



Selling the Opt-in

Authority Alchemy. The show for positioning yourself as the Number 1 authority in your industry. Quickly turn your prospects into clients and clients into raving fans. Here are your hosts: Brian Horn and Jack Mize.

Jack Mize: Hey, hey, hey. It's, well it's not fat Albert, fat Jack. This is Authority Alchemy. I'm here of course with ...

Brian Horn: Brian Horn. Hi everybody.

Jack Mize: Beautiful. All right. We're going to get into some tactical stuff. We've been getting a lot of questions and especially since we've been on vacation. Can we say that? Vacation? It's working vacation. We've been out meeting and greeting people. I can't believe all the people that have been listening to the podcast that we've met over the last couple of weeks, particular live events. I think it's the first time I've been out in the sunshine since we started doing this podcast and meeting people that are listening to it.

Brian Horn: It was crazy. I've had people try for conversions and other, more IM related events that I knew that came up or that I knew from Facebook that said, "We're really enjoying your show. You guys are doing great." They're people I'd never met before, I had no idea who they were and they were well aware of the podcast, they're listening for months, knew all kind of details about each of us. It was crazy. There are really people out there listening to this. Thank you.

Jack Mize: I know. After we were floating around from people who give us compliments or podcast what we do. We run out of time to make some, right?

Brian Horn: That's right. It's a little off.

Jack Mize: The irony. We're back and I'll tell you one of the great things. We get feedback, we love getting feedback from folks on what they like

about the shows. They won't tell us what they don't like. Actually, that one guy what he didn't like. I don't think we bought him cookies.

Brian Horn: No, we didn't.

Jack Mize: That's what we're going to do today. We're going to talk about people and get them some more tactical stuff, some more granular stuff and the things some people want to know about building their authority is what, that you don't lead generation, getting leads, they are building up their authority, they understand the educator and advocate and they want to get more into how do I show that educator advocate. How do I get it out there in front of people? They're bringing in traffic, they're doing the stuff on Facebook, they're doing some really cool things and so now they want to capture that.

One of the mistakes that we found out people are making was what? They were going straight for a sale of even really high dollar stuff, right?

Brian Horn: Absolutely. People try to sell thousand-dollar, multi-thousand dollar stuff right from their website to a person hitting their first time. That's a tough sale.

Jack Mize: It is. We're not talking about just coaches and consultants, but we have clients that are chiropractors or attorneys or CPAs and here's the real world: people don't go to those sites or find out and read about people and click a buy button before they engage. They want to know a little bit more. It's rare that somebody's going to choose their attorney, choose their plastic surgeon and then click a buy button and say I'm ready to go.

It's really about developing that relationship and you're going to find that just developing a little bit of a relationship with them is going to increase that value and increase your opportunity to engage with them and let them consume your good content and let them see you as that educator and advocate and in turn, they see you as the authority. It's all about the opt-in.

Brian Horn: You got to get them in front of you first so you can start that whole process and that's first thing you got to do.

Jack Mize: I'm sure everybody knows what an opt-in is, right? Opt-in are those little boxes right there on your website to get people to put in their emails. To this day what do we still see people offering to get people into their list?

Brian Horn: Join my newsletter or join my email list.

Jack Mize: Join my email list.

Brian Horn: How fun is that?

Jack Mize: That's like here, slam your fingers in this door. Come on, it's my door. Slam your fingers in it.

Brian Horn: Yeah. Just put your email address in here and I will send you emails to buy stuff from me. You'll love it.

Jack Mize: Yeah or you won't get anything. You don't know. Email obviously is a currency. They're not just going to give it to anyone. Some people do. One of the big mistakes people do is when they're trying to make marketing decisions, all of a sudden they turn into this different persona or they put a different hat on and they stop thinking the way that they think as a consumer. They start getting very complicated about well, people want to do this or they want to do that or you got to have this certain way of doing it. In reality, Brian, you and I know exactly what an opt-in is. We know what is occurring. We know what is about to happen.

I think most people, especially that I've paid attention to marketing and online marketing, they understand the mechanics of what is happening and what is going to happen afterwards, but yet we still put our email address into things every single day. You have to ask yourself why. Take your marketing head off, take it all out and think about yourself as a consumer. Why do we put our name inside an email box?

Brian Horn: That's what you do when you want something. When somebody offered you something of value.

