

CREATING YOUR  
OPT-IN  
&  
THANK YOU  
PAGES

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# Creating Your Opt-In & Thank You Pages

In this guide, I'm going to quickly cover the basics of opt-in and thank you pages and some tips I've picked up over the years to create great ones. Then we'll get into the step-by-step guide to creating your opt-in and thank you pages on your domain.

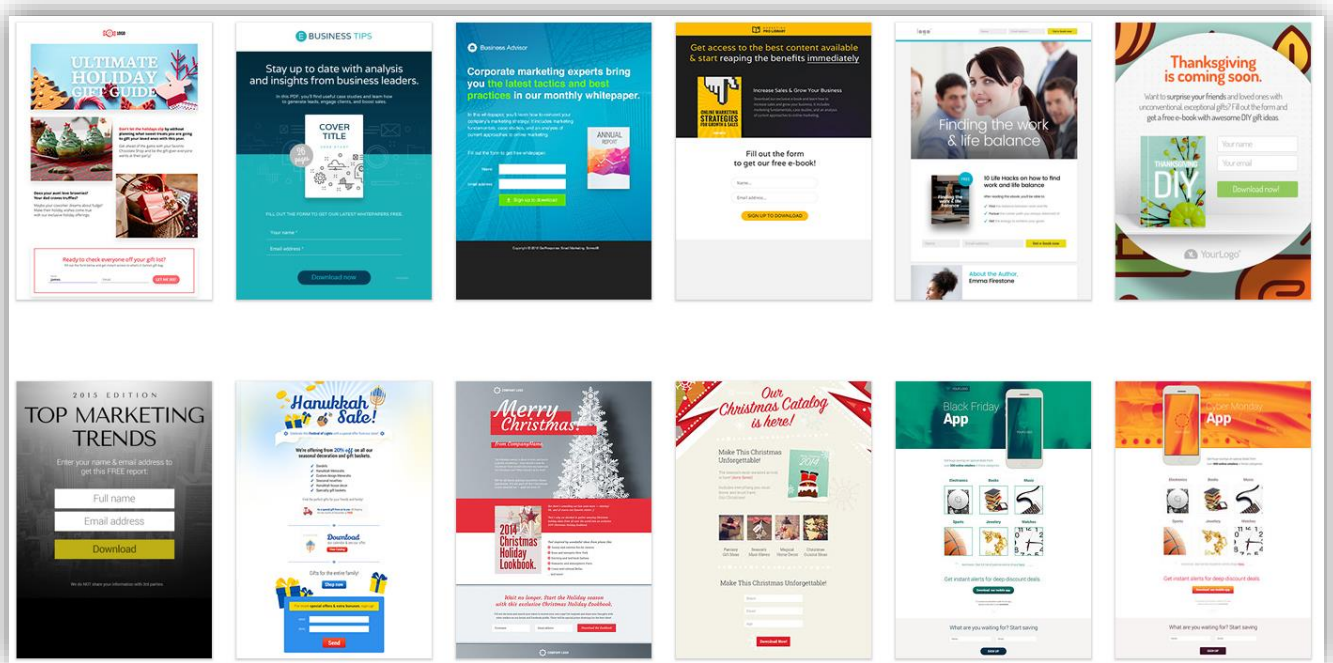
Let's get started.

## What is an Opt-In Page?

An opt-in page, also known as a squeeze page, is simply an online property (web page, Facebook page etc.) created to collect the email addresses of potential subscribers in exchange for something of value (lead magnet).

Its sole purpose is to get the email address.

Here are some examples of opt-in pages.



## Why is it so important to have an opt-in page?

Over 90% of your visitors (potential customers) won't take action on your offer (commit to buying) the first time they see it.

This can be for a variety of reasons, such as:

- **Being in a rush. They might want your offer, and will tell themselves that they will come back later. But the reality is, most of them will forget.**
- **Not being in the buying stage of the sales cycle. A lot of your visitors just aren't ready to buy. They are most likely still in the research stage where they are looking for more information regarding your offer.**

- ***Most of your visitors are viewing your website from the mobile devices (depending on your niche). A lot of them just don't make online purchases from their phones.***

## [An opt-in page overcomes these stumbling blocks](#)

Using an opt-in page to collect email addresses, you are now able to stay in contact with your potential customers.

Now your interested prospects won't be left to forget to come back and purchase your offer since you will continue to reach out to them through email.

By collecting the email address of visitors still in the information/research stage, you can lead them through the sales process by email and eventually convert them into buyers.

And the same goes for visitors on their mobile devices. With their email address, you can stay in touch and continue to deliver value until they are comfortable to make the purchase from the phone or log in to their pc to do so.

I could be here all day discussing the benefits of having an opt-in page and collecting email addresses, but the reasons given already should be enough to get my point across. So, let's move on and talk about the main elements that make up a good opt-in page.

## [Main elements of a good opt-in page](#)

### [Keep it short](#)

You want to get straight to the point with your opt-in page by just creating enough interest and curiosity for your visitors to want to get access to your lead magnet.

A catchy headline and a few bullet points highlighting the benefits they will get from your lead magnet is all that's needed.

### [The headline](#)

Just like with email subject lines, the headline is the most important part of an opt-in page.

This is where you capture the interest of a visitor.

If your headline isn't appealing to your audience, they aren't going to bother with the rest of the page and they certainly aren't going to opt-in to your email list.

If you get one thing right, make sure it's the headline.

The headline needs to create a desire to have your lead magnet.

### [How to write a good headline for your opt-in page](#)

There are so many differing opinions on how to write good headlines, so I will just keep things simple by showing you how I do it and the main points I make sure to include in each headline.

For this example, I will use the dog training niche again and we'll assume that my lead magnet is about "how to get a dog to stop barking".

1. Be specific. Instead of saying something like “Ways to get your dog to stop barking” you rather say “3 ways to get your dog to stop barking”.
2. Use words that generate excitement and curiosity.

Instead of “3 ways”, you can rather say “3 Powerful Techniques” or “3 Secret Hacks”.

3. Main Benefit. You must include the main benefit in your headline.

Examples of some benefits to use can be:

Timeframes

“3 Powerful techniques to INSTANTLY get your dog to stop barking”

Making something simpler

“3 Secret hacks to EASILY/EFFORTLESSLY get your dog to stop barking”

Solving of a problem

Or “3 Essential Tips to instantly get your dog to stop barking and ELIMINATE NOISY NIGHTS FOREVER

## “FREE”

We all love to get free stuff. It’s human nature.

Your lead magnet is essentially a free gift. And you need to let your visitors know that.

Don’t assume they know it’s free. Tell them. And if you can, tell them more than once.

When your lead magnet is something of interest to them, AND, when they are convinced that they will get it for free, there is a very high probability that they will opt-in to get it.

I like to tell them it’s free right at the top of my opt-in page, even before the headline.

I normally include the following as a sub-headline just above the main headline:

“FREE Report Reveals:”

“FREE Video Explains:”

“FREE Guide Shows:”

Another great place to add in “FREE” is on the button they click to submit their email.

“Click Here for FREE Instant Access”

## Bullet Points

You don’t need to go crazy with a list of bullet points. Anywhere between 3-4 will do just fine.

Think of bullet points as mini headlines. The main goal being to increase curiosity and desire.

Use benefits, specifics and words that generate excitement and curiosity just like we went over in the main headline.

Another great way of creating desirable bullet points is to use unfamiliar terms.

For example:

“The Canine Cram – The secret technique that immediately reduces a dog’s desire to bark by 93%”

## An image of your lead magnet

This is optional but highly recommended.

I’ve seen plenty of opt-in pages with no image that do well, but I suspect that they would convert a lot better with an image of the lead magnet.

Having a visual representation of the lead magnet makes it easier for people to attach value to it.

For others who are a bit more cautious and skeptical, a visual representation gives them more confidence that the lead magnet is legit.

And the result of course will lead to more opt-ins.

If it’s a video, it can just be a screenshot or thumbnail.

If it’s an e-book/report/checklist etc. then it should be an image of the cover.

You can simply create the cover image in Microsoft Word or any application of your choosing. I prefer to use Pixel Studio FX to quickly create professional looking 3D e-covers.

## Call to Action (CTA)

Your visitors aren’t idiots. However, sometimes in marketing you need to pretend that they are. Which is why you should ALWAYS tell your audience what they need to do next.

“Enter your email below and we’ll send your FREE report immediately”

“Just tell us where to send your FREE report for instant access”

## Opt-in Form

This one is obvious.

An opt-in form is the part where they enter their email.

To summarize

A great opt-in page will be short and to the point, as well as having:

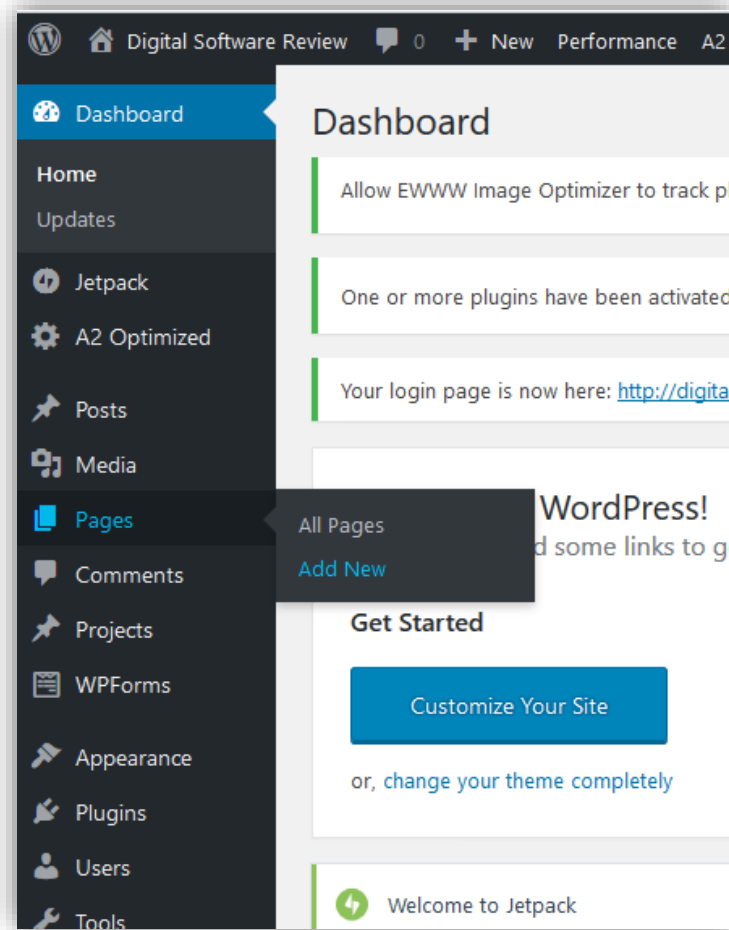
- **A headline**
- **The word “FREE”**
- **An image of the lead magnet**
- **Bullet points**

- **A clear call to action**

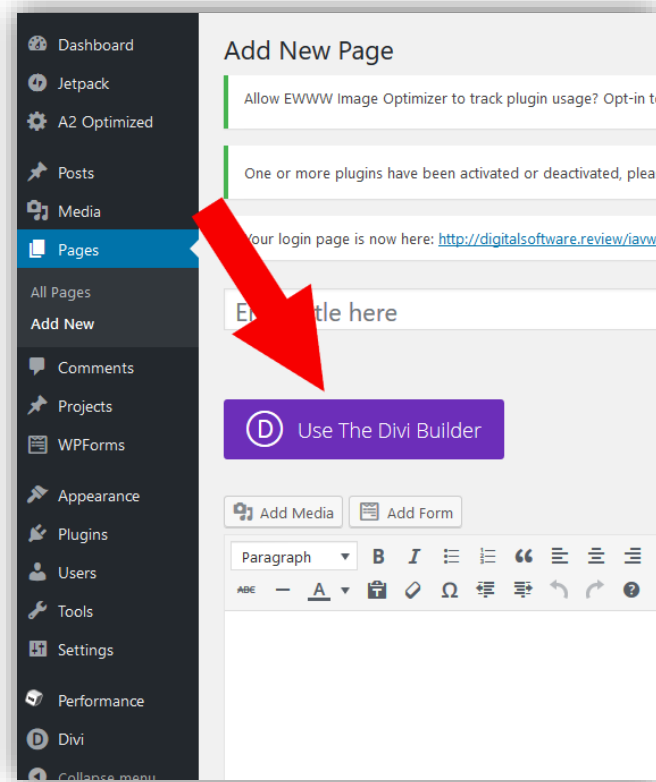
Now that you know the fundamentals of a great squeeze page, let's move onto actually creating your Opt-in page step-by-step.

## [How to create your opt-in page on your new website](#)

The first thing you need to do is make sure you are logged into your WordPress dashboard.

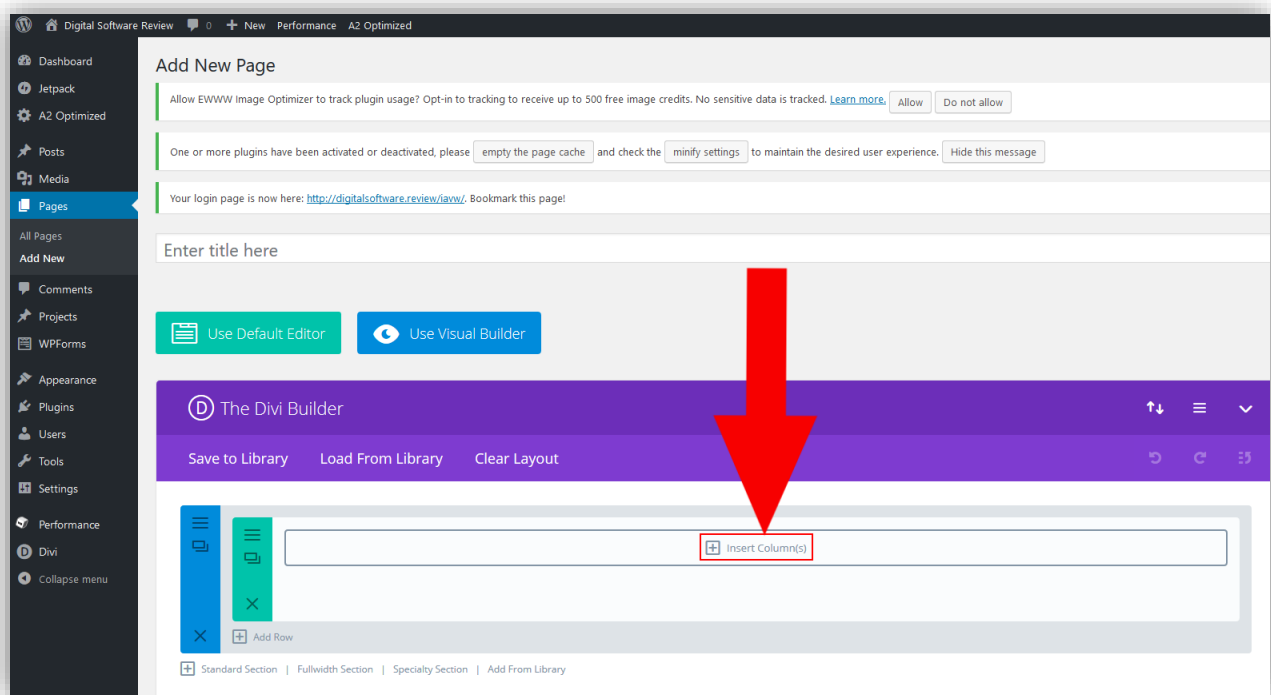


Hover over “Pages” in the side menu and click on “Add New” from the drop-down menu. This will create a new page which we will be using as our opt-in page.



Inside the Add New Page section, click on the “Use The Divi Builder” button.

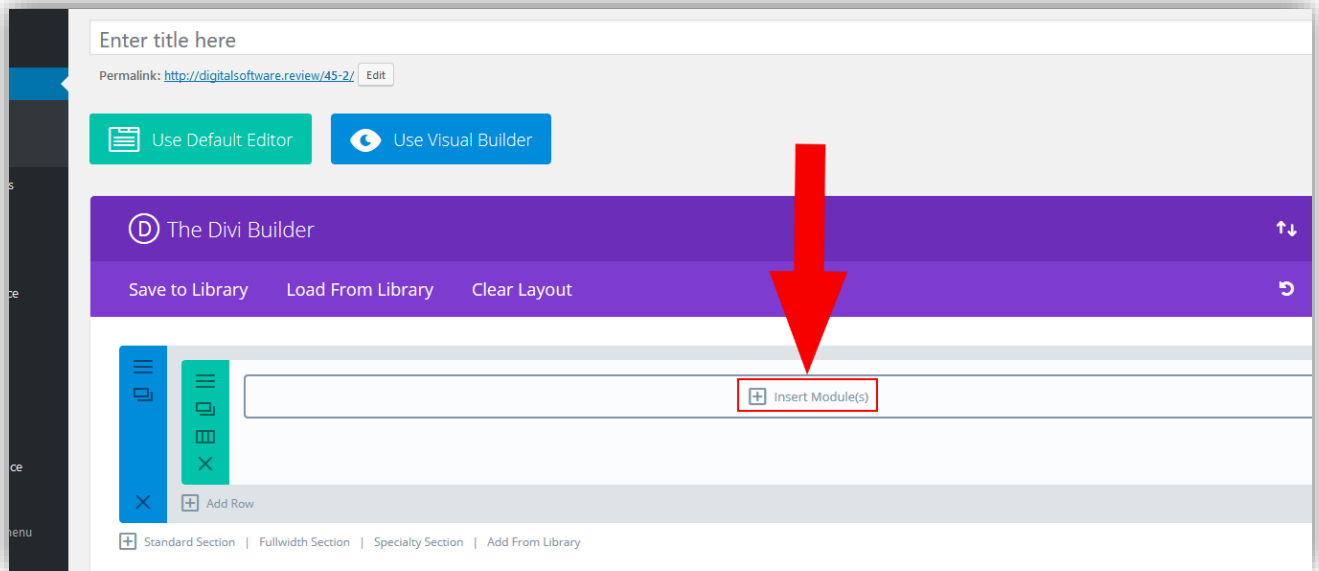
The Divi Builder will allow you to create and customize your page to look exactly how you want it to.



Once the Divi Builder is activated, it will replace the large text block.

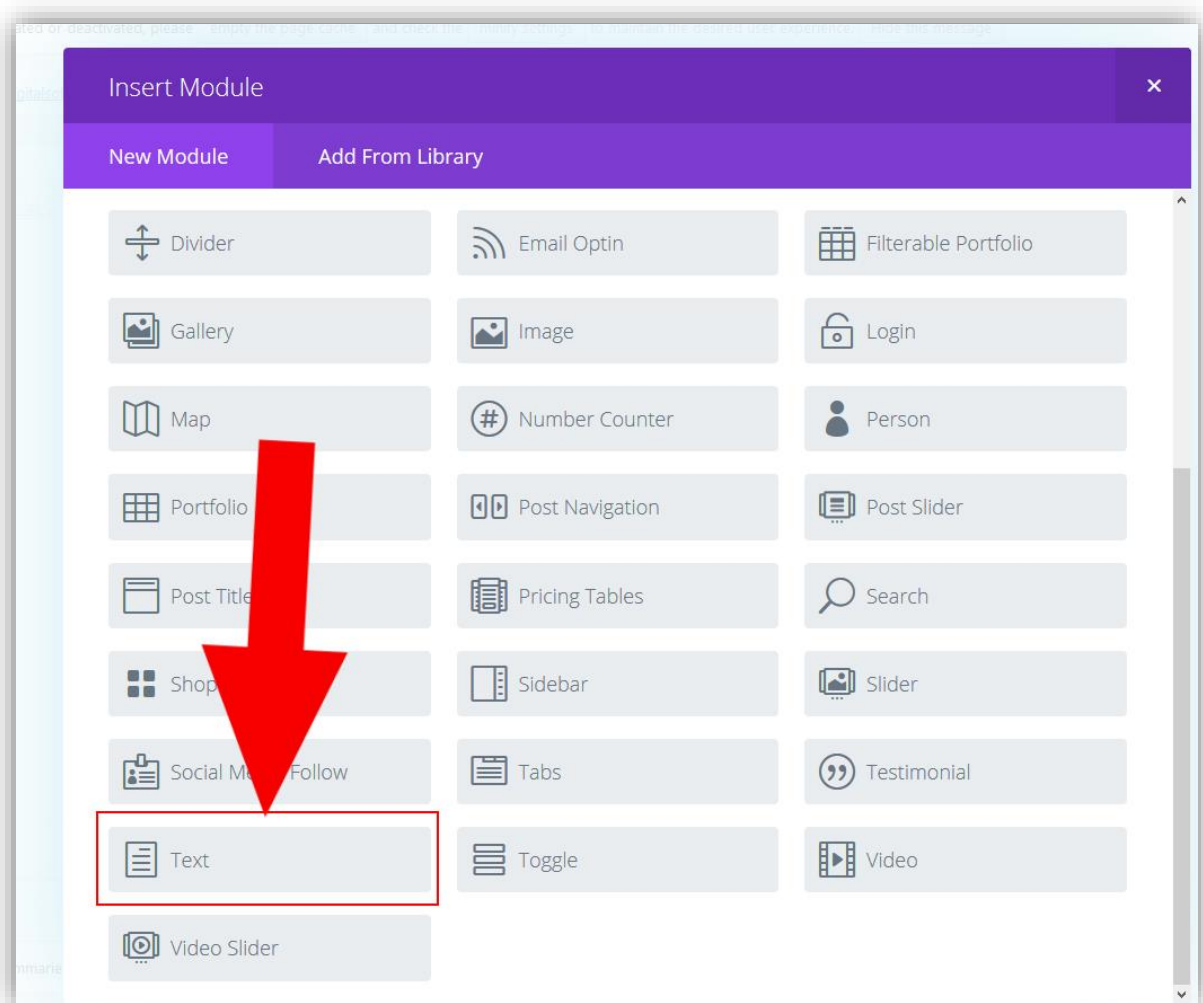
Click on “Insert Column”





