-worksheet.pdf>

Sample About and Contact pages:

Ways to connect with me, links to my free resources, and a client-screening statement to rule out free advice seekers.

<http://hangoutsonairstrategy.com/contact/>

Good storytelling, but still builds credibility.

<http://claritylab.co/about/>

In resources above I’ve also included Kimberley’s “Client-Attracting About Page” workbook.

<http://kimberlydhouston.com/about-you/>

Where you are, where you want to be, how can she help, then some traditional bio info.

<http://www.theuncagedlife.com/about/>

Includes his price range to pre-screen potential inquiries, as well as suggested blog posts to build credibility and good for SEO to keep you on website.

<http://www.nicholasreese.com/contact/>

Contact page with a pre-screening or “work with me” form (using Typeform to create the survey, or use SurveyMonkey – both have free versions)

<http://www.leahkalamakis.com/hire-me/>

Sample websites with good “lead magnet” freebies and opt-in (email capture) forms

<http://www.brightsparkwebdesign.com/wiaw-sold-out/> (this web page and waitlist opt-in box was created very easily in Divi)

<http://tonifairman.com/> (using Magic Action Box plugin for WordPress (free))

<http://www.marieforleo.com/>

<http://suitcaseentrepreneur.com/>

<http://freelancetofreedomproject.com/>

Also view LeadPages for examples of their squeeze pages/opt-in pages.

Opt-in box and popup opt-in options (how to add plugins will be covered in Module 6)

Mailchimp** – easy to use email service with simple, user-friendly interface. There is a free version (good to just get started building your email list) but I recommend you invest in the \$15/month option to add an auto-response email system that will save you a lot of time and build credibility and trust with your community. Even in the free version you can customize your signup form, add it to your website (easy with Divi theme) and send newsletters, either instantly or pre-scheduled.

<http://tiny.cc/getmailchimp>

Magic Action Box – WordPress plugin (free version is fine) Customizable opt-in boxes to add to various locations on your website.

<https://wordpress.org/plugins/magic-action-box/screenshots/>

LeadPages** – standalone and WordPress plugin – more than just easy templates for opt-in boxes and squeeze pages (including LeadBoxes), they also have thank you pages, webinar pages, lead magnet storage and delivery and more. Starts at \$37/month.

<http://tiny.cc/getleadpages>

Mailmunch – WordPress plugin – popup to collect emails. You can set up a delay, and only have it shown to new visitors to your website.

<http://www.mailmunch.co/>

*** Note: If you purchase through this link, I will get a referral commission. I only recommend products and tools I use myself, and you do not pay more for using this link.*