Jack Mize: Yes. We want. Something is so compelling that's on the other side of that that we are willing to take the chances because we know exactly what's going to happen yet we still do it. When we do it that means it's compelling. The first thing I think is you have to ask what is the main purpose of an opt-in box or a landing page/squeeze page? I'm going to stop here for a second and I want you to think about that and answer that question for yourself. What is the main purpose of an opt-in box or a squeeze page? I'll give you ... Time's up.

Brian Horn: You're so strict.

Jack Mize: No. It's a trick question. There is no main purpose. There is a sole purpose. What happens when you make the opt-in a main purpose? Then you start diluting the effectiveness of it. We don't see it a lot anymore, but remember when you used to see ads on a landing page or even AdSense, like pay per click? These whole things on landing page that are competing with the opt-in? It's like what are they trying to accomplish here.

You got to think about your opt-in box or your landing page has a sole purpose and that is to get someone to put their email in the box and hit submit. If you start getting too crazier, well it would also be nice if they did this but I want to put this link here in case they want to do this, then you're doing nothing but diluting the effectiveness of all of that.

I think what we're talking about, Brian, is really getting down to the biggest mistake people make when they're trying to generate email leads is not understanding the difference between lead generation copy or landing page versus a sales page or sales copy.

Brian Horn: It's a common mistake. At least for me it's easy to understand that also because their mind is focused on selling more of their services or products. Even when they go to write any type of copy for it, that's what it's

going to first. Let's say even if you're sending an email to get people to your opt-in page, people still try to sell it in there and sell the product to get the lead off the opt-in page and just becomes very muddled instead of selling of each little step along the way because something is only going to do one thing and you just want to get people that could be interested their product to raise their hand. That's the only purpose for the opt-in.

Jack Mize: That is. I think one of the reasons is, especially people that dive in to internet marketing, if you go buy a book or look books or courses on copyrighting, a lot of times most of it concentrates on sales copy, how to get people to hit a buy button. We're not after people to hit a buy button.

I think one of the first things you have to realize is the biggest difference between lead generation copy and sales copy is that lead generation is not meant to sell that product or service. If you are putting copy in there that are trying to convince people they need your product or service, then you are going to reduce the amount of leads that you get. If you're giving them enough information to make a decision on whether or not they want to buy, you're also giving them enough information to excuse themselves for the offer if they think they don't want to buy or you don't have enough information for them to make that decision.

If you think about lead generation it's just simply meant to sell them and to raising their hand so that you can allow that sales process to happen. I think that's an important point for people to understand to really get down. If your goal is to get someone to opt-in to an email list, you must be focused on selling then the reason to opt-in and not trying to sell your product or service before that opt-in. We see that all the time especially in service level businesses.

Brian Horn: Yeah, absolutely.

Jack Mize: We've seen people like chiropractors, dentistry and cosmetic surgery. They try to sell the procedures before the opt-in. I've seen people trying to get people to opt-in for a coupon for a plastic surgery. In order for

them to get to your list, they have to make the commitment that they want to go far enough to get a coupon so they can purchase the plastic surgery.

Brian Horn: That's not a well-thought out one. Most of the plastic surgeons do pretty good. The opt-in for them is like the free consultation. If you want to come in and talk to us for free, you can come in here. There's no commitment to that. I think that one works fairly well for most. I have a good friend that's a cosmetic surgeon and he follows that.

Jack Mize: That gets you pretty high qualified, ready to engage type leads. If you want to get people that are still trying to decide, should I or shouldn't I do this, you might want to put something in there that's not as committal as a consultation but here's a free whether it's evaluation or here's a free guide to options. Something like that. Remember, once you get that engagement, once you get that permission to follow up, then you can go through a much longer process, a much longer funnel of building that relationship with them.

Brian Horn: There's one that I saw, there was a software that I guess they probably sell this to other plastic surgeons also so at least one with it but it's one where you could upload your picture and see what you would look like after a surgery and that was an opt-in type thing.

Jack Mize: Tools are a really good thing. We'll talk about that opt-in bait of clients. Any kind of calculators, tools, things that people want to understand is an incredibly powerful reason for people to opt-in. One of the things that we found though what may have worked a few years ago, and we still see people say put your name and email to get this free book, it has a \$19 value. What we're finding more and more is dollar amounts aren't a compelling enough reason. That dollar value isn't what makes it easier. A few years ago people thought I'm getting this thing for free because people, I think, have probably opted in enough times to realize that maybe that thing really isn't worth \$19 or \$97 or whatever it is.