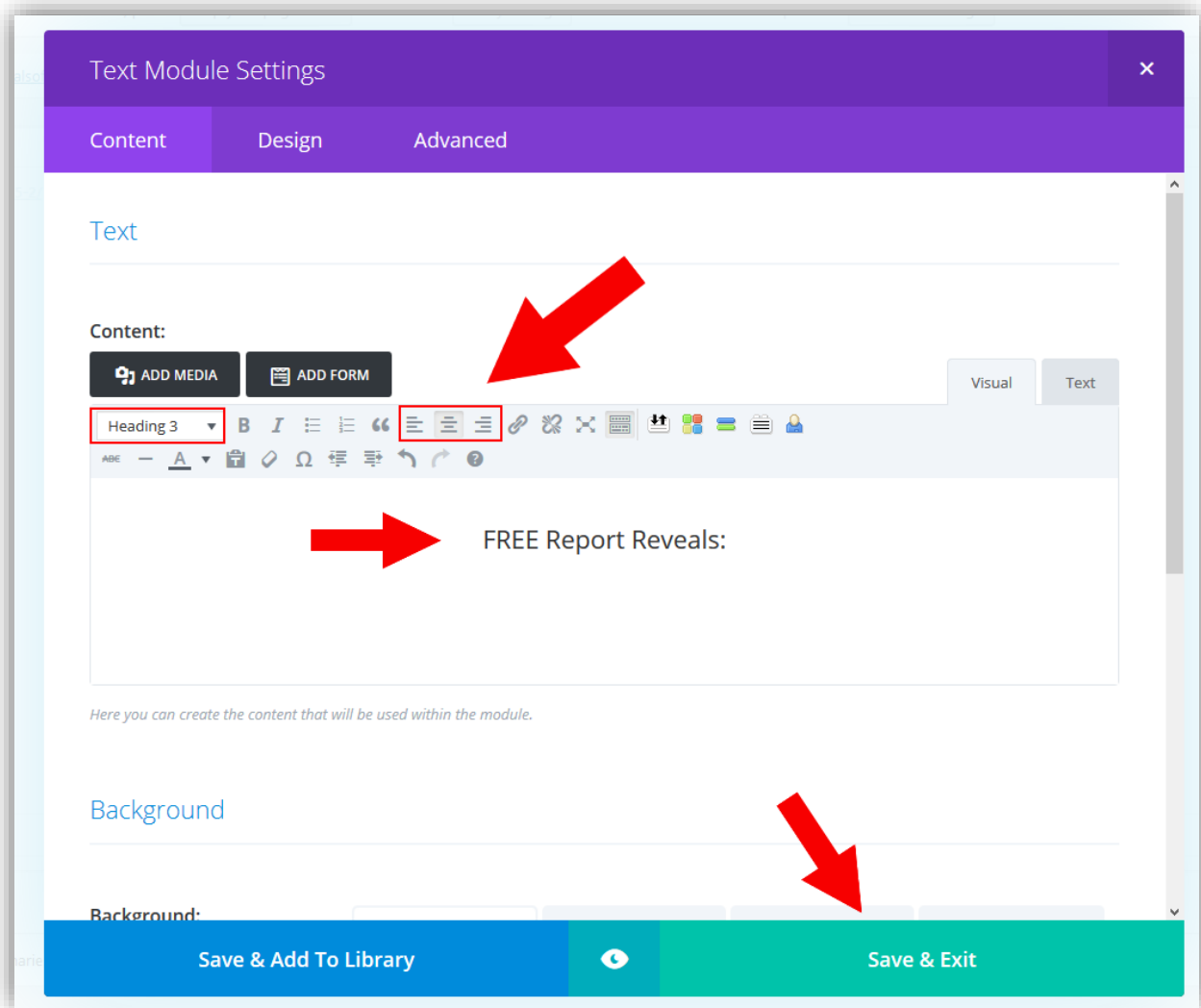
Click on "Insert Module"

This will bring up a list of modules that you can easily insert into your page without having to know any coding.



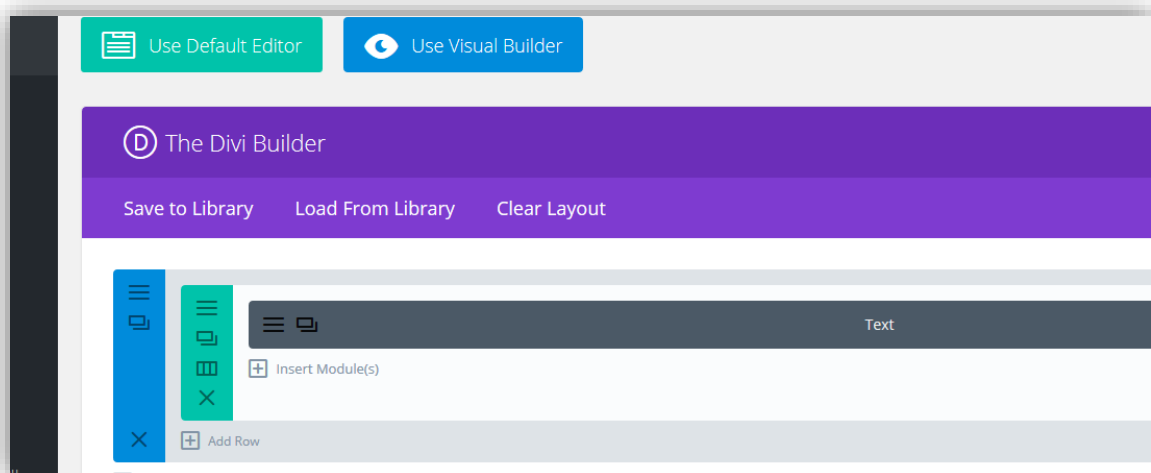
Click on the "Text" module.

We will be using text modules to create headlines and bullet points for our opt-in page.



Inside the text module, you can add in the pre-headline text as in the image above. You can also customize the size and position of the text.

Once you're done, click on "Save & Exit". This will save the text module and return you to the Divi Builder.

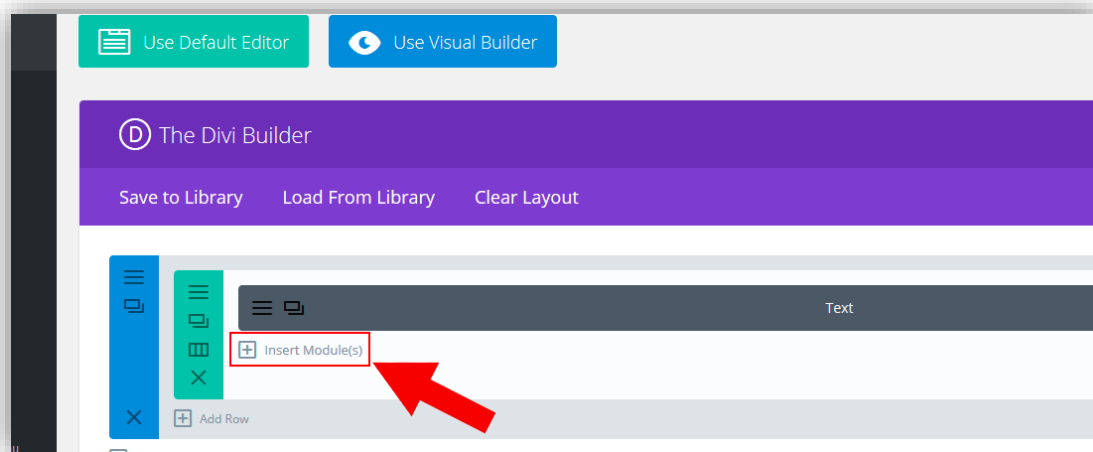


As you can see, the text module is now on the page.

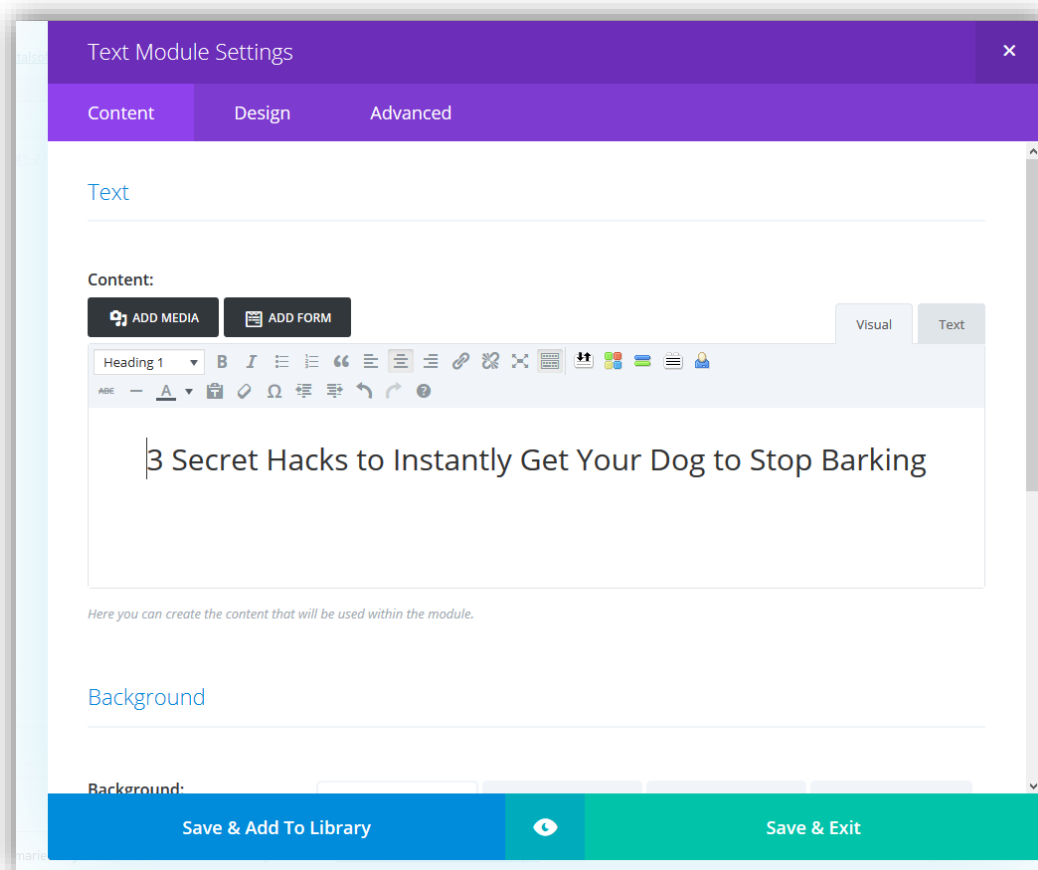


You can go back and edit the text module anytime by clicking on the menu icon.

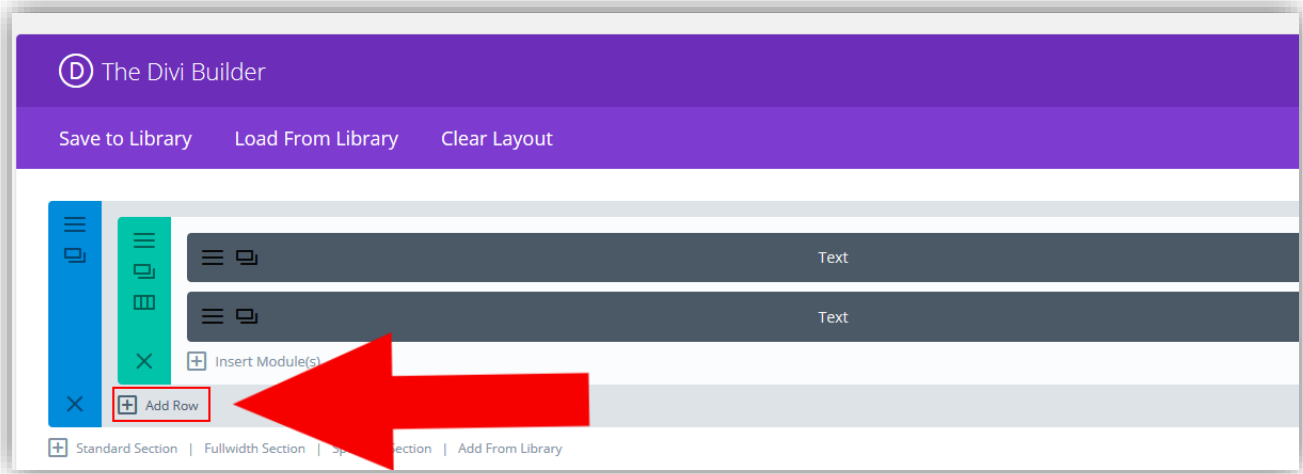
Now it's time to create the headline.



Click on "Insert Module" and select text module again.



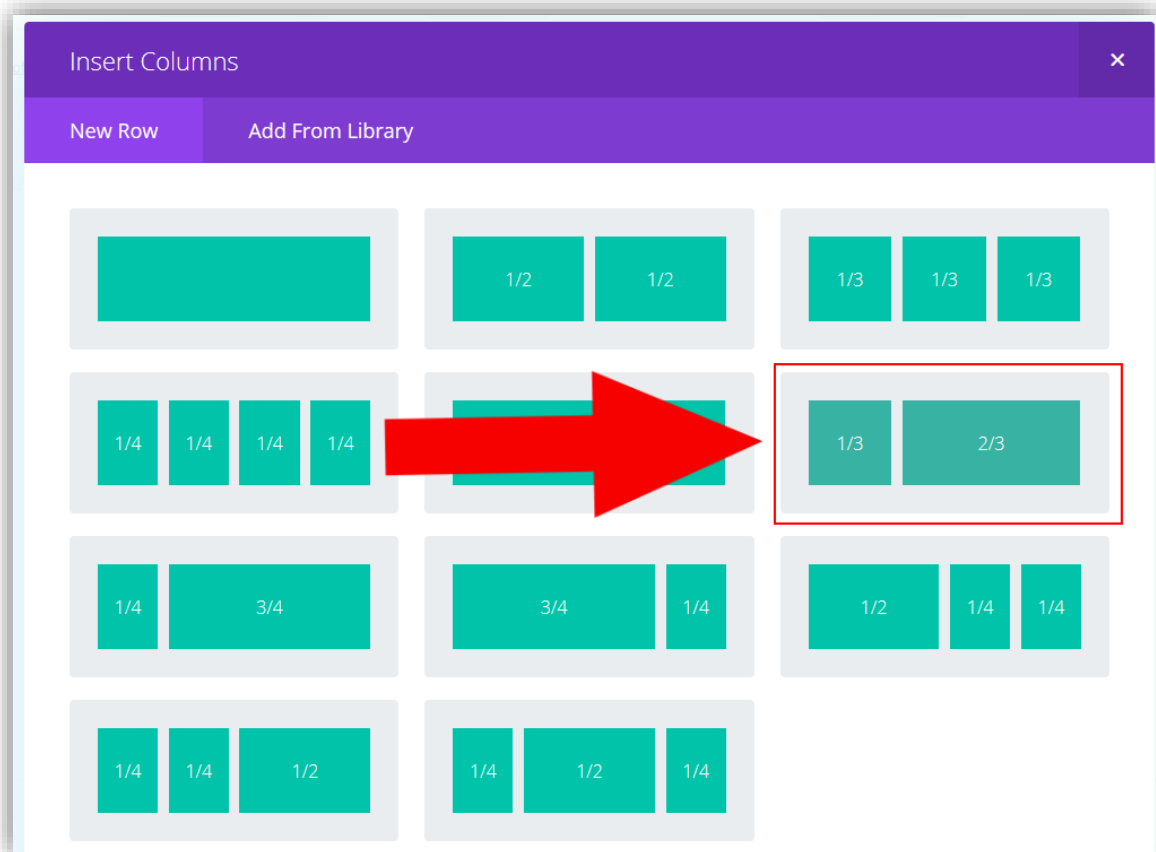
Type your headline and customize the size and position. When you're done, click "Save & Exit".



You should see 2 text modules now. One for the pre-headline and the other for your headline.

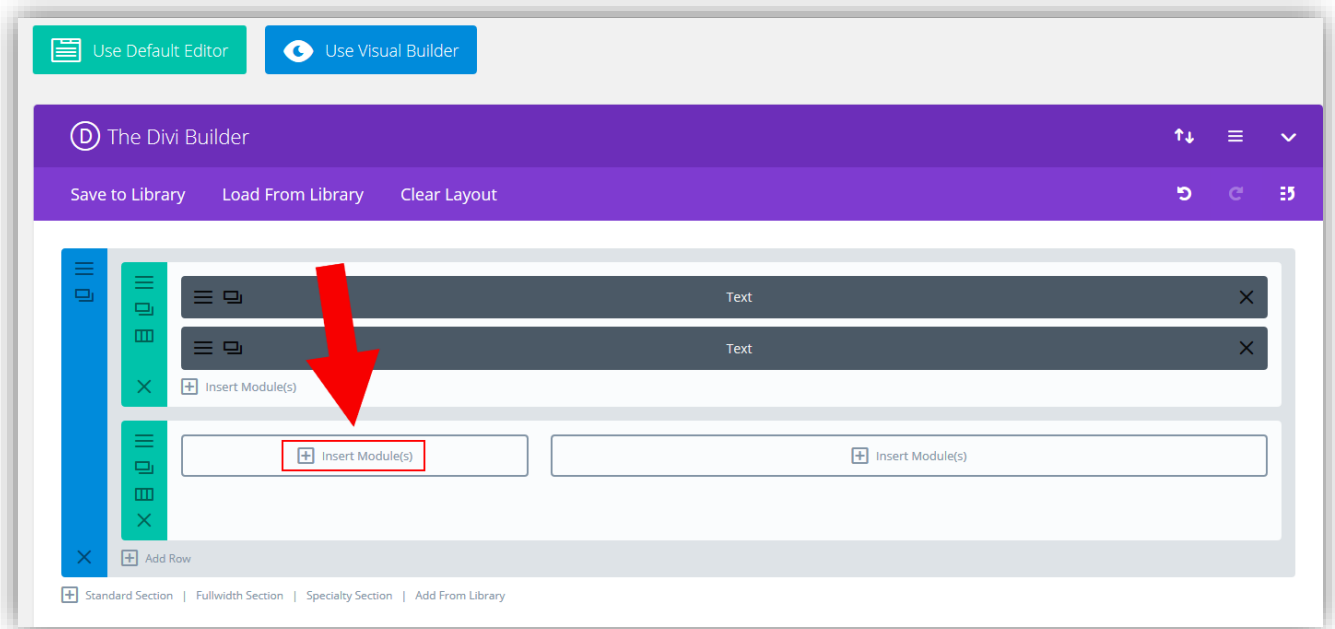
With this done, it's time to create the bullet points and image. Ideally, we want to have the image on the left and the bullet points next to it.

To achieve this, click on "Add Row". This will allow you to add a new row and choose the layout of the columns within that row.

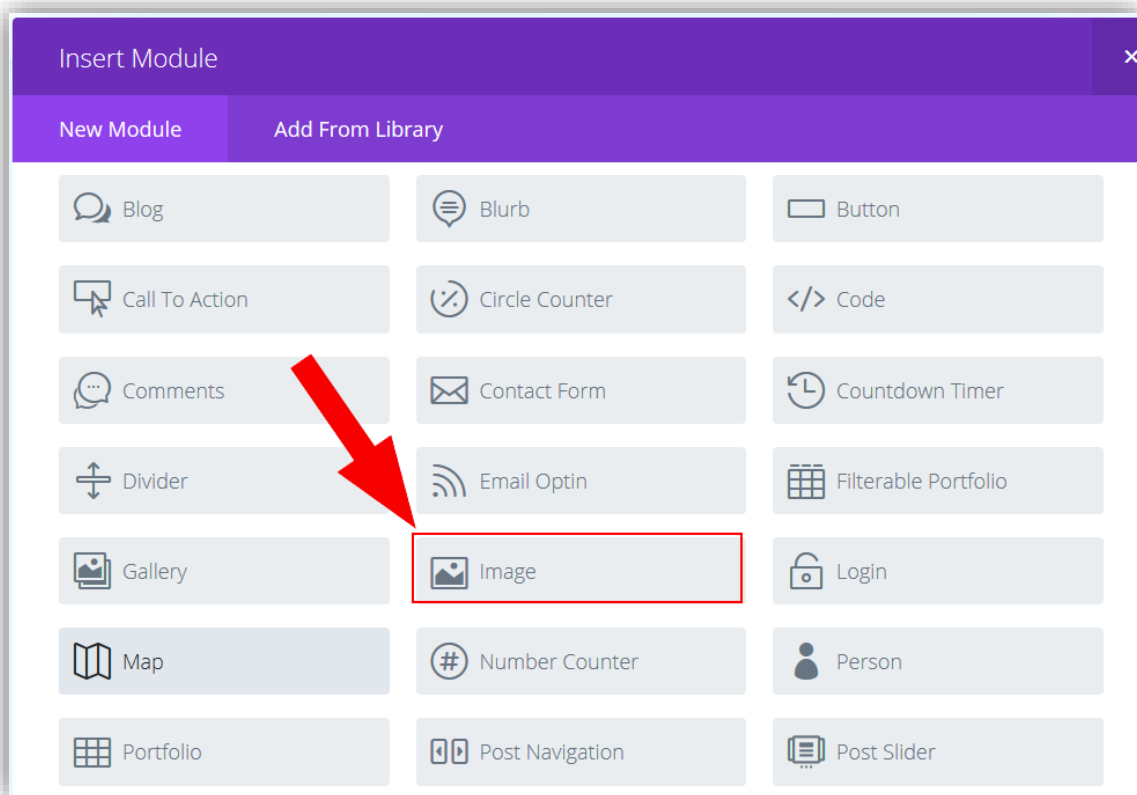


From the column layouts shown, select the 1/3 + 2/3 layout.

