

Getting People To Confirm  
Their Subscription

# The Big Idea

Double Opt in

Versus

Single Opt in

# Where It Becomes Complicated

- Sending Paid Traffic and the numbers don't match up
- More than 25% of the people who get on your list will never confirm
- If they don't confirm within the first 5 minutes, the chances of them confirming drop drastically

# Why Don't They Confirm?

- Too much hassle
- Not enough interest
- Not enough urgency
- They forget!!

# How Can you Turn This Around?

- Changes to The Landing Page
- Changes to the Thank You Page
- Changes to the Confirmation Email

# Changes to The Landing Page

- Use the copy on your landing page to convey:
  - exactly what problem your optin offer will solve (and maybe even what will happen if they don't find a solution like yours)
  - Create a sense of urgency (they can start changing their life right away)
  - Arouse curiosity (I need this information! How can this be?)


# Crazy Egg makes you wonder

One of the first things people find when using Crazy Egg is that their users are clicking on things that aren't even links. Where might that be happening on your site? Stop guessing what's working, and start seeing it for yourself.  
Put Crazy Egg to the test for **free for 30 days**, on us.

Ready to redesign with confidence?

Log in with Google

# I want my hands on Noah's hacks NOW!



**Get access to 85% of my  
best business hacks:**

You'll learn exactly how I started 2 multi-million dollar businesses, grew a 700,000+ email list, and where to find the best tacos in the world.



# Changes to The Thank You Page

- Show “YOU”
- Hold their hand and show them the path
- Focus on one task only...CONFIRMATION
- Make it memorable and less vanilla

# Changes to The Thank You Page

- Use a video to show them what to look for in their inbox and where to click
- Screenshot of what the email looks like and what to do with it
- Asking them to look everywhere and to whitelist the email address

# A splash of personality & a nudge in the right direction



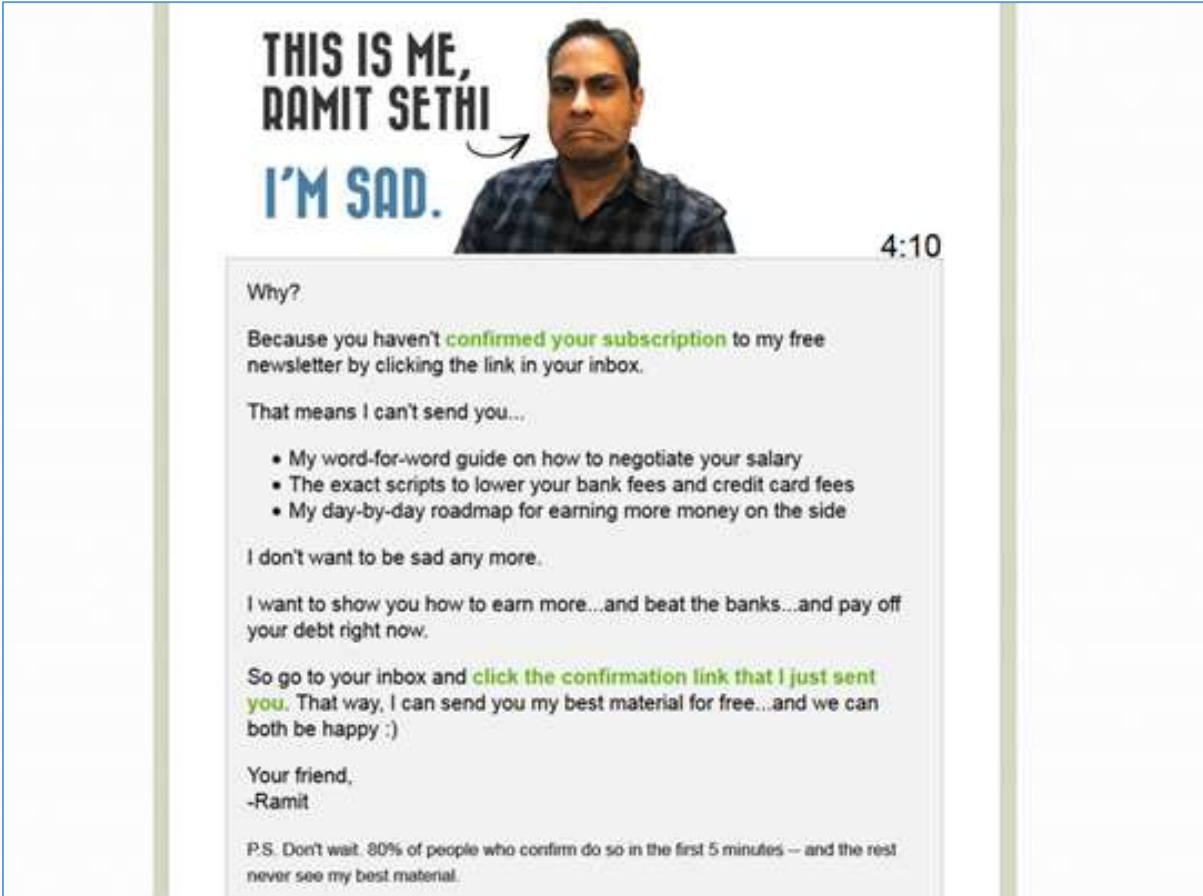
## is that citrus i smell?