Brian Horn: The value of an eBook has just dropped dramatically.

Jack Mize: Back to what we've talked about before, anxiety and curiosity. Anxiety and curiosity are going to be far more compelling to get people to put their names where you've created enough anxiety and curiosity about what's on the other side of that opt-in rather than this report that's worth \$97 which they know that you pulled out of the air. It'd be different if you actually got a physical thing. Here opt-in and I'm going to give you a free golf club or something.

Brian Horn: With the book thing it worked. What Curran did is he started this whole thing when you pay the shipping and handling, was based off of a physical opt-in. It was a brand, I've never seen that before. He did really successful with that. That was a cool way of blending that in.

Jack Mize: Yeah because that is something of value and they also get the benefit of knowing that the people are coming on that list are actually people that have been wanting to pull out their credit card. They have a commitment into doing that. It's about creating the curiosity and anxiety, that compelling reason for them to opt-in, which is I think everyone knows it's not enter your email to join my list.

We talked about tools. People can put tools in. The books. Something I've seen are e-courses or the videos scenes. I've even used e-courses myself and video courses that have worked really, really well as long as you're very specific about the outcome that they're going to get. We've talked about that with the one problem, one solution. What's an example of something like that? We've talked about one problem, one solution.

Brian Horn: For example, I think I have one before when I was doing SEO stuff and I gave a list of templates as you could get a high quality back link from. Simple things where it wasn't a lot of work. It's just 10 quick places to get a high quality back links that you can do in 30 minutes.

I think what's actually working best in the opt-in boxes right now is something like that. Something that's a very, very specific thing that somebody can see them doing because if it's more thing say a big course or a 238-page eBook, those things used to work well but now it's like here's

a two-page eBook. They'll tell you exactly how to get a girl to give you a first kiss. Something that's very, very specific.

Jack Mize: Yeah. We still see people with enter your name and email to get a free report on how to solve all of life's problems. Wow. How long is it even going to take me to dig through that? I think Kevin Nations is the one. I've never seen a video of his. I think it's on YouTube where someone had asked him what's the right amount of pages to make an eBook to have the highest value and his answer was one.

Brian Horn: Yeah. As few as possible.

Jack Mize: Still the information down. People that are ready to buy they're already engaged. It's not that thud factor. That's what people always used to in the beginning of opt-in thud factor. The more crap we promise, the more people would want to opt-in, but people don't want to wait through that crap. They want to get that one answer. One problem, one solution. Like you put this quick and easy way to fix XYZ. That's going to be the biggest thing.

If you were a coach, say you're a life coach and you help people figure out what it is that they want to do with their lives or you're helping them find their passion so they can earn a living at it, you can't be so vague about opt-in here to turn your passion into profit. Wow, that sounds catchy. I should use that, shouldn't I?

You want to say opt-in for this quick worksheet, self-evaluation sheet on identifying your strengths that you can turn into income. A tool, whether it's a report or an action plan or a guide, but narrow it down. You can't say opt-in to get the secrets to everything.

Brian Horn: I'd even say on that one, going back to our micro specialization stuff, to really niche down on who you're going to be helping. If you're a coach, who are going to get unstuck or find their purpose or whatever. Instead of targeting everybody, maybe you just go and target dentists are in their 50s that are getting close to probably wanting to sell off their practice

or retire and helping them get over that hump and realize that it's time to sell it off and call it quits and helping them get unstuck and just getting super specific on this. Then it becomes very easy to create these tools. Like how much do you need to retire? Have a calculator set up or something very specific like that. If you're targeting super, super niche down, it becomes much easier to do all this.

Jack Mize: It doesn't kill you to have more than one opt-in page. You don't have to cramp it all into one. I often use the example of mortgage companies, because they are easy as one step. Your landing page can almost be the same and what you give them in return for their opt-in can almost be the same but the message has to be different. If you're going to have one that just simply says if you're a first time home buyer and you want to know how much down payment or your credit score, then you create your curiosity and anxiety around that. Then you can give them that same home buyer's guide to financing.

Then you can have another landing page. If you want to refinance your house with the lowest closing cost, then da, da, da, da, da, and you could still deliver the same thing on the back end, but you need to speak specifically to them that it's going to be a solution to their problems. Frame whatever that opt-in is, what you're going to give them as a solution to their problems. You're going to be far more effective by having three different landing pages that are slightly different but speak to each one of those problems than you will be trying to say hey, we could help anybody.