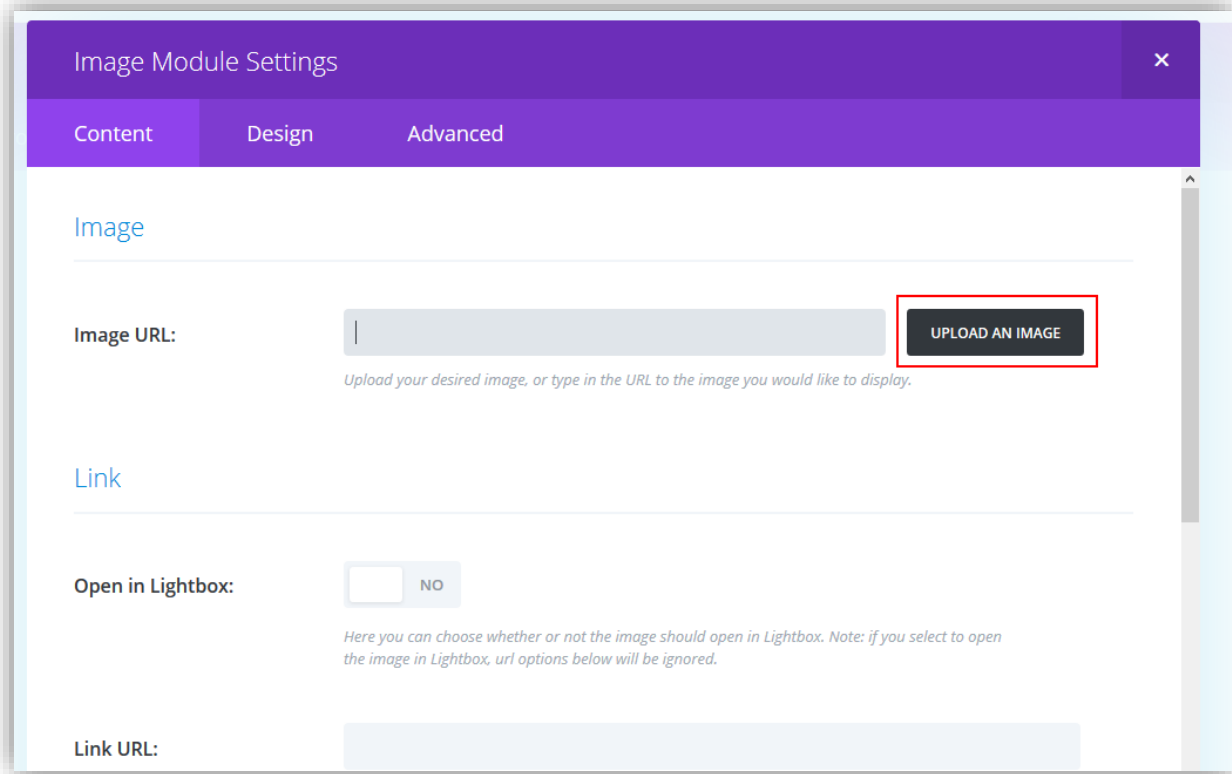
The 1/3 column will be where we add the image and the 2/3 where we will add the bullet points.



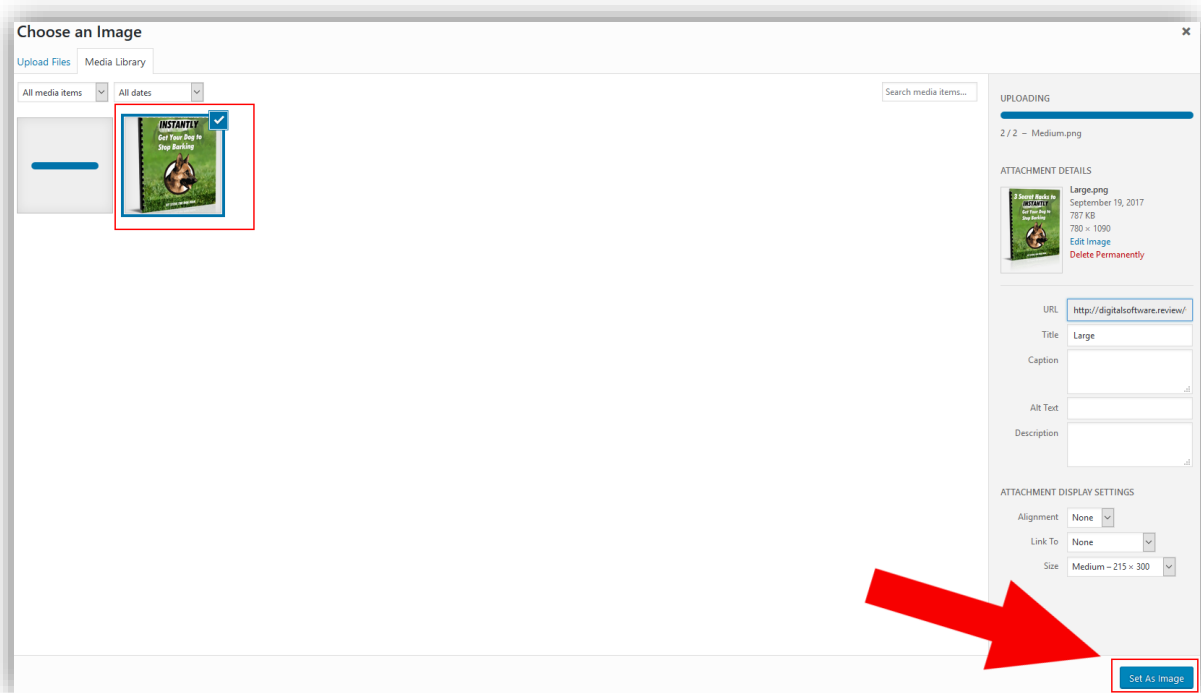
The 1/3 + 2/3 row will be added to your page.  
Click on the first "Insert Module" (1/3 column).  
This will bring up the list of modules again.



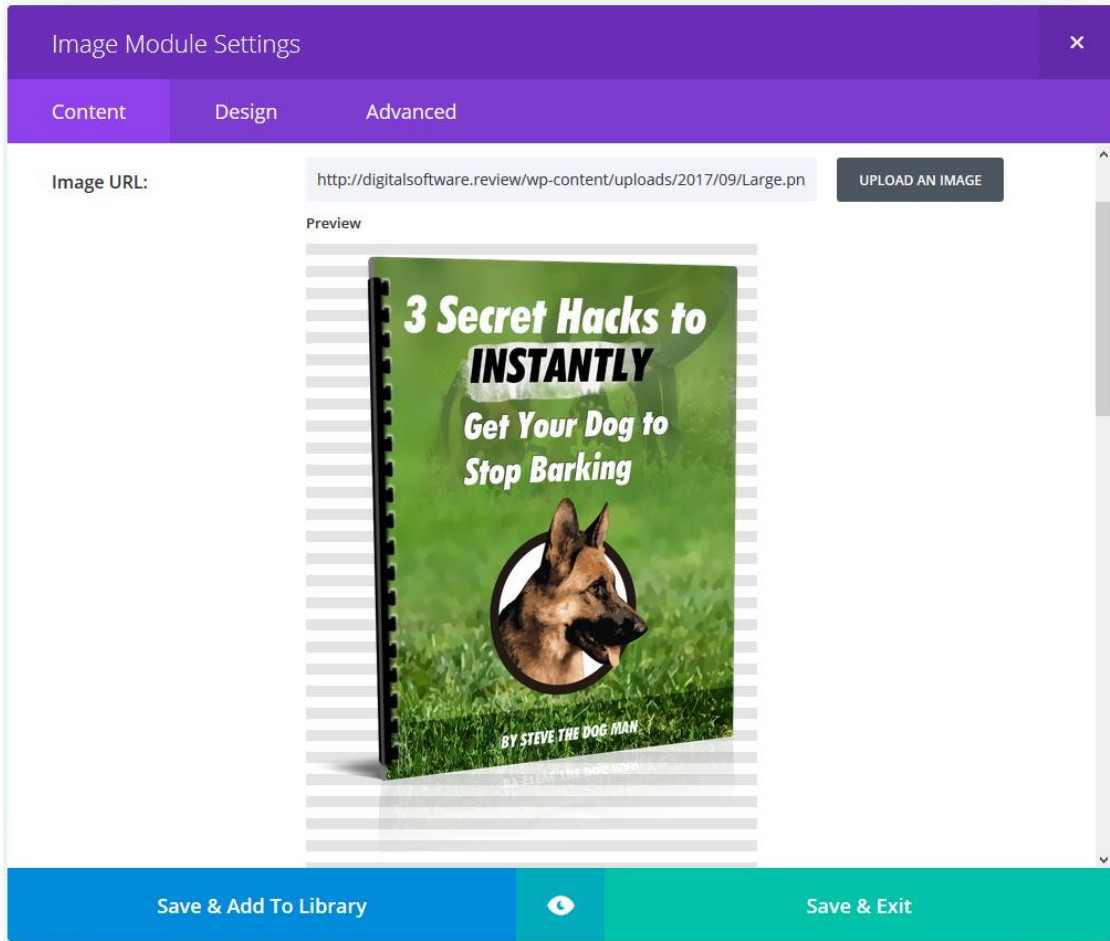
Select the "Image" module.  
This will take you to the Image Module Settings



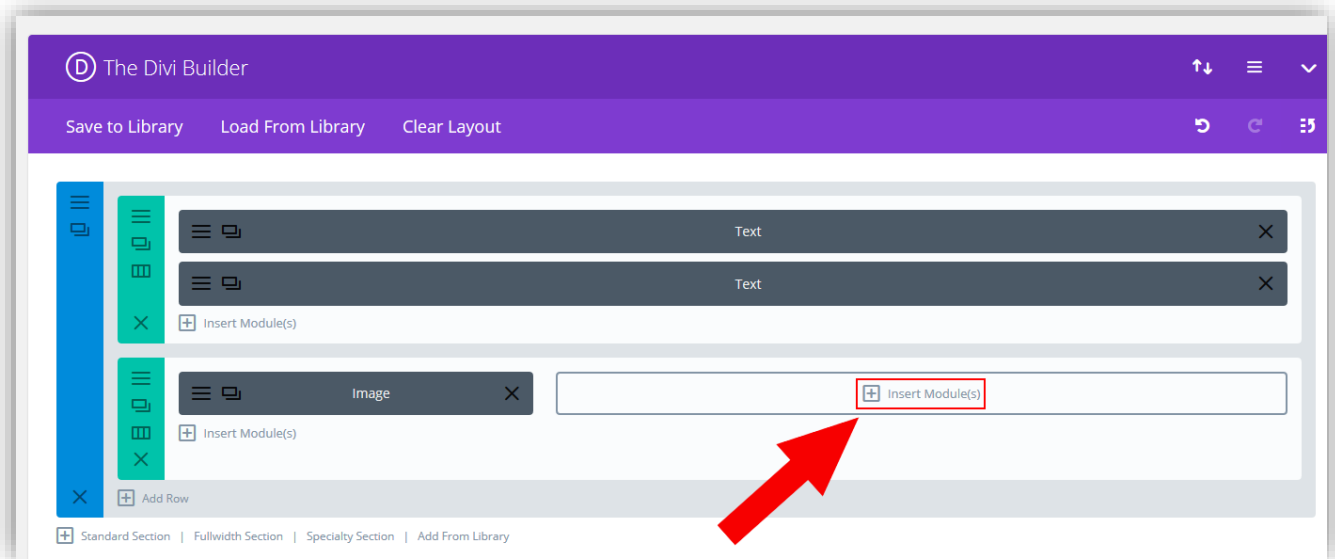
Click on “UPLOAD AN IMAGE”



Choose your lead magnet cover image from your pc and then click on the “Set As Image” button. This will return you to the “Image Module Settings”

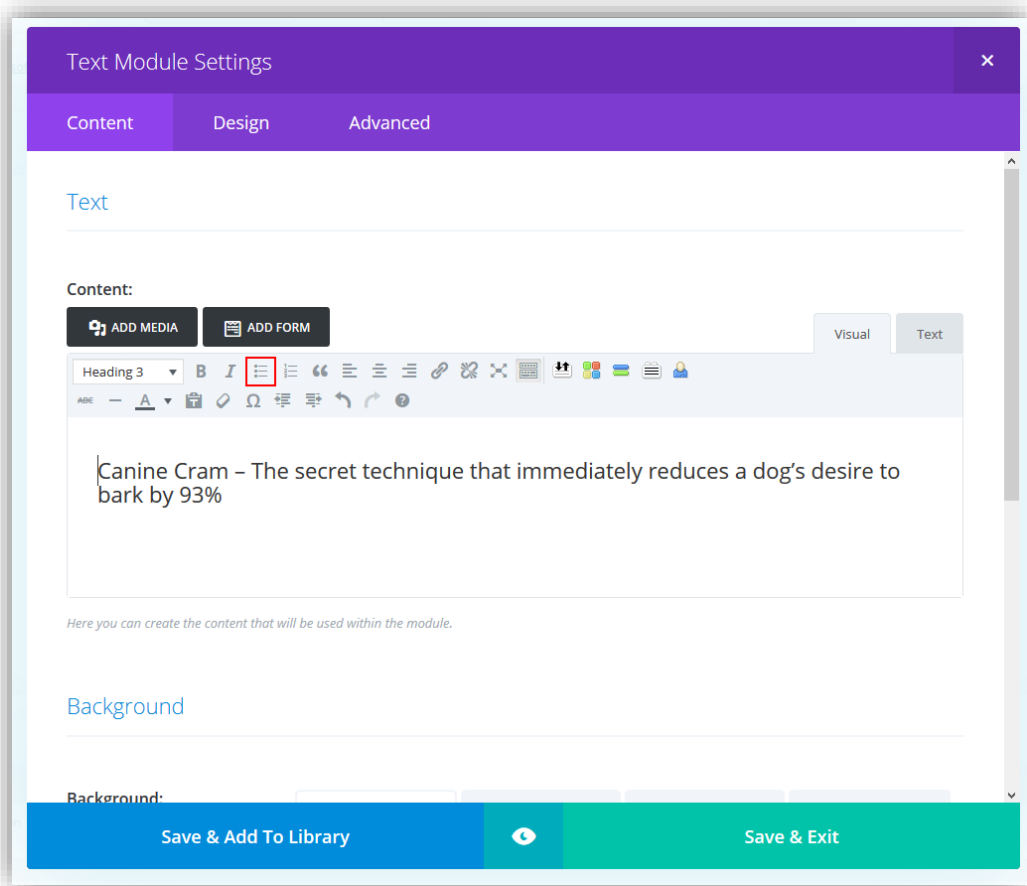


Click on “Save & Exit” when you’re happy with the image.

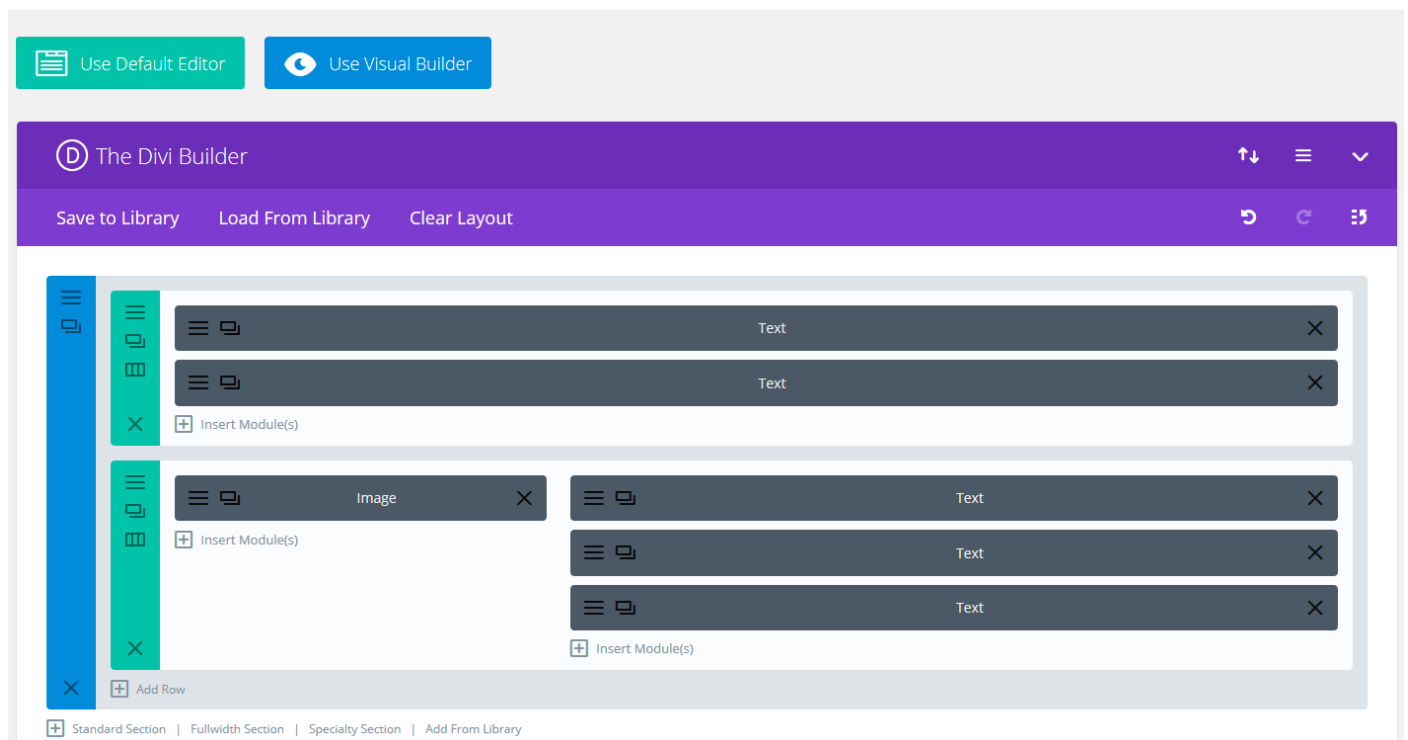


The image is done. Now it’s time to create the bullet points.

Click on “Insert Module” (2/3 Column). And select a Text module from the module list.



Type in the first bullet point, customize it to your liking then click on “Save & Exit”

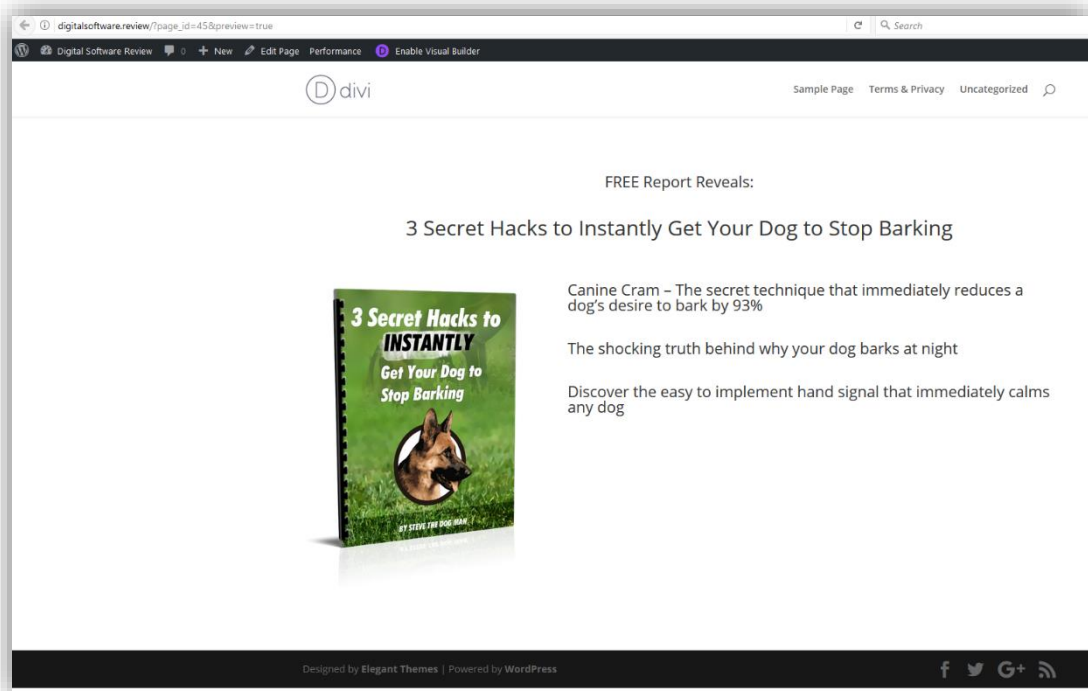


Click on “Insert Module” (2/3 Column) again and repeat the steps to create the rest of your bullet points.

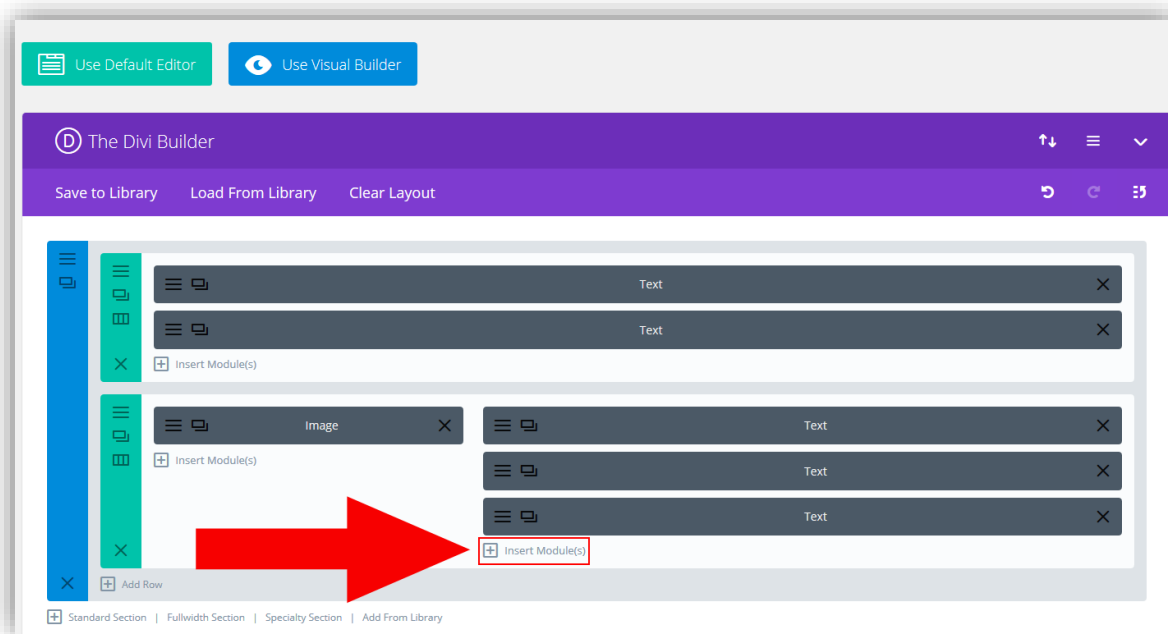
When you’re done, your page should look similar to the image above.

