

## Opt-In Page Template

**Headline – in quotes, centered, Tahoma or Verdana, 14 or 16 point font**

Write a short paragraph – 2 or 3 sentences – about your topic

Write a paragraph about yourself

Write a short paragraph about your free giveaway

Include 3-5 bullet points that emphasize the benefits of your free giveaway

- ✓ **Use words like how, why, when, and where to begin each one**
- ✓ Use compelling language
- ✓ **Make it sound interesting**
- ✓ Alternate between **bold** and regular text
- ✓ **Highlight catchy phrases within each bullet point**

**Optin Box – use the word 'claim'**

Add your privacy statement and disclaimers at the bottom – use mine as a guide