Brian Horn: Absolutely.

Jack Mize: One of the things that we've seen: videos on opt-in pages. Now, in a perfect world that sounds like a great thing. When I think of a video opt-in page, what do you think? Some sexy person explaining some really cool thing that they have and explaining so crystal clear the benefits that you're going to get from the other side.

Brian Horn: It's always what it turns out. Absolutely. Every time.

Jack Mize: What do we often see when people come to us that they say, man, my page just isn't converting. I'm trying to be the educator and advocate in this video but it's not converting. We look at it, it's like, well you're not actually being the educator and advocate. You're being the lecturer of this. That's the one thing that we found, that easy fix for this is that a promise of a video will convert your opt-ins far better than an actual video on the page.

You've seen the ones that just have the opaque of behind this is a video that's going to tell you X, Y and Z? You'd see tremendous increases in people opting in instead of showing them the video and saying opting in to having a promise that you're going to show them the video if they opt-in.

Brian Horn: It's that curiosity button big time. The ones that used this a few years ago, I even used it once. I guess people still use it. It looks like a video that you're trying to click it and it says, no way, just second, you have to opt-in. Then you've already gotten the person to commit to clicking it once, you got their curiosity up and they feel like they should be watching it already and man, that just really becomes hard not to opt-in.

Jack Mize: I always feel like I'm getting a virtual hand slap when I do that. Like hey now, come on.

Brian Horn: Oh no, cowboy. Not yet. You have to opt-in first.

Jack Mize: They have those kind of messages. I feel man, why are they talking to me? It is true. Let's face it, some of us aren't the greatest sales people when it comes to video. We're good at delivering information but we're not necessarily good at delivering selling people to come get that information. If you have a video on an opt-in page, on a sales page and you find that it's not converting, that you're getting traffic to it, then you may want to consider putting it on the other side of the opt-in.

Here's one thing that did one time and it worked better than I thought it would and that was called a forced opt-in versus an optional opt-in.

Particularly on Facebook is where I did this at one time and it worked better than I thought where you got to see tools like Lead Player, Wistia.., I think where you can put an opt-in box inside a video.

Brian Horn: Right.

Jack Mize: If it's really good content - I'm talking about content that is very specific you know that your audience wants to know and it actually gives a solution, almost like a mini training, I'm talking about very, very mini, not a big 30-minute; I'm talking about a short two to three, four-minute mini boot camp - then you can actually deliver that and have that pop up at the end saying did you like this, did you want more in your email address.

What that does is people that may not know you or recognize you or be suspicious that won't opt-in to get something but if they see and you're able to show them - but remember you got to have great content there, it has to be really good - your value, they'll opt-in because you've already demonstrated what you have and they'll opt-in because they want more of that if there's a promise of more of that to come.

It's like one of those guys at the mall. You walk through the mall and you feel like you're at some third world country street vendor where they're shoving their chicken on the toothpicks in your face or wanted to paint your fingernails or whatever.

Brian Horn: Lotion on the hands. That's what always cracks me. Can we put this lotion in your hands and give a little exfoliating scrub?

Jack Mize: That is and they won't take a no for an answer. They won't take no for an answer. What are they doing? For me it works. The bourbon chicken. Hey, want to taste the bourbon chicken. All right I'm in. I'll go eat the bourbon chicken. You know what I found? The lotion people they won't say know. They'll just come and start rubbing it on you, right?

Brian Horn: Yeah.

Jack Mize: I found out the secret to getting them to leave you alone. Just say I know karate. That's all you got to do. Excuse me sir, can I ... I know karate. They'll walk the other way. You're going to have a crazy face but that's it all takes. I know karate. That's what you do. You take that to the opt-in. Don't be that hey, can I put lotion on you. Trying to get that, people will walk the other way. You show value, give them a sense that you're going to give them value, you have a much higher expectation of being able to get them to opt-in to your list.

Brian Horn: That's why it all comes down to they can do it so simply in a few minutes and have some type of positive outcome that they want to keep going forward. That's a whole technique and way for success with these opt-ins. Just like the example I gave with those places you get back links from. That would just work really, really well because people did it, they can go within a few minutes, get links from a few different cool places and then when I send them the email part of them already love me, got success with them or wanted more.