If you want, you can preview your page by clicking on the “Preview” button or the Permalink URL.





From the preview, you can see that the opt-in page is starting to come together. Just a few more steps and it's done.

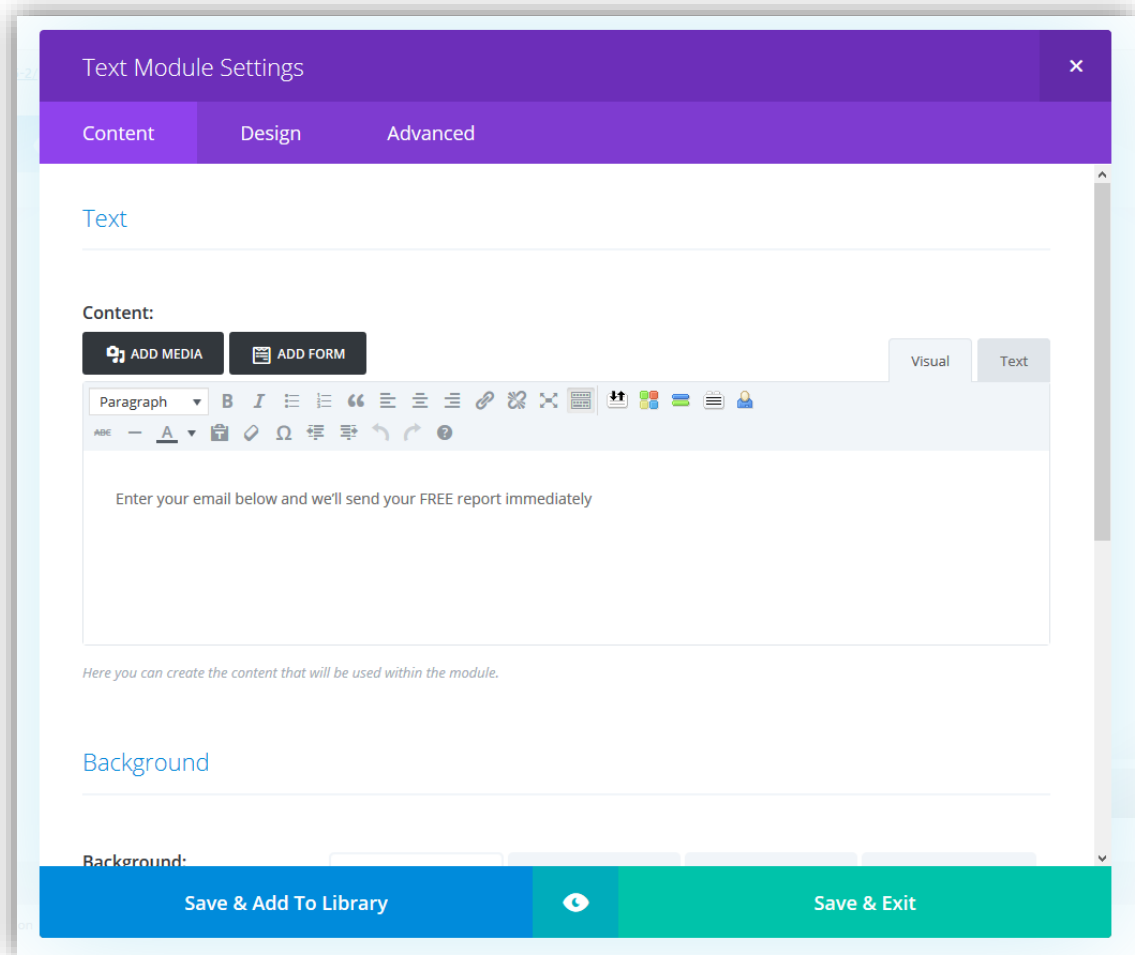


## Call to Action

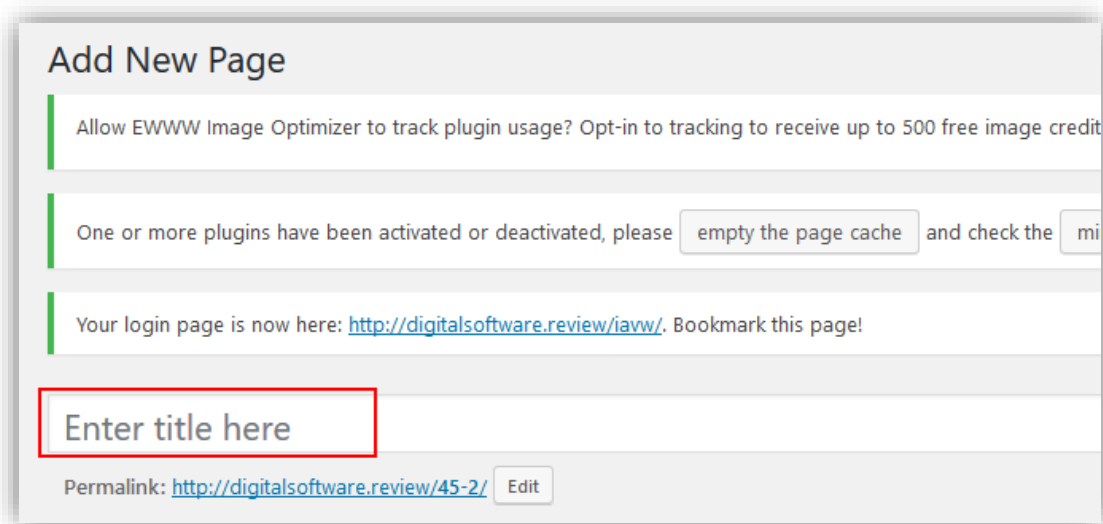
It's time to create your call to action.

To do this, click on "Insert Module" (2/3 Column) under your last bullet point.

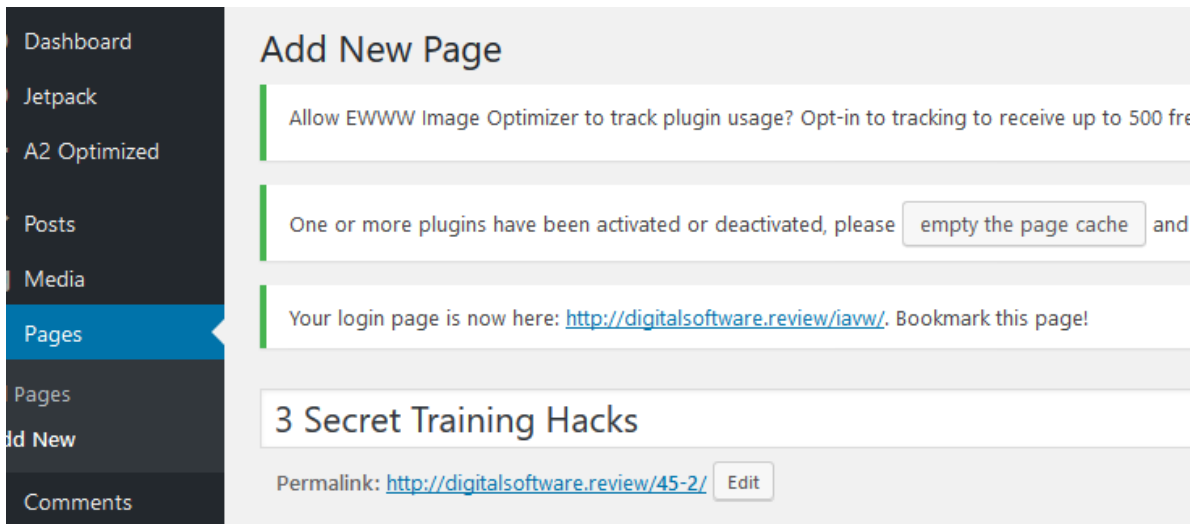
Then select a Text module.



Type in your call to action and click on “Save & Exit”.



Remember to enter in a title for your opt-in page.



This title will be visible to your visitors, so make sure it's relevant to your lead magnet.

Don't forget to click on the "Save to Draft" button or the "Publish" button to save your work.

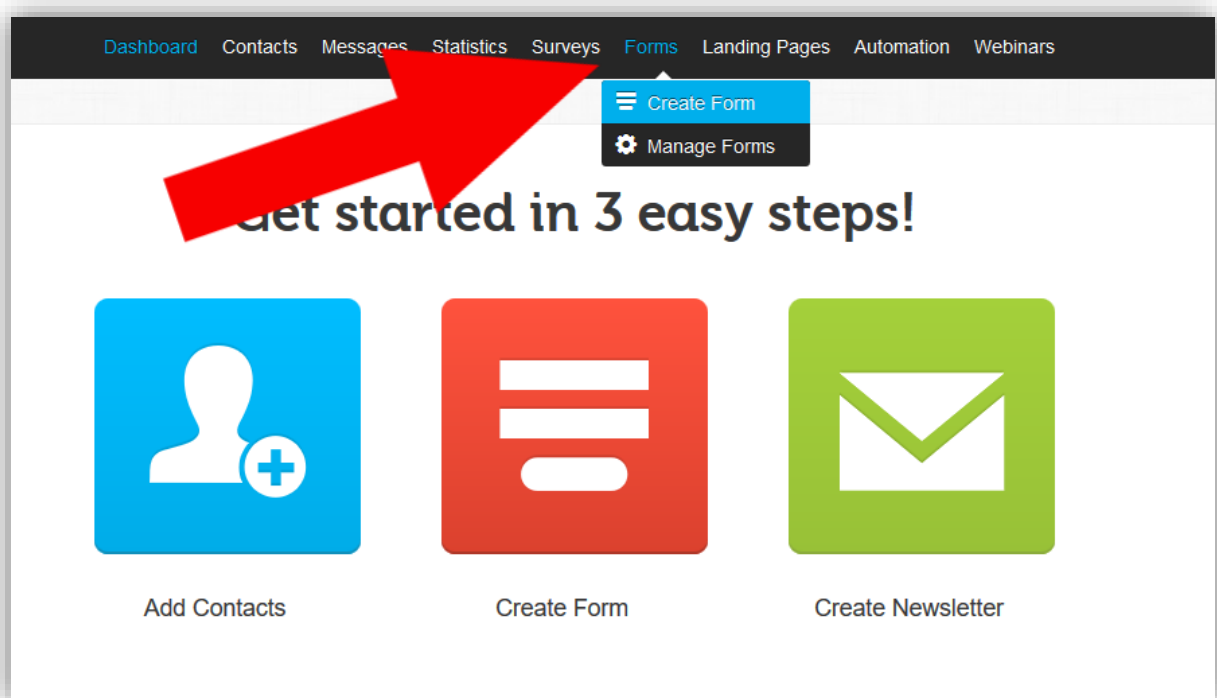
Most of the opt-in page is now complete.

All that's left to do is add in the opt-in form, customize the page a bit to get it looking good, and add a visible link to your privacy policy.

(There are multiple ways to create an opt-in form, but in this guide, we'll be doing it in GetResponse because it's quick and easy. I will get other guides up at a later stage showing you the other ways to do it).

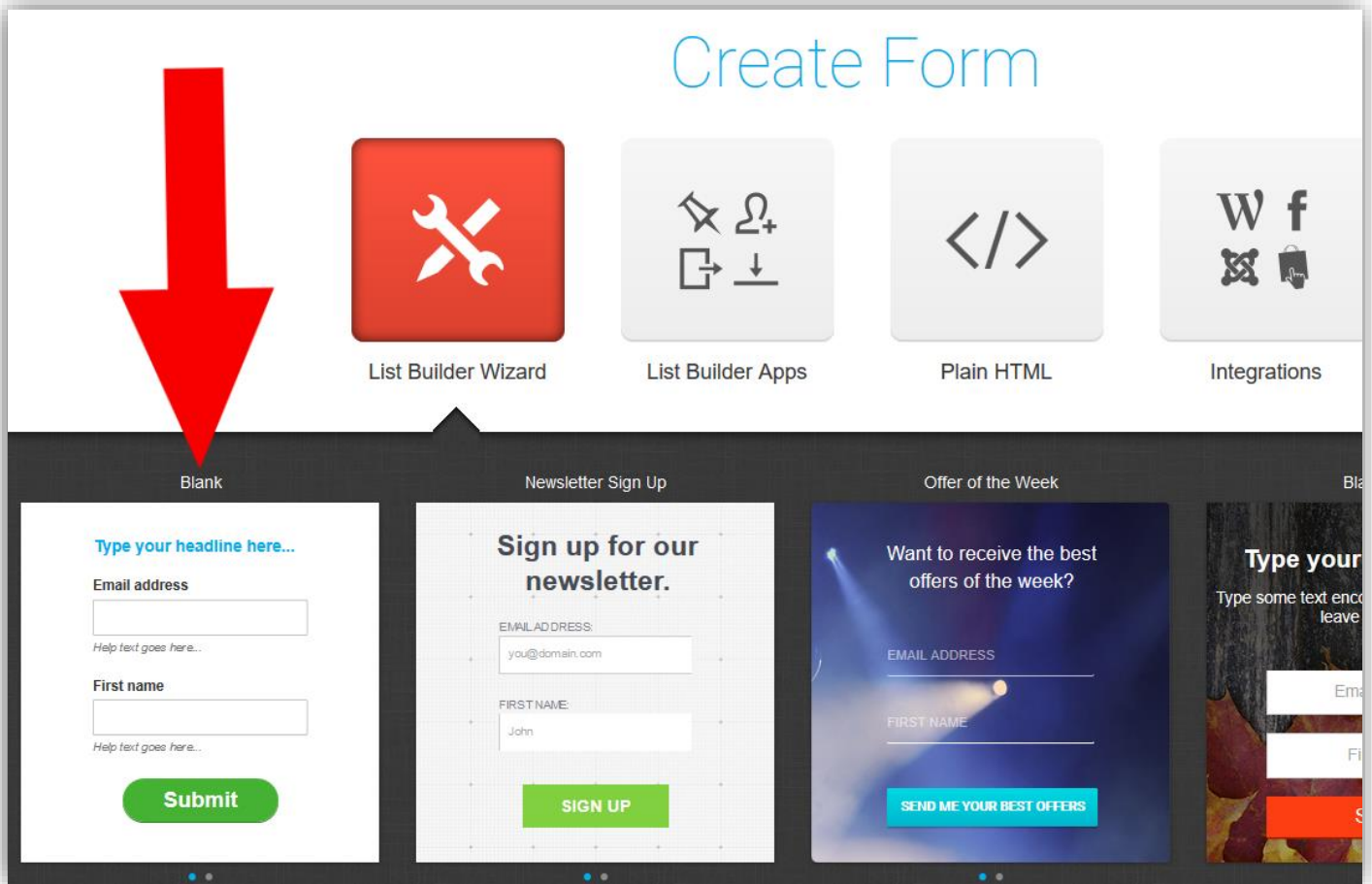
## Creating the Opt-In Form

To create the opt-in form, log into your Get Response account now.



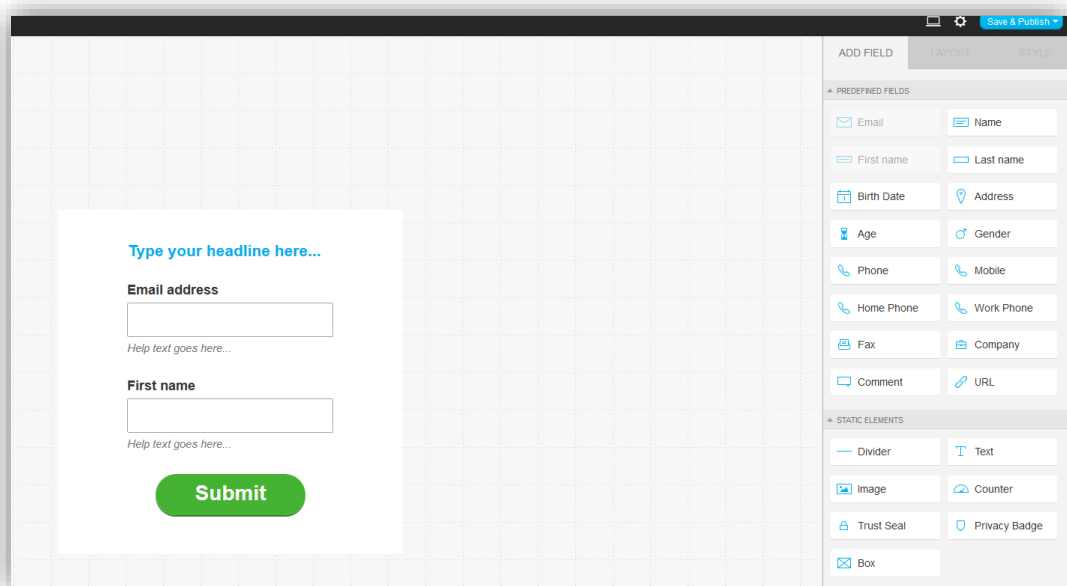
In your GetResponse dashboard, hover over "Forms" in the top menu and click on "Create Form".

This will take you to the Create Form section where you will be able to select a template to use for your opt-in form.



Select any of the available templates. I like to keep things simple so I've selected the blank template.

Once you've chosen a template you'll be taken to the form creation screen, this is where you will design your form.



Since we've already created an opt-in page in Divi, we just want a simple form which will allow visitors to enter their email address and name (name is optional). There's no need to get fancy here. So, we'll just remove all the fluff.

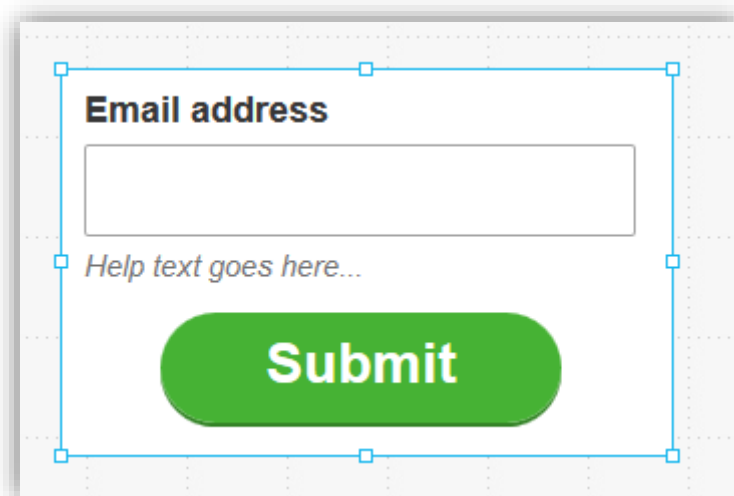


Click on the headline on your form. Once it's selected, it will be surrounded by a blue border.

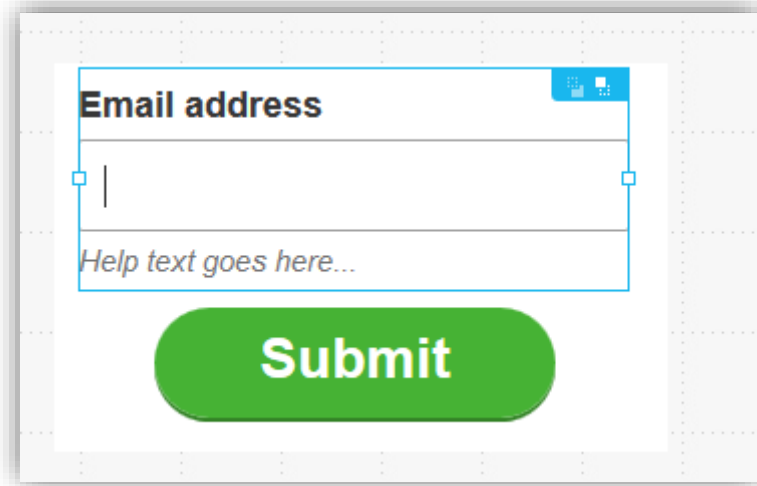
Click on the trashcan icon to delete it.

Select the "First name" box and delete it as well.

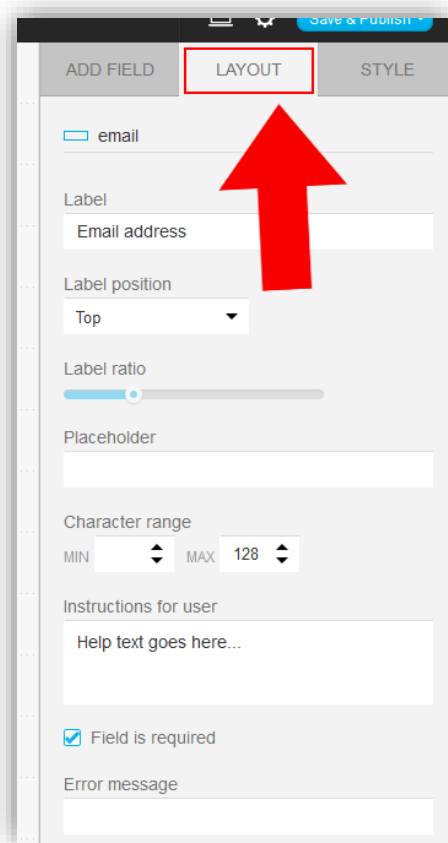
This will leave you with just a box for the email address and the submit button.



You can resize the form by clicking on the background and adjusting the sizes.



We want to now get rid of the unnecessary “Help text goes here...”  
Select the email address box.



With the email box selected, click on “Layout” from the menu on the right.

ADD FIELD   LAYOUT   STYLE

email

Label  
Email address

Label position  
Top

Label ratio

Placeholder

Character range  
MIN   MAX 128

Instructions for user  
Help text goes here...

Field is required

Locate the “Instructions for user” text box and then delete the text.