if it's not there already, your inbox will have a splash of orange in the next few minutes. click on the link i just sent you to confirm your email address to get your monthly dose of zest.


as soon as your email address has been confirmed, your copy of **start with security** will be sent through a series of tubes directly to you!

tiny blue orange llc  
1636 Silverado Dr  
Sun Prairie, WI 53590

# Ramit creates urgency with his thank you page



THIS IS ME,  
RAMIT SETHI  
I'M SAD.



4:10

Why?

Because you haven't **confirmed your subscription** to my free newsletter by clicking the link in your inbox.

That means I can't send you...

- My word-for-word guide on how to negotiate your salary
- The exact scripts to lower your bank fees and credit card fees
- My day-by-day roadmap for earning more money on the side

I don't want to be sad any more.

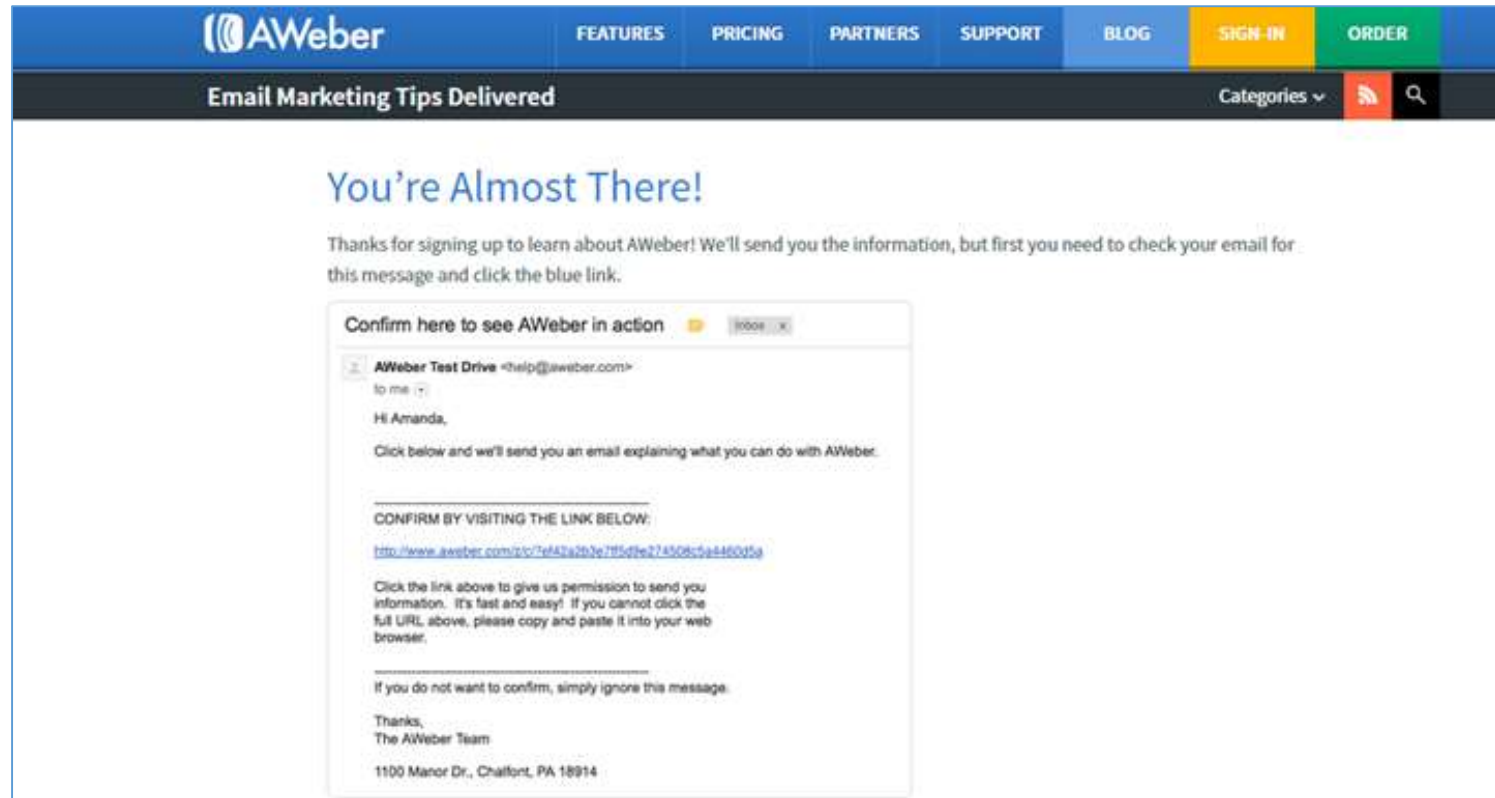
I want to show you how to earn more...and beat the banks...and pay off your debt right now.

So go to your inbox and **click the confirmation link that I just sent you**. That way, I can send you my best material for free...and we can both be happy :)

Your friend,  
-Ramit

P.S. Don't wait. 80% of people who confirm do so in the first 5 minutes -- and the rest never see my best material.