Jack Mize: Yeah, that's right. There's other things that we can surely talk about and people have their own opinions on that I think it really depends on what business you're in, what is okay as far as pop-ups with opt-ins or should I ask for name and email or just email. I know over at lead pages they've said this and I've seen it to be proven out that asking for just an email gets a better conversion than asking for a name and an email with that commitment. Have you seen that?

Brian Horn: Yeah. I think it used to have a little bit more value in having the name because you can get an email and it can go, hey Jack. You go wow, that's fancy. They really sent this personally to me. Now basically everybody knows it's just a data field that they throw in there and so it doesn't really have any magic or coolness anymore.

Jack Mize: Then you see people going the other way said, hey, get this free report. All we need is your name, email, phone number, last four digits of your social security number. It's like whoa, whoa, whoa.

Brian Horn: The phone number one, people are trying it for a while to really get the mobile number so they've been putting that to the second step. That's where I would draw the line for just about everything. The last thing I want to start getting text messages.

Jack Mize: You brought up a great point, the second step. I'll tell you two industries that I like to follow to see what's working especially for traditional businesses. I love following the insurance world. If you just Google and do a search for car insurance and then you look at all the Geico and Progressive, and all that. Look at their landing pages and you're going to find, it's pretty consistent, all they are looking for a commitment is a zip code. That's what they have on their first page of the landing page is enter your zip code to get a free quote. Why would they do that for just a minimal of a zip code? You know what's following, but it's that micro commitment once people get it.

I'm not saying to do that for your industry but what I'm saying is understand that different things work for different industries and go out there and see especially if you can find that are spending money on traffic and seeing what they have for their opt-in mechanics, then especially you know that insurance companies, and where they're all very similar, they spend probably millions of dollars in research and testing to determine what the highest effective use of that would be.

Brian Horn: Remember we went to this on our Houston Mastermind. I remember that one that they have a lot of those micro commitments when you go through and it's really to open a link up on the page for this one for sure it's a good example. It was one for water charity. The one that said, would you like this kid to die of thirst, yes or no? No. More and more just so you fall in line once you just have to say yes to and then when it gets to the end, do you want to donate here since you already said it was worth a cup of coffee a day for this kid not to die. There are really steps to the process, very, very well. It's one of the best ones I've seen, I think.

Jack Mize: That is... Backfires... when I was a kid my dad would see that feed a family of four for the price of coffee and he wanted to move there. There's a lot of different psychological but don't feel that you have to go that deep into it although it could be very effective. Check out. See what people are doing.

There's lots of people that are doing testing and to decide what works and what won't work, but we can pretty much guarantee what won't work is not having an opt-in. That's the main thing. Start with that and then go but just remember, whatever you do don't put join my list. Actually, maybe we should test that to see if that's coming back. I don't know. Probably not.

Brian Horn: Want emails from me every day? [Click here.](#)

Jack Mize: That's it. There are some people that are getting very blunt and bold, but that's the main thing. Until you can solve the opt-in, you've got nothing else to work on, you've got nothing else to prepare. We'll do our next show on what to do actually after the opt-in. How many people have you seen that have spent three months they don't want to put their opt-in up because they don't have that after the opt-in funnel yet.

Brian Horn: People always want to push off everything. There's a reason to push something off. People want to do it.

Jack Mize: Yeah, that's it. Don't do that. Put it up. Even if you don't have anything, put it up, you got that done then you move on. All right, I think I covered some of the notes, you covered some of the answers and the solutions, especially the one problem, one solution, that folks were telling us that they wanted to hear about when we're at the live event. I can tell you, if we're ever at a live event come say hi. We love saying hi. We love taking pictures. Sometimes that's the only chance we get to actually meet our clients in person, right

Brian Horn: Yeah. We're internet marketers, man. We're sitting in our homes all the time working so it's nice to get out and stretch legs every now and then.

Jack Mize: I know. Convince myself I'm not a mushroom. That's good. All right folks. Well, that's it for selling the opt-in with authority. Get it out there, it doesn't have to be perfect. It just has to be. Any last words for them today, Brian?

Brian Horn: I think that's it. Again, thank you so much to all the people we've met out at the event last week or so and we will see you at the next one.

Jack Mize: That's right. AuthorityAlchemy.com. Come check it out, click around, put your name in the email address, who knows what might happen. We'll see you next week.