**Email address**

Submit

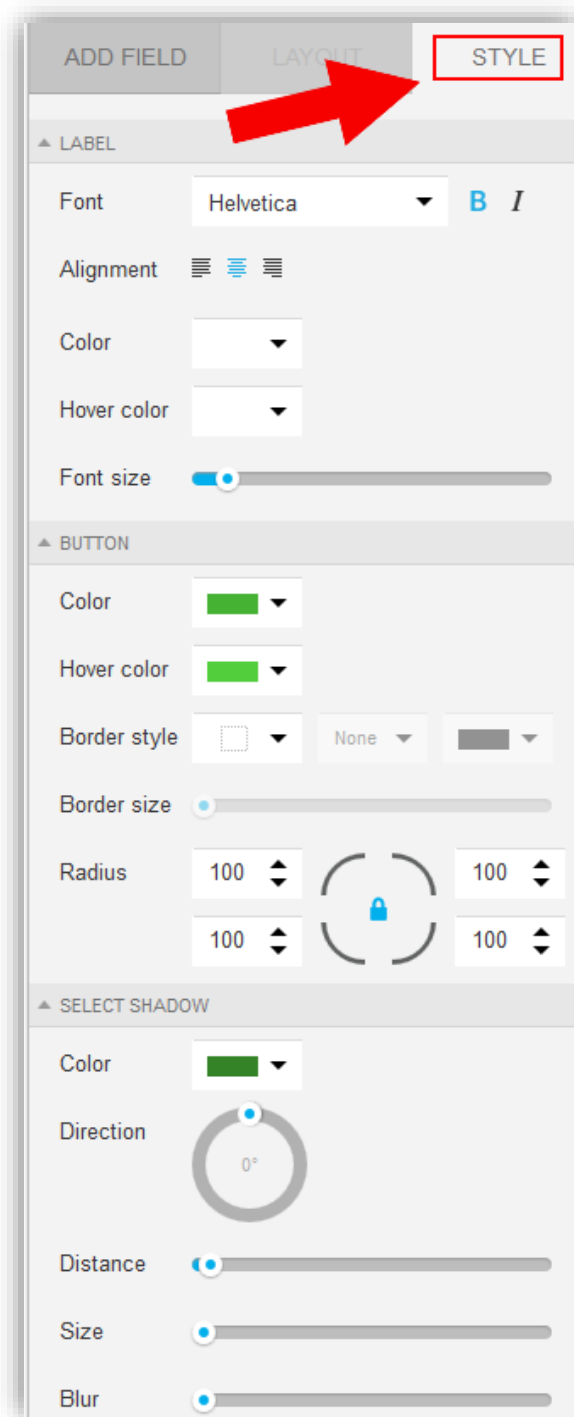
Now, select the button.

**Email address**

Yes, Send My FREE Report

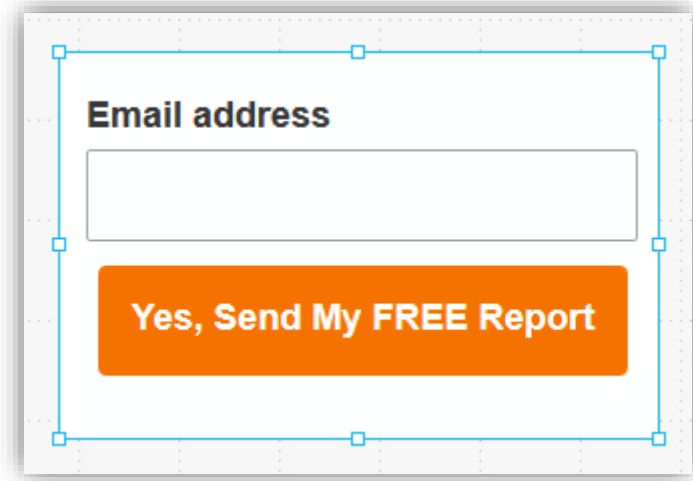
With the button selected, click (sometimes double-click) anywhere inside the button to edit the button text.

When you're done, make sure the button is still selected and click on the "STYLE" tab from the menu on the right.

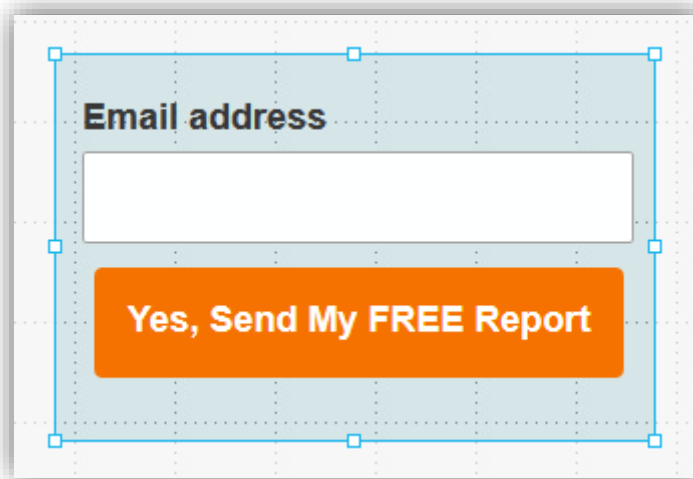


Here you can play around with the different settings to change how your button looks.

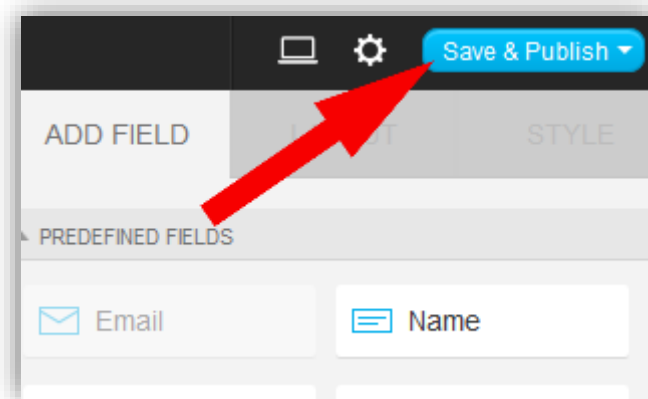




You can also change the color of the background by adjusting the “STYLE” tab settings with your web form background selected.



Don't worry about getting your form perfect. You can always come back and edit it anytime you like.



When you're happy with the design of your form, click on the “Save & Publish” button.

Who will publish this form to your website?

I will install the form myself  
I'm comfortable with HTML and I have access to edit my pages

JavaScript Code

Add the following code to your website

My web designer will install the form  
My web designer knows HTML and has access to my pages for editing

GetResponse will host my form  
Host your form on the GetResponse server

Once the form is saved, you'll be able to grab the code and paste it into your opt-in page.

Copy the code now and return to your WordPress dashboard.

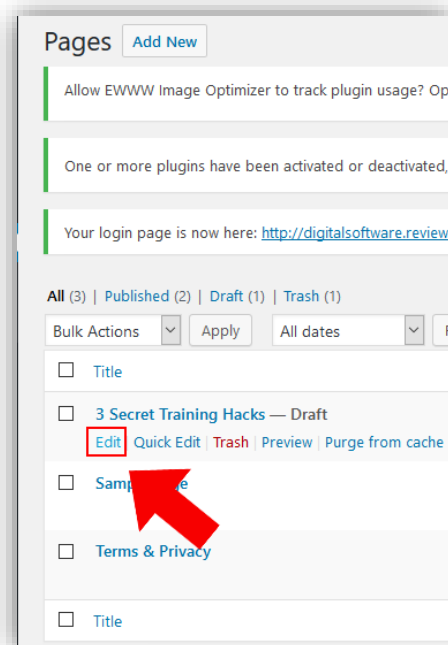
Now we'll add the form to our opt-in page.

\*\*\*\*\*

Here's a quick guide on getting back into your opt-in page if you are struggling to find it.

To get back to our opt-in page, hover over "Pages" in the side menu and click on "All Pages" from the drop-down.

This will take you to the Pages section where you can access all your current pages.



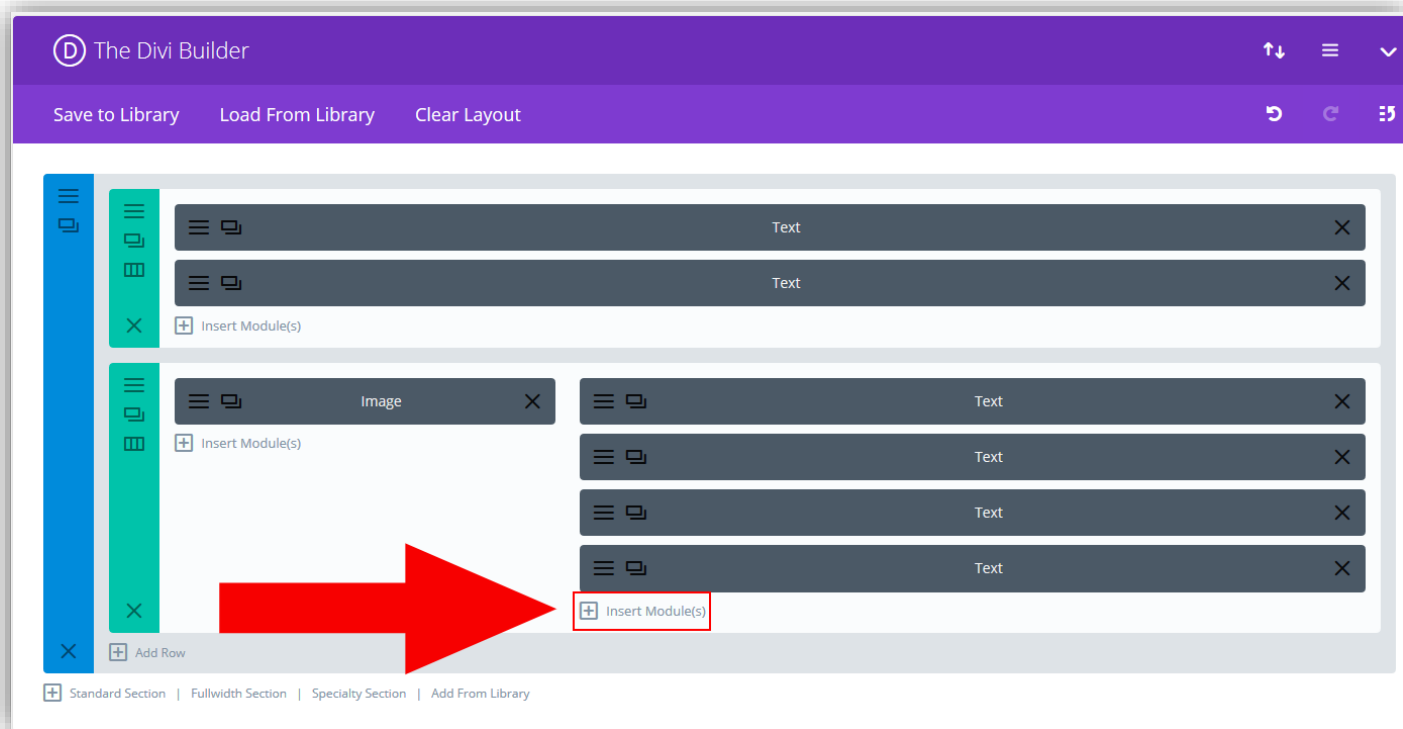
Hover over your opt-in page and click on "Edit".

This will take you into the backend of your opt-in page and you can continue working on it.

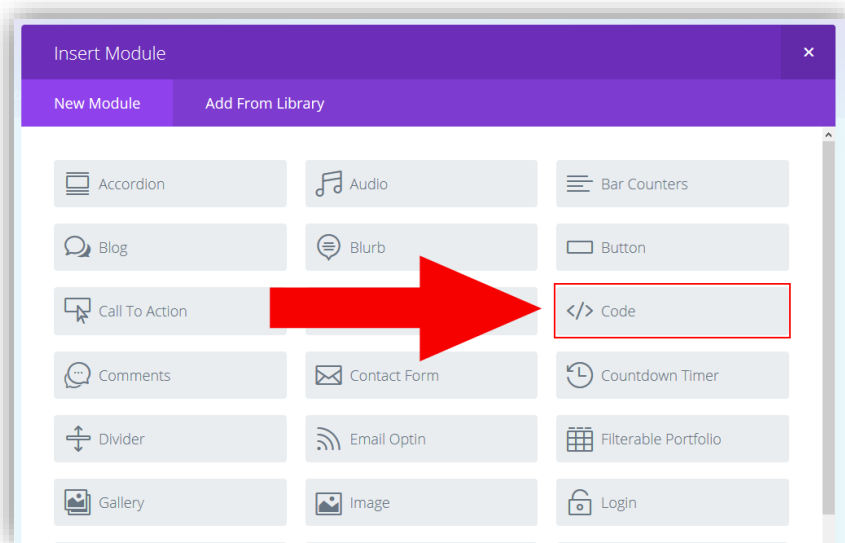
\*\*\*\*\*

In you opt-in form backend might differ slightly but should look fairly similar to the image below with your:

- Pre-headline
- Headline
- Image
- Bullet Points and,
- Call to Action



To add the opt-in form code, we created in GetResponse, click on “Insert Module” under your call to action text block.



Select the “Code” module.

Dashboard Contacts Messages Statistics Surveys Forms Landing Pages Automation Webinars

## Who will publish this form to your website?

**I will install the form myself**  
I'm comfortable with HTML and I have access to edit my pages

**OPT-IN FORM CODE**

JavaScript Code   
Add the following code to your website

**My web designer will install the form**  
My web designer knows HTML and has access to my pages for editing

**GetResponse will host my form**  
Host your form on the GetResponse server

### Code Module Settings

Content Design Advanced

#### Text

**Content:**

```
<script type="text/javascript" src="https://app.getresponse.com/view_webform_v2.js?u=hhO2C&webforms_id= " ></script>
```

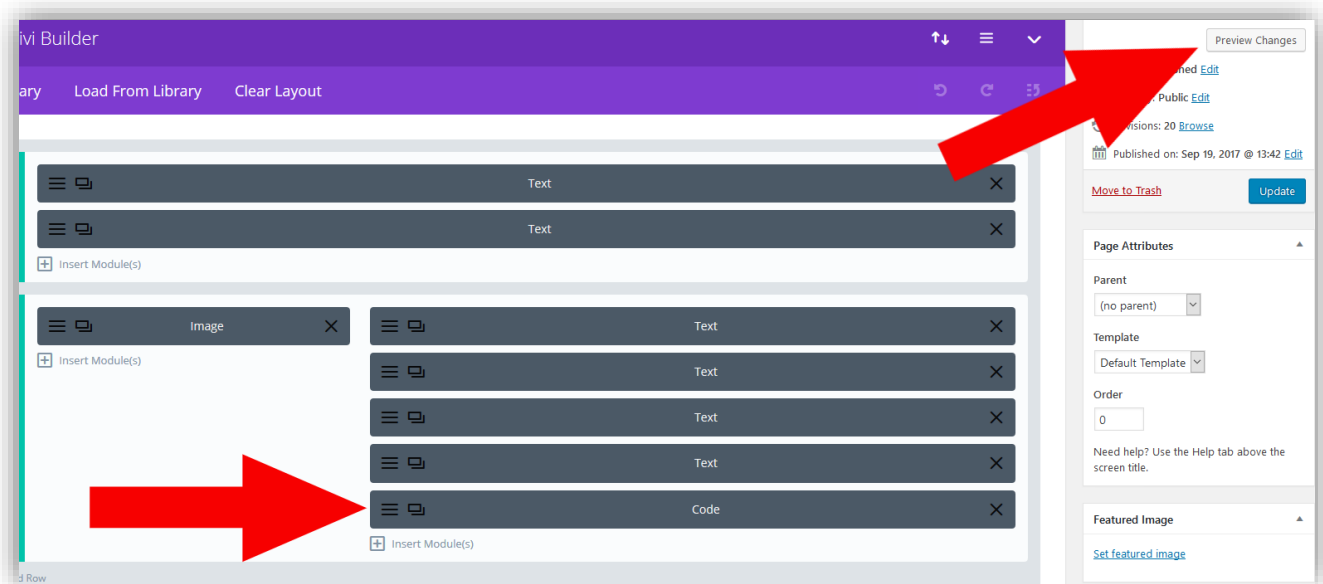
Here you can create the content that will be used within the module.

#### Background

**Background:**

Save & Add To Library Save & Exit

Paste your GetResponse opt-in form code into the Code Module Settings "Content" block then click "Save & Exit".



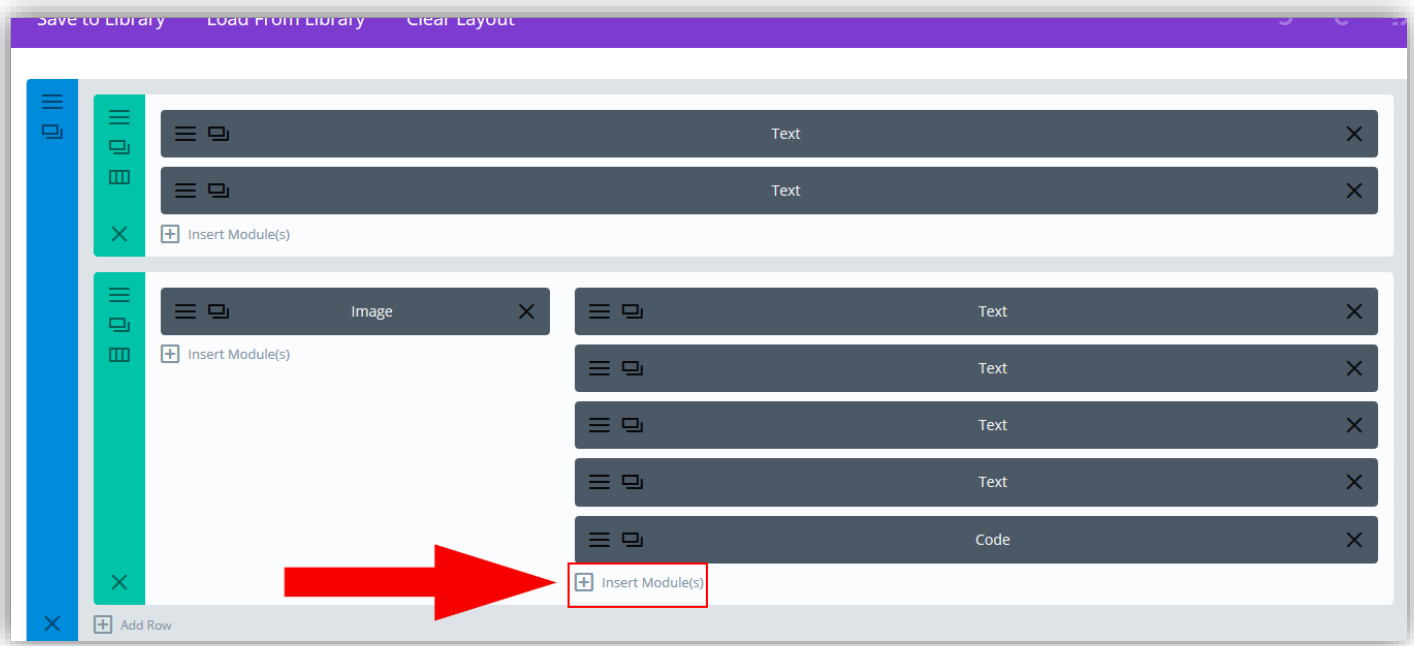
You should now see a code module under your call to action text module. To see how your opt-in page is looking and whether you added your opt-in form correctly, click on the “Preview Changes” button.



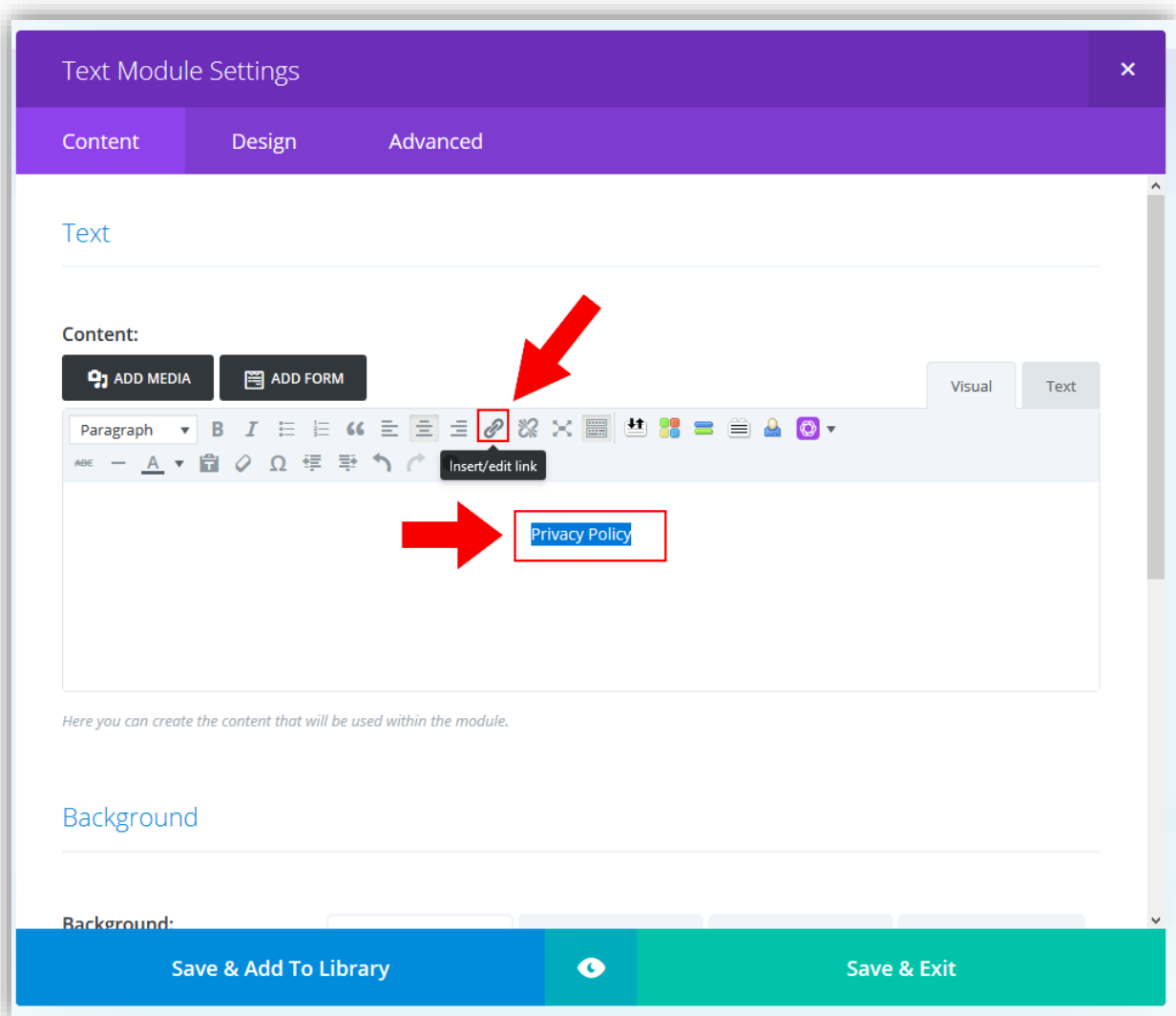
You should see your opt-in page with the opt-in form you created in GetResponse.

Now it's time to add a link to your privacy policy.

Return to your opt-in page backend.

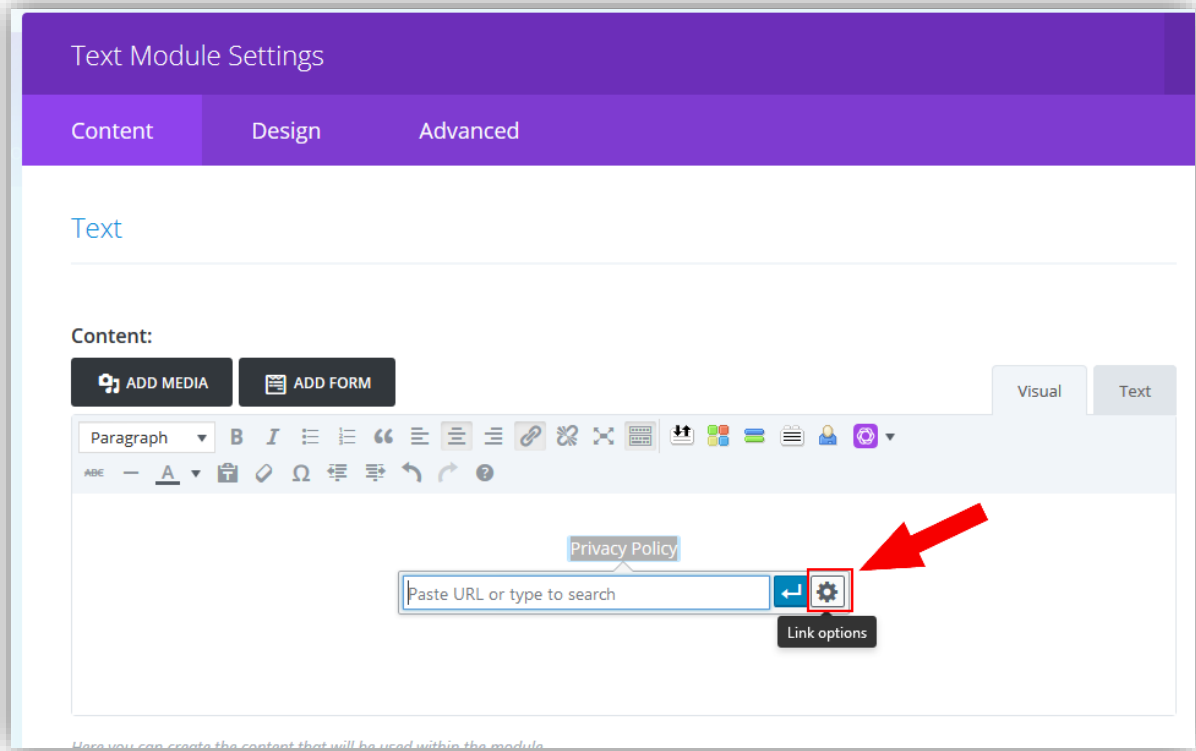


Click on “Insert Module” underneath the code module and select a Text Module.

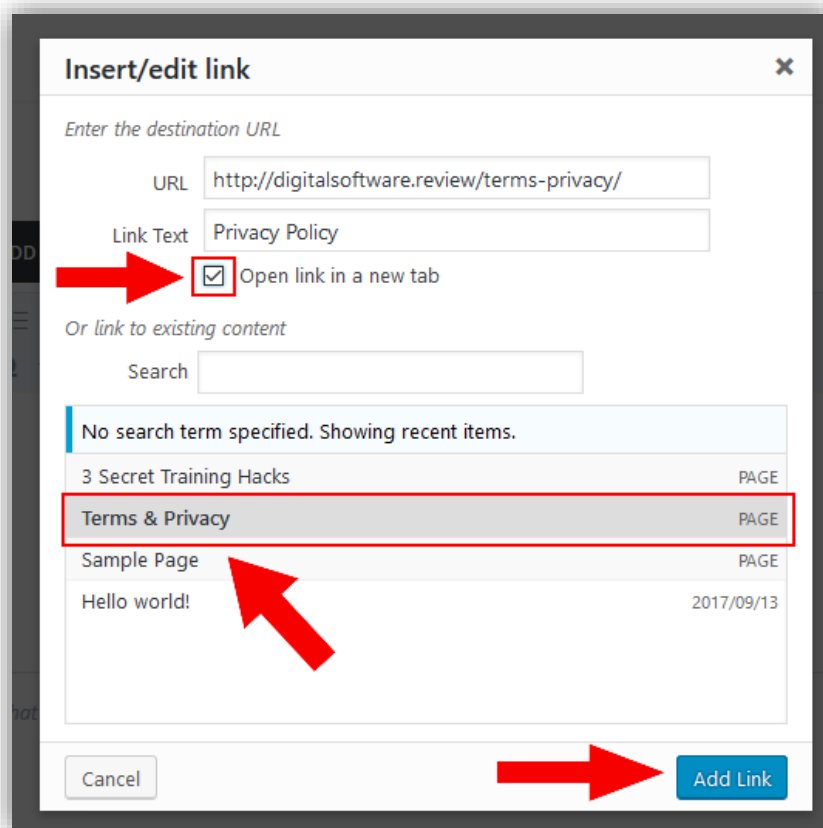


Type the words “Privacy Policy” and then highlight it with your mouse.

Click on the “Insert/edit link” icon.



After clicking the “Insert/edit link” icon a small box will pop-up.  
Click on the gear icon which will take you to the “Link options”.

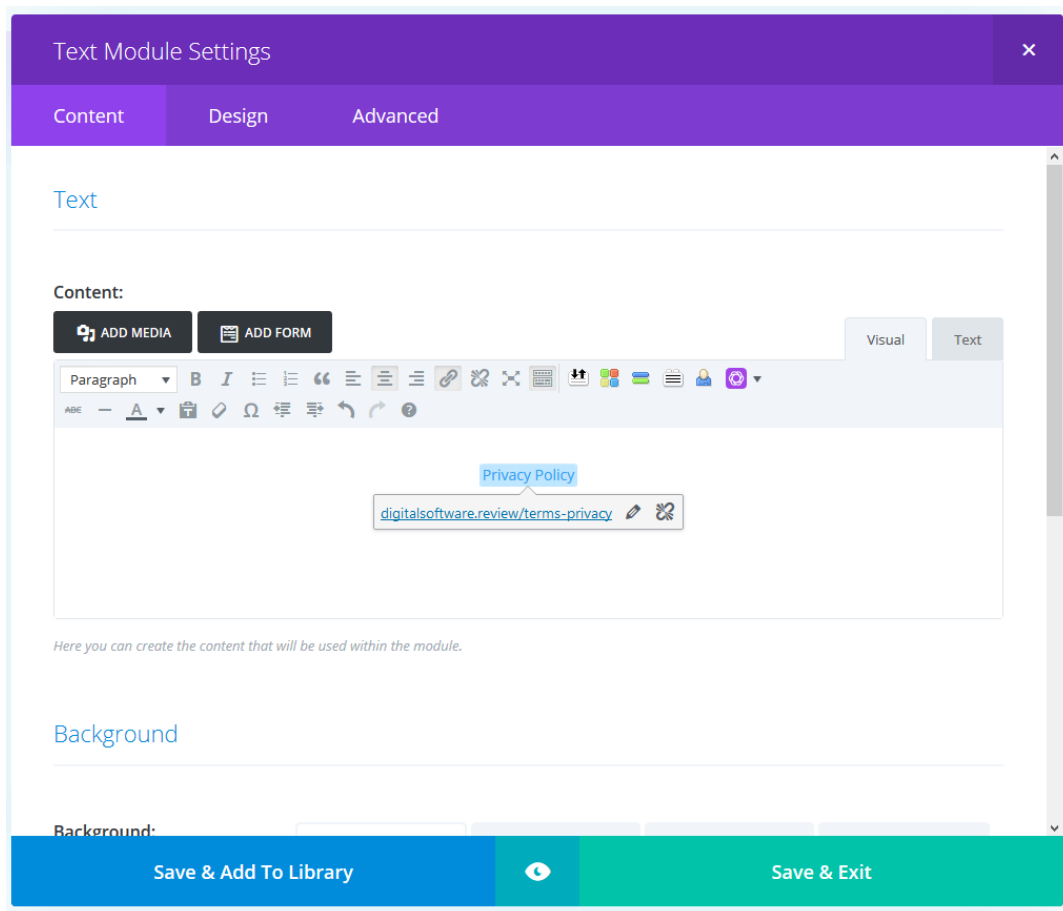


In the link options, make sure the “Open link in a new tab” checkbox is selected.

(This just means that when somebody clicks on your privacy policy, a new tab will open in their browser with the page, instead of them leaving your opt-in page entirely)

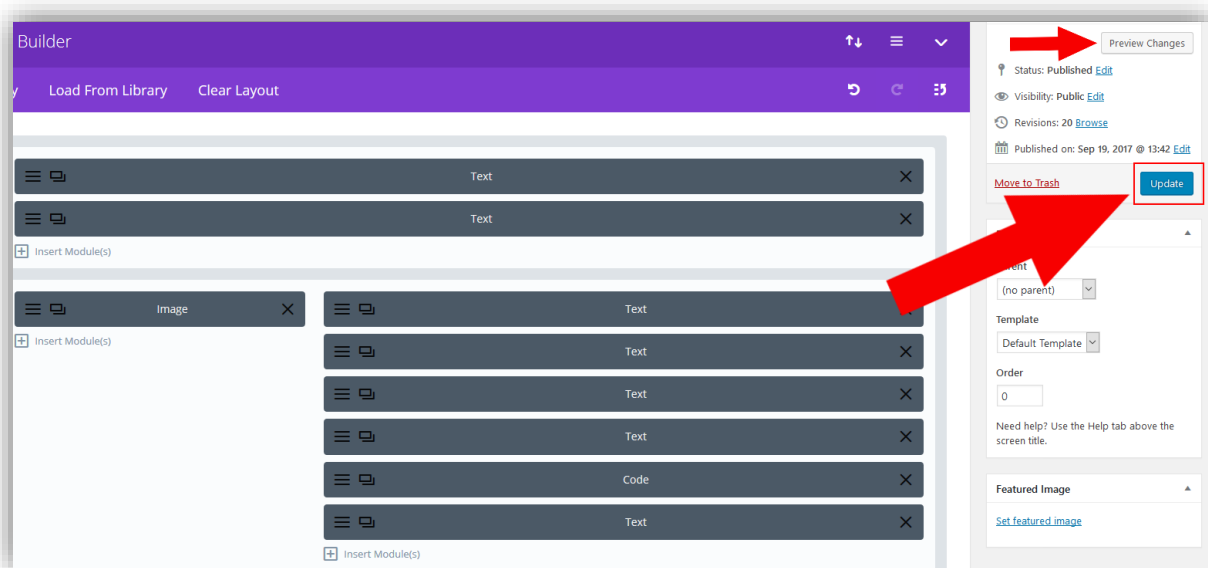
Then select your Terms & Privacy page from the menu.

Click on the “Add Link” button.



You'll now have a link to your Privacy Policy under your opt-in form. This means you'll be compliant and able to run ads to your opt-in page should you wish.

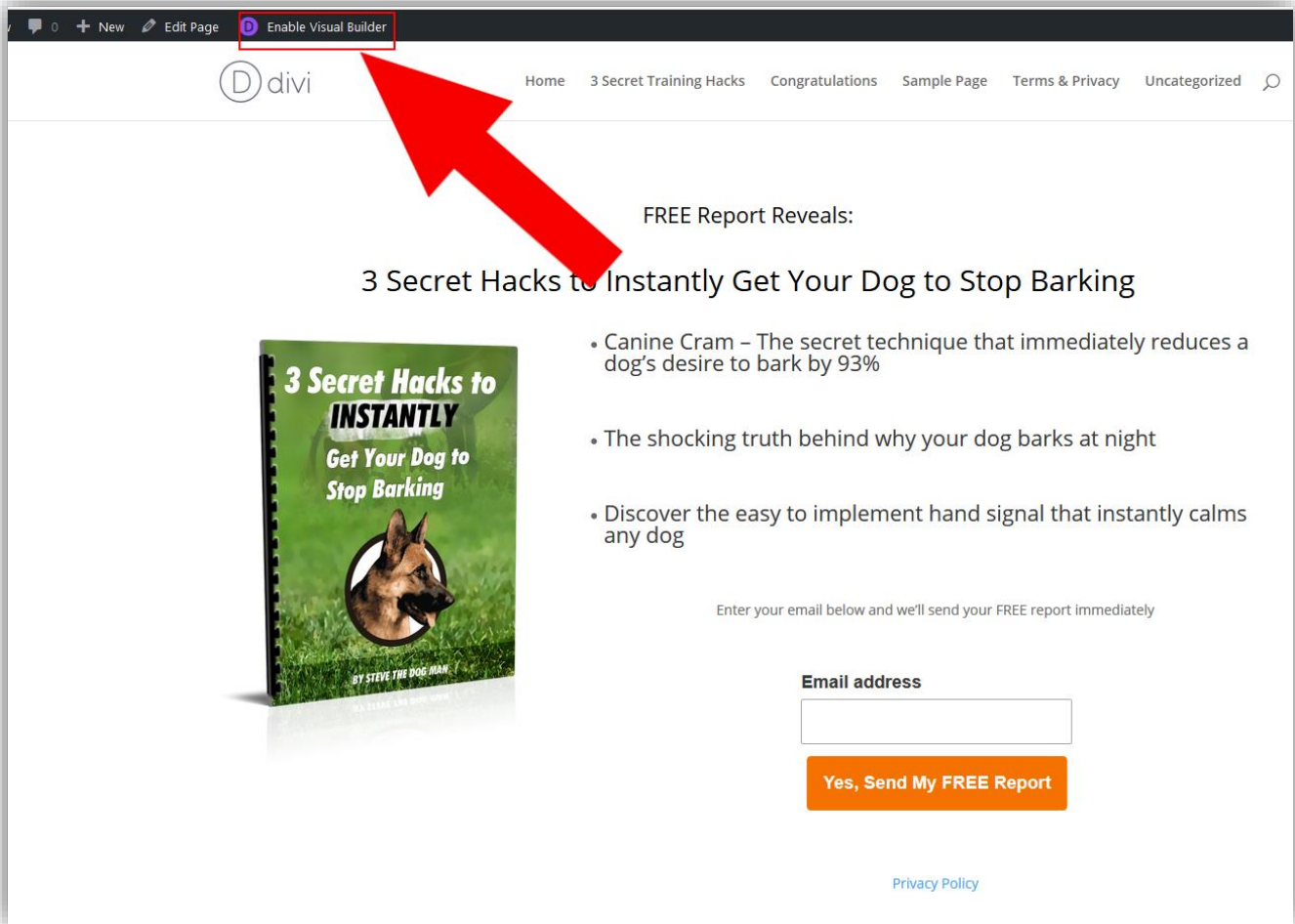
Click on “Save & Exit”



Click on the Update/Publish button to save your work.

All the opt-in page content is now complete. Click on the “Preview Changes” button to see how it looks.

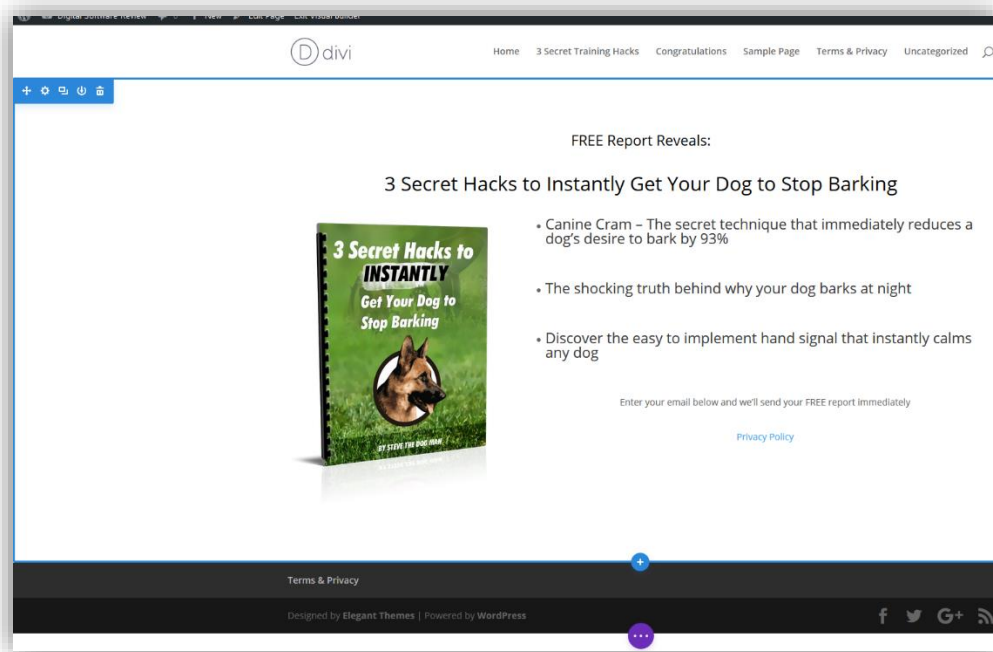




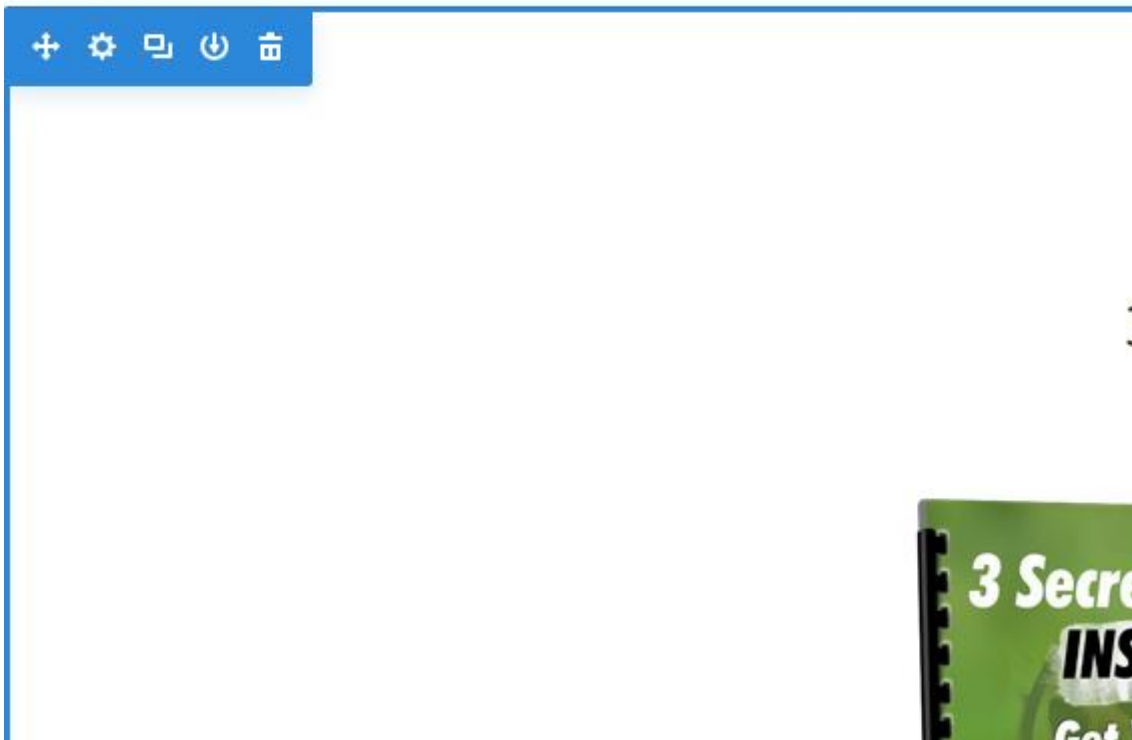
It's looking good so far. But now we need to spruce it up a bit.

The easiest way to do this is to use Divi's Visual Builder.

Click on "Enable Visual Builder" from the top menu.

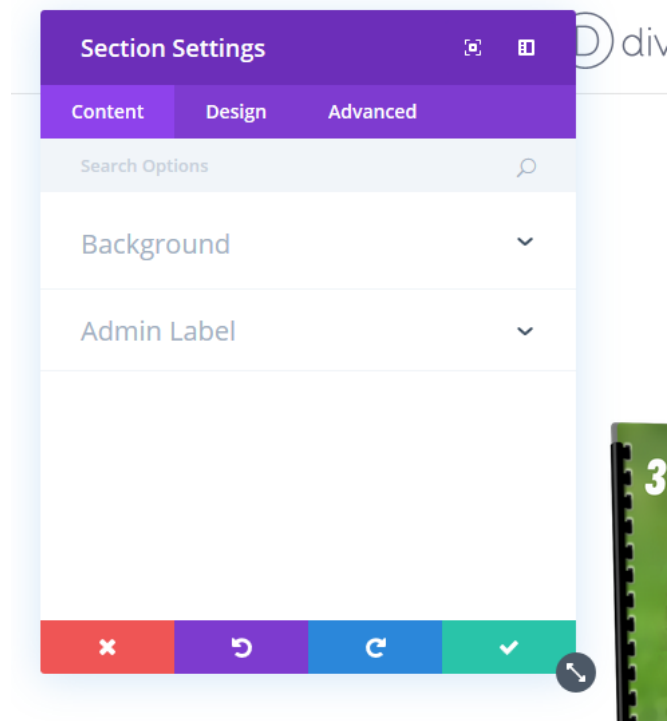


Once the Visual Builder is enabled, you'll be able to easily make changes to your pages and instantly see the difference.

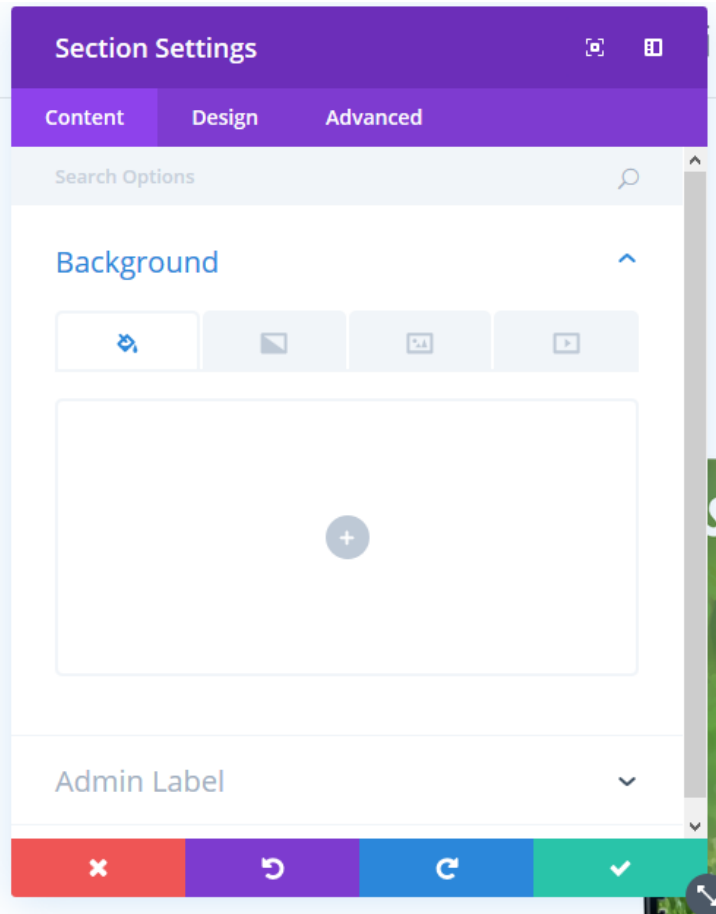


You can start by changing the background (if you want to).

To do so, click on the blue gear icon. This will bring up the settings for this section.



Click on the Background drop-down.

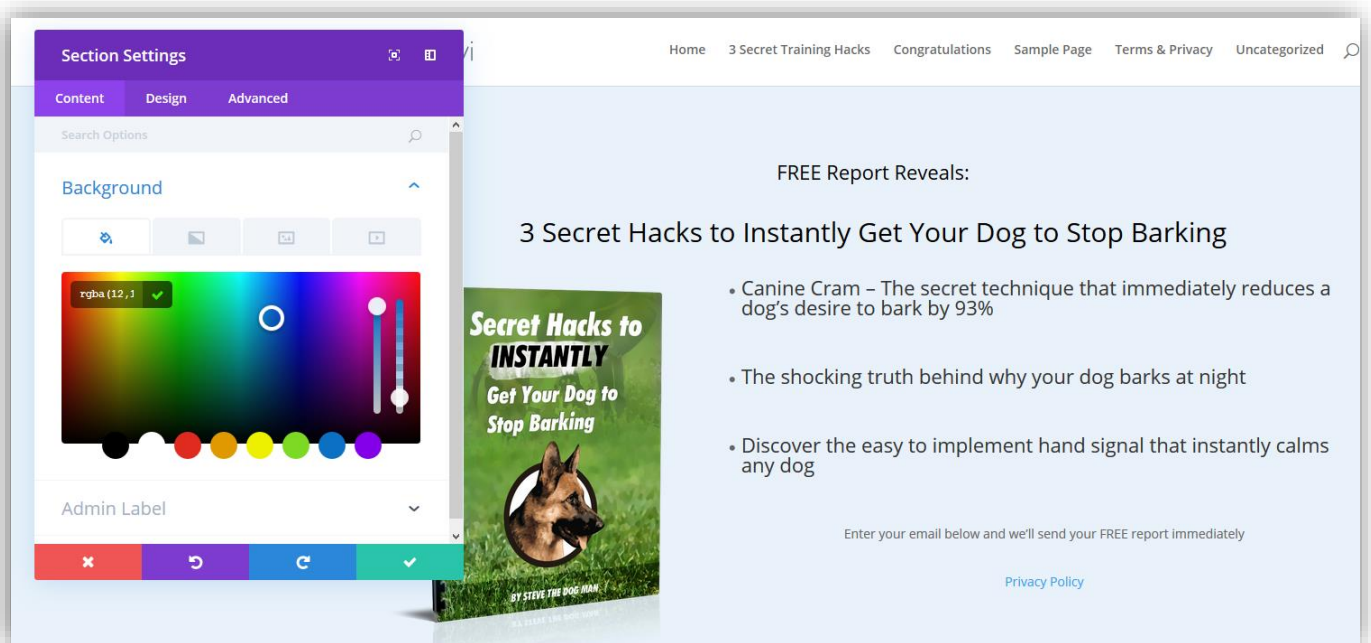


You can change the color, add an image and even add a video as a background.

Let's just keep it simple and change the color.

Click on the + icon.

This will bring up a color menu



Play around with the different colors and when you're happy with the color, click on green button to save the changes.

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FREE Report Reveals:

## 3 Secret Hacks to Instantly Get Your Dog to Stop Barking

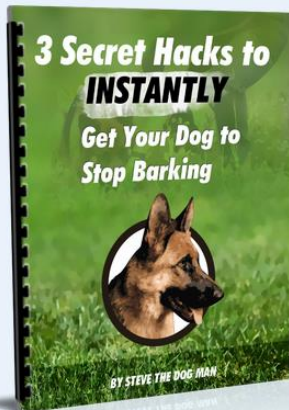


- Canine Cram – The secret technique that immediately reduces a dog's desire to bark by 93%
- The shocking truth behind why your dog barks at night

To edit the formatting of the text, simply click on any text that you want to change and options will pop-up, allowing you to make the desired changes.

FREE Report Reveals:

## 3 Secret Hacks to **INSTANTLY** Get Your Dog to Stop Barking



- *Canine Cram* – The secret technique that immediately reduces a dog's desire to bark by 93%
- The **shocking** truth behind why your dog barks at night
- Discover the easy to implement hand signal that instantly calms any dog

Enter your email below and we'll send your FREE report immediately

[Privacy Policy](#)

Add some color, **bold**, *italics*, and underline to your text to liven it up a bit.

## 3 Secret Hacks to INSTANTLY Get Your Dog to S



- *Canine Cram* – The secret technique that dog's desire to bark by 93%
- The **shocking** truth behind why your do
- Discover the easy to implement hand sig any dog

Enter your email below and we'll send your F

[Privacy Policy](#)

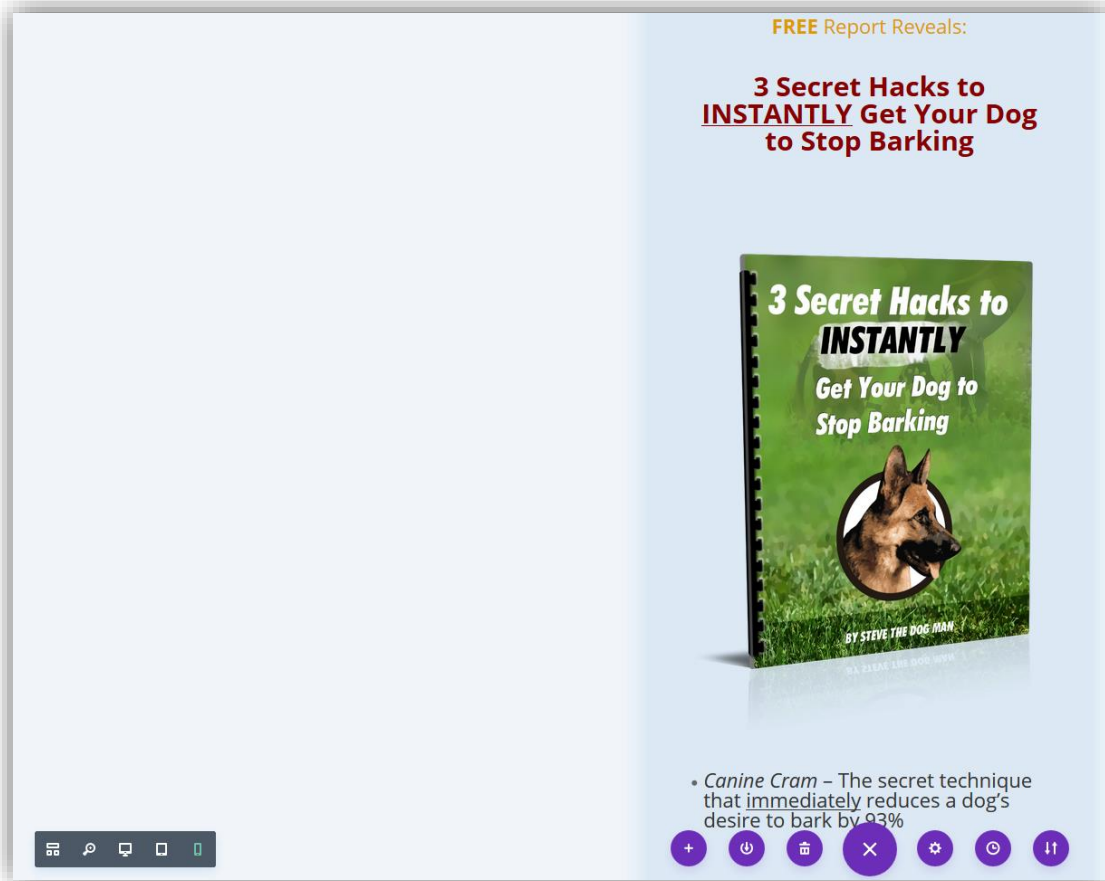
s & Privacy

ned by **Elegant Themes** | Powered by **WordPress**



When you're done, click on the Purple circle near the bottom of the page.

This will bring up additional options and allow us to view how the page will look on mobile and tablet devices.



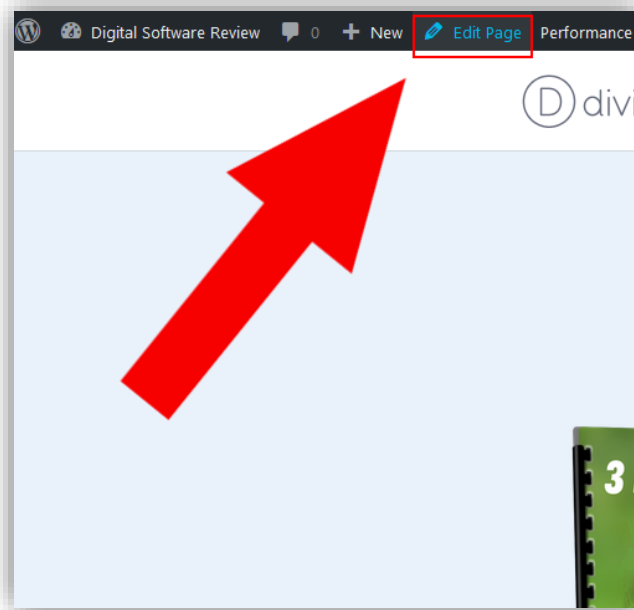
After clicking on the purple icon, look for a list of icons on the left side of your screen.

You can click on the mobile icon and the tablet icon to view how your opt-in page will look on those devices.

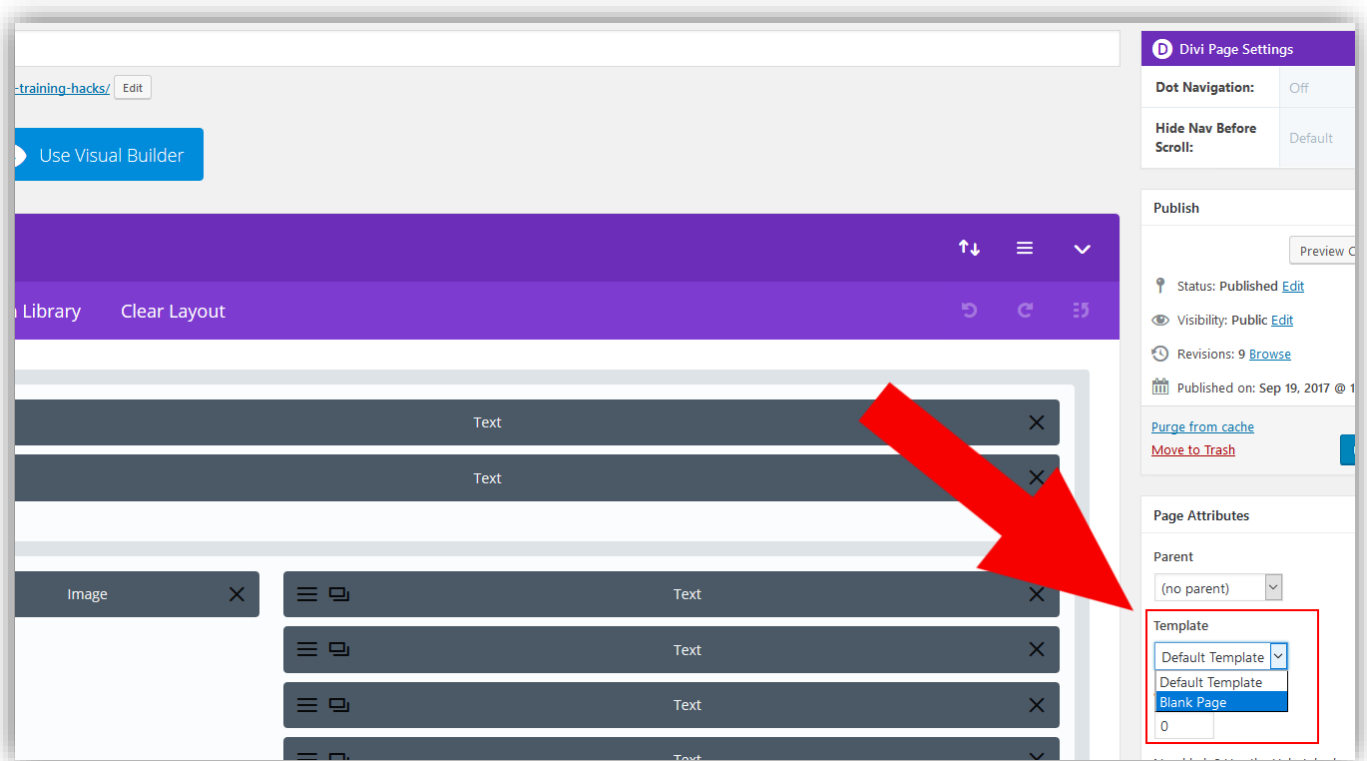


When you're happy with how your opt-in page looks, you can click on the "Publish" button if you haven't already published the page or simply click on "Save" if you have.

Now let's get rid of the white Divi menu.



Return to the backend of your opt-in page by clicking on "Edit Page" from the top menu

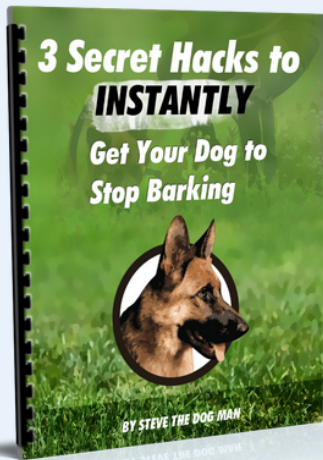


Once you're back in the backend of your page, click on the Template drop-down in the Page Attributes and select Blank Page.

Click on the Update/Publish button to save the changes.

FREE Report Reveals:

### 3 Secret Hacks to INSTANTLY Get Your Dog to Stop Barking



- *Canine Cram* – The secret technique that immediately reduces a dog's desire to bark by 93%
- The **shocking** truth behind why your dog barks at night
- Discover the easy to implement hand signal that instantly calms any dog

Enter your email below and we'll send your FREE report immediately

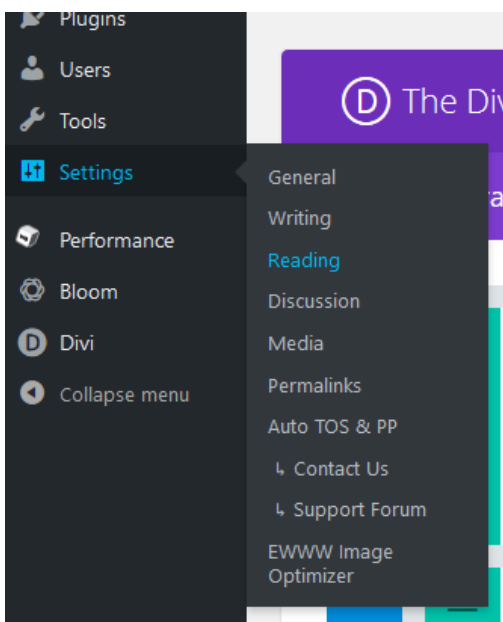
Email address

Yes, Send My FREE Report

[Privacy Policy](#)

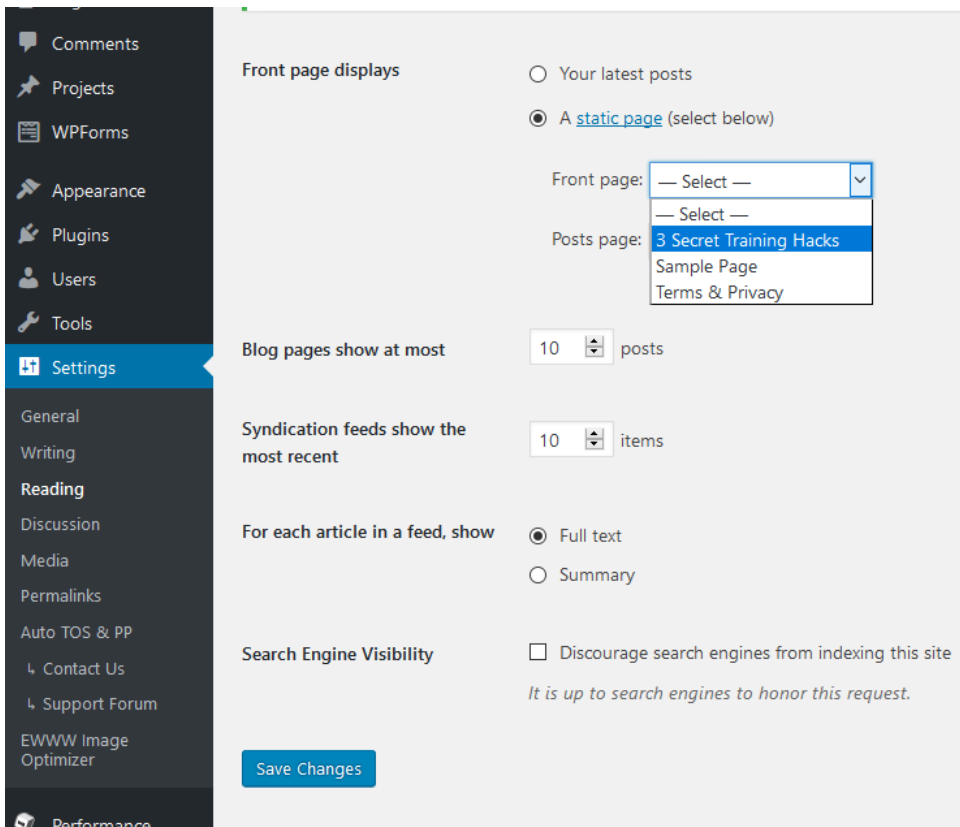
Your Opt-in Page is complete.

Now let's set your opt-in page as your homepage so that you can send visitors to yourdomainname.com instead of yourdomainname.com/url-of-opt-in-page



Hover over "Settings" in the side menu and click on "Reading" from the drop-down.





In the Reading settings, select “A static page” as the “front page displays option”.

Click on the “Front page” drop-down and select your opt-in page.

Click on the “Save Changes” button when you’re done.



Now when you visit yourdomainname.com you will see your opt-in page as it’s now your homepage.

Now it's time to create a thank you page. The final piece of the puzzle.

## The Thank You Page

### What is a Thank You page?

A Thank You page is a page your visitors are taken to immediately after they opt-in to your email list.

It's a page that thanks or congratulates them for opting in, lets them know that the lead magnet should arrive in their inbox soon, and is an opportunity to send them straight to your offer.

### Why is it important to have a Thank You page?

Instead of a small pop-up telling a new subscriber "Success! You're signed up", a thank you page:

Lets your subscriber know that their gift will be delivered to their inbox and that they should also make sure to check their "Promotions" and "Spam" folders if they can't find it.

These extra instructions make you appear more professional and credible. And any subscriber who is worried that they've just been scammed into giving you their email address will feel more at ease.

In addition, you can also instruct your new subscriber to whitelist your emails so that they don't ever land up in spam.

If your subscribers whitelist your email, you will ensure that your mails are delivered to them.

Asking them to visit your offer

The opt-in page has done its job of getting you a new subscriber. And by giving you their email address, your subscriber has shown a clear interest in what you have to say.

The thank you page provides the first opportunity to put your offer in front of your new subscriber.

You can tell your subscribers that the lead magnet is on its way and while they wait for it to hit their inbox, they can take a look at your offer (link to offer).

Most won't click on the link to your offer just yet since they want to get their hands on the lead magnet. However, a small percentage will go to your offer and a few might end up making a purchase.

By not having a thank you page, you miss out on this opportunity to make early sales.

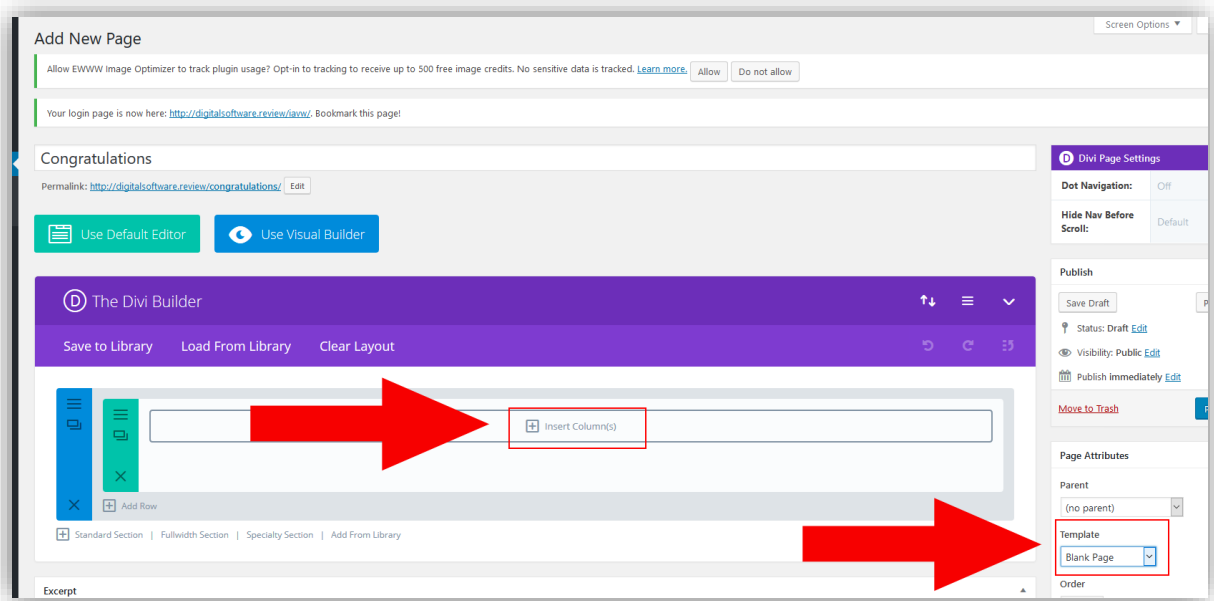
There's no reason not to make a thank you page, and as you'll see, it's quick and easy to setup.

So, let's create the thank you page now.

### How to create your thank you page:

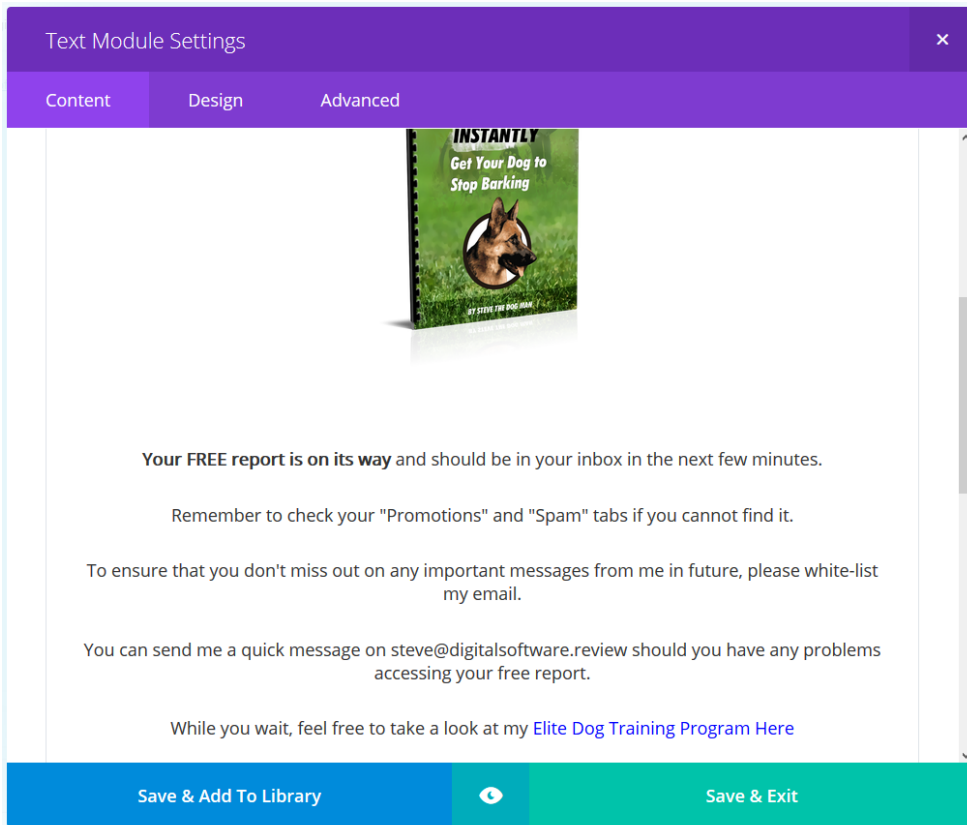
The first thing we need to do is create a new page which will be our thank you page.

You should know by now how to do this. (Hover over “Pages” in the side menu and then click on “Add New” from the drop-down).

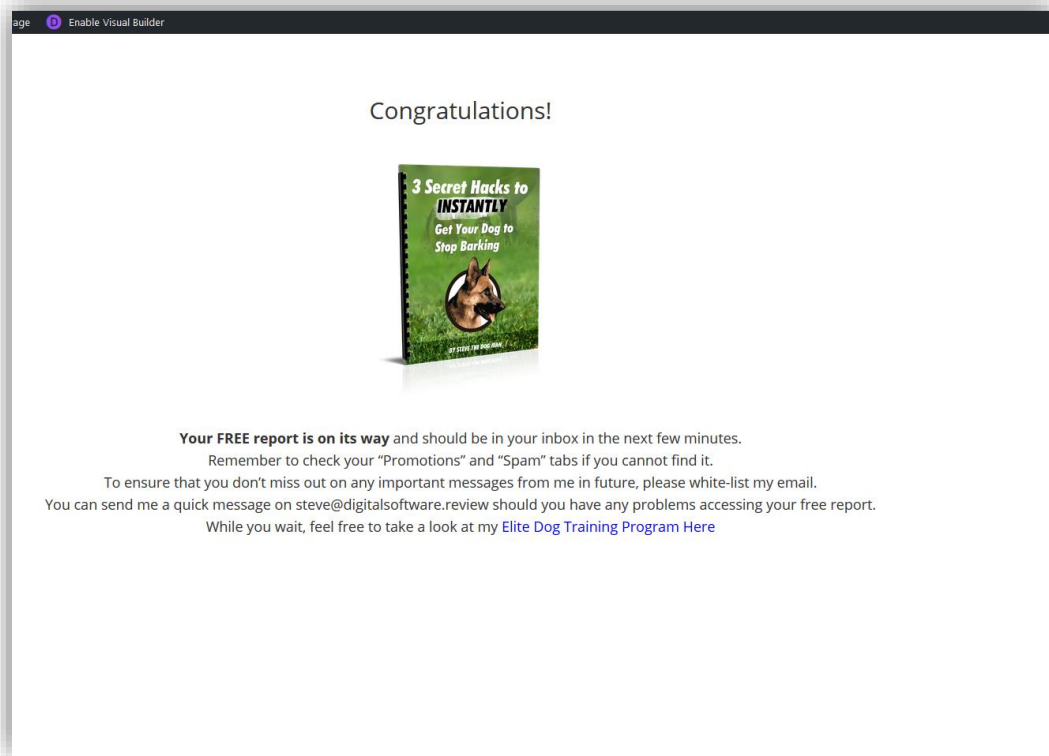


Select Blank Page Template under the Page Attributes.

Then use the Divi Builder to create a text module



Add in your thank you message and then click “Save & Exit”.

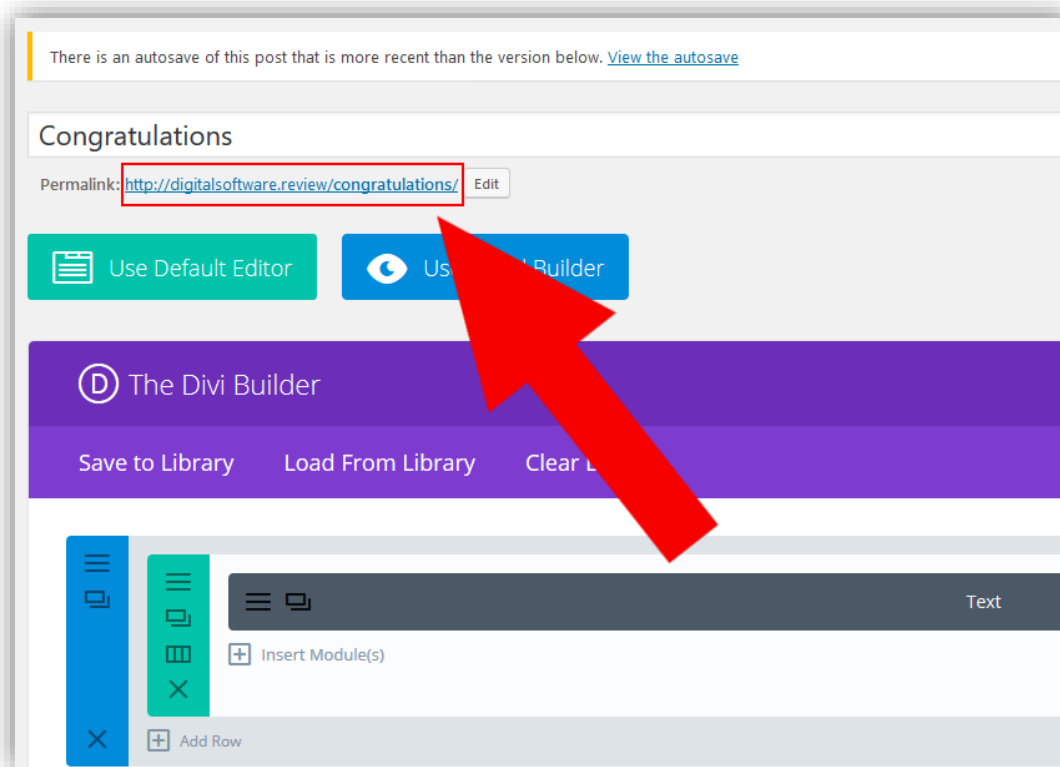


That's all there is to making a thank you page.

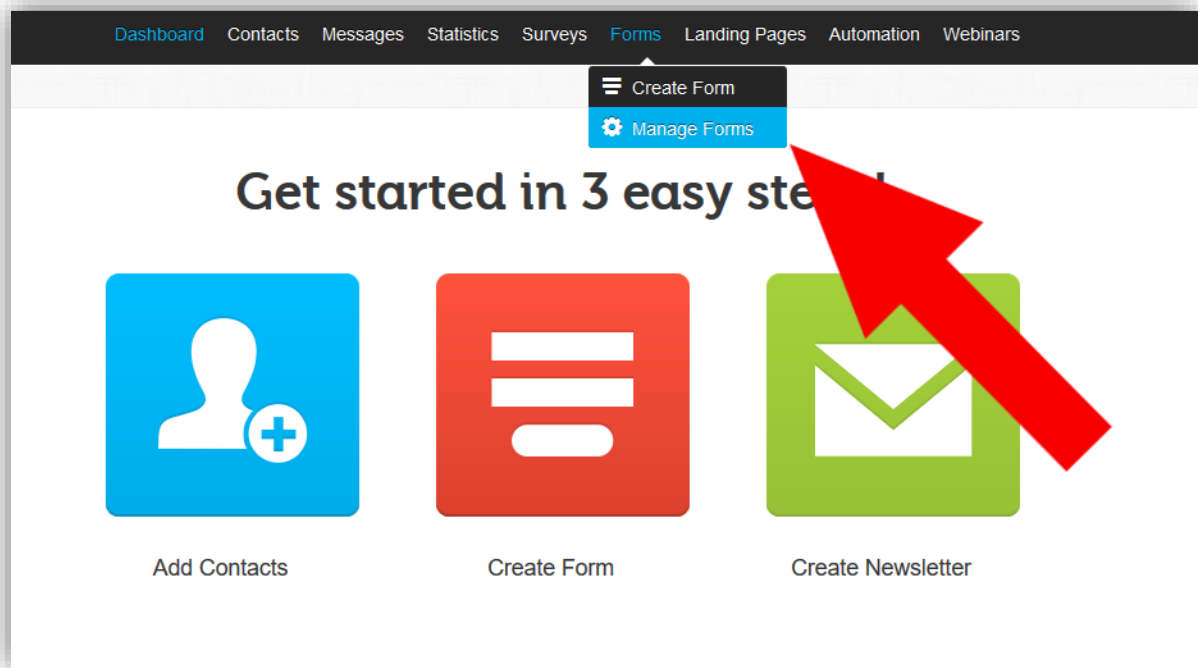
We're almost done with setting up the whole system.

All that's left is to connect the opt-in form to your thank you page.

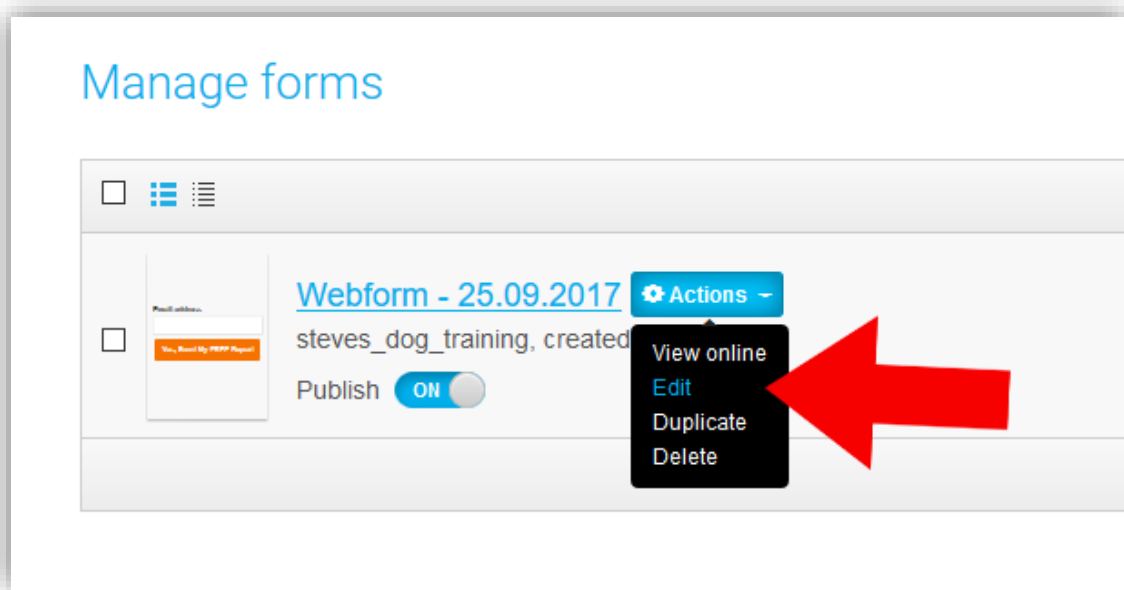
To do this, we just need to copy your thank you page URL.



Copy the URL of your Thank You page. Then log back into your GetResponse account.



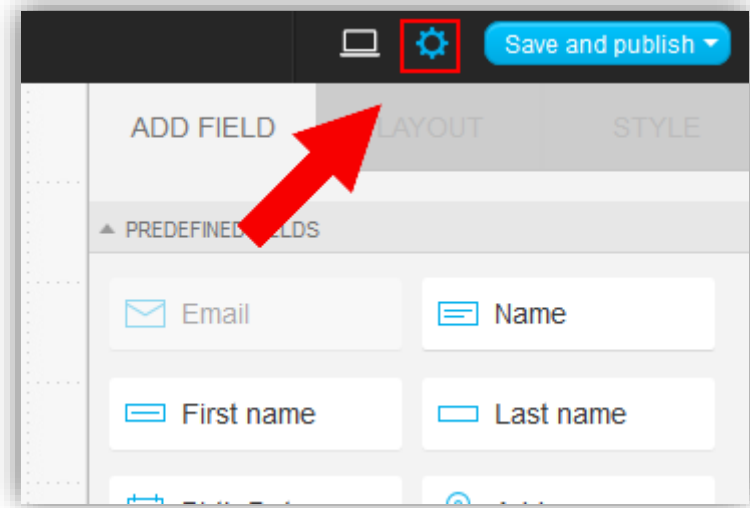
Hover over “Forms” from the top menu and then click on “Manage Forms” from the drop-down.



On the Manage forms screen, hover over your opt-in form that you created earlier, an “Actions” button will appear.

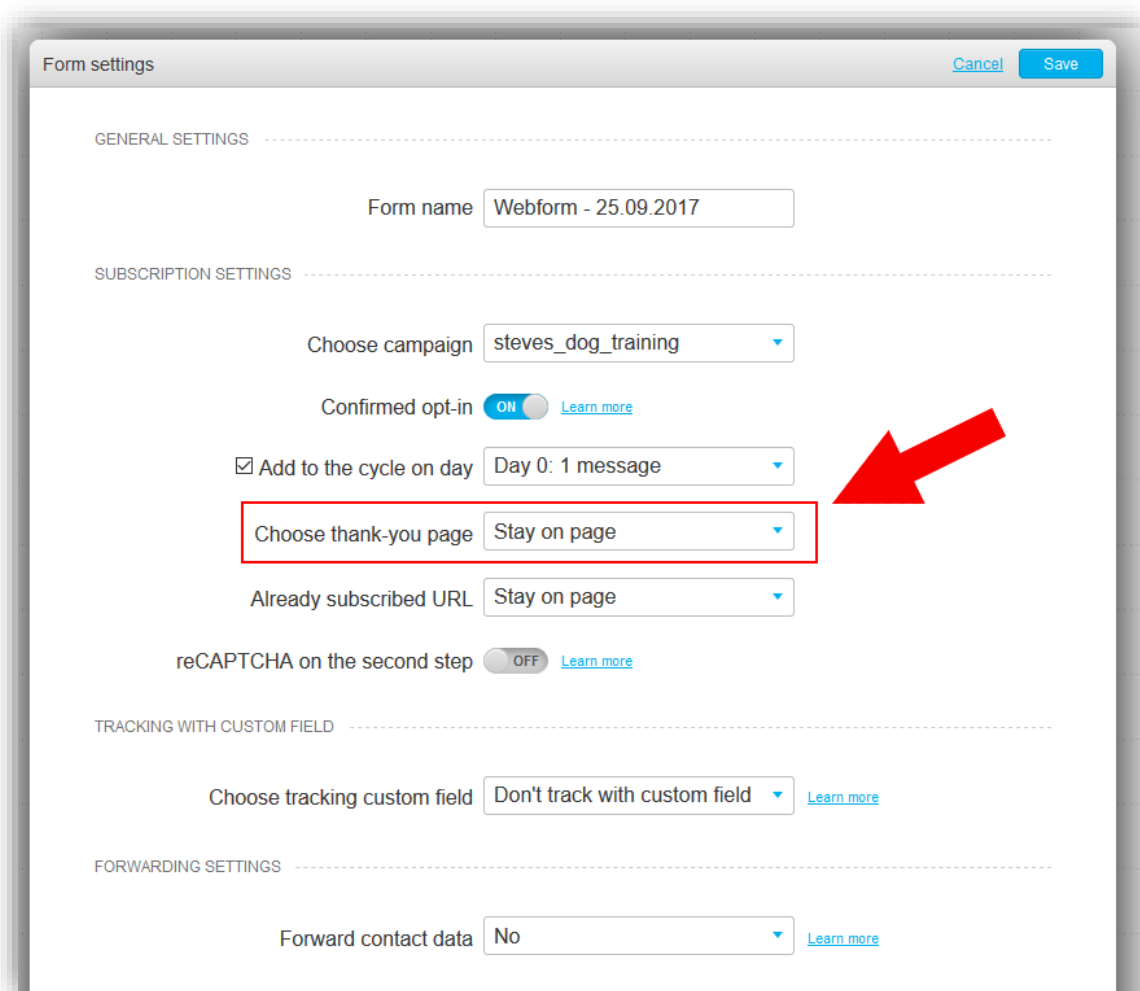
Click on it, and from the drop-down menu, click on “Edit”.

This will take you back into the opt-in form creation screen where you created your form.



Click on the gear icon in the top right of the screen.

This will bring up your form settings.



Double check that the form is connected to your autoresponder campaign.

Next, find the option "Choose thank-you page".

NGS -----

Form name

SETTINGS -----

Choose campaign

Confirmed opt-in  [Learn more](#)

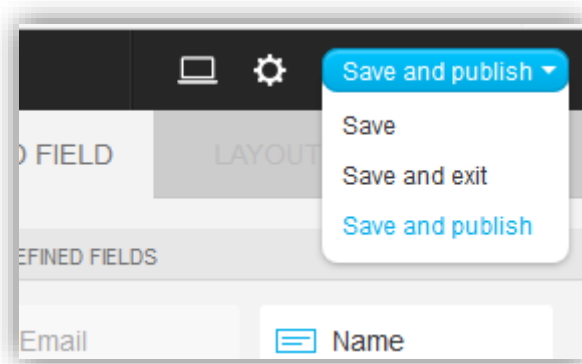
Add to the cycle on day

Choose thank-you page

Already subscribed URL

[Cancel](#) [Save](#)

Click on the drop-down menu on the “Choose thank-you page” option and select “Custom”.  
 A box will appear below it. Paste your thank you page URL in this box.  
 When you’re done, click on the Save button.



Finally, click on the “Save and publish” button.

Well done, you now have a fully functional online business system.

**With this in place, all you need to do is focus on sending visitors to your opt-in page.**

This will lead to a growing email list and consistent income.

**Important Tip:**

*Visit your opt-in page and “opt-in” to test and make sure everything is working smoothly.*