# AWeber holds their hand and shows them the path



The screenshot displays the AWeber website's navigation bar with links for FEATURES, PRICING, PARTNERS, SUPPORT, BLOG, SIGN IN, and ORDER. Below the navigation bar, a dark banner reads "Email Marketing Tips Delivered" with a "Categories" dropdown and search icons. The main content area features the heading "You're Almost There!" and a message: "Thanks for signing up to learn about AWeber! We'll send you the information, but first you need to check your email for this message and click the blue link." Below this is a preview of an email titled "Confirm here to see AWeber in action" from "AWeber Test Drive <help@aweber.com>". The email content includes a greeting "Hi Amanda," a request to click a link, the link "http://www.aweber.com/z/c/7ef42a207e7f5d9e274508c5a446005a", and instructions to click the link to receive information. It also includes a note that if the user does not want to confirm, they should ignore the message, and a sign-off from "The AWeber Team" at "1100 Manor Dr., Chalfont, PA 18914".

**AWeber** | FEATURES | PRICING | PARTNERS | SUPPORT | BLOG | SIGN IN | ORDER

Email Marketing Tips Delivered | Categories ▾ | 🔍

## You're Almost There!

Thanks for signing up to learn about AWeber! We'll send you the information, but first you need to check your email for this message and click the blue link.

**Confirm here to see AWeber in action** | 📧 | [close]

**AWeber Test Drive** <help@aweber.com>  
to me ↴

Hi Amanda,

Click below and we'll send you an email explaining what you can do with AWeber.

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**CONFIRM BY VISITING THE LINK BELOW:**

<http://www.aweber.com/z/c/7ef42a207e7f5d9e274508c5a446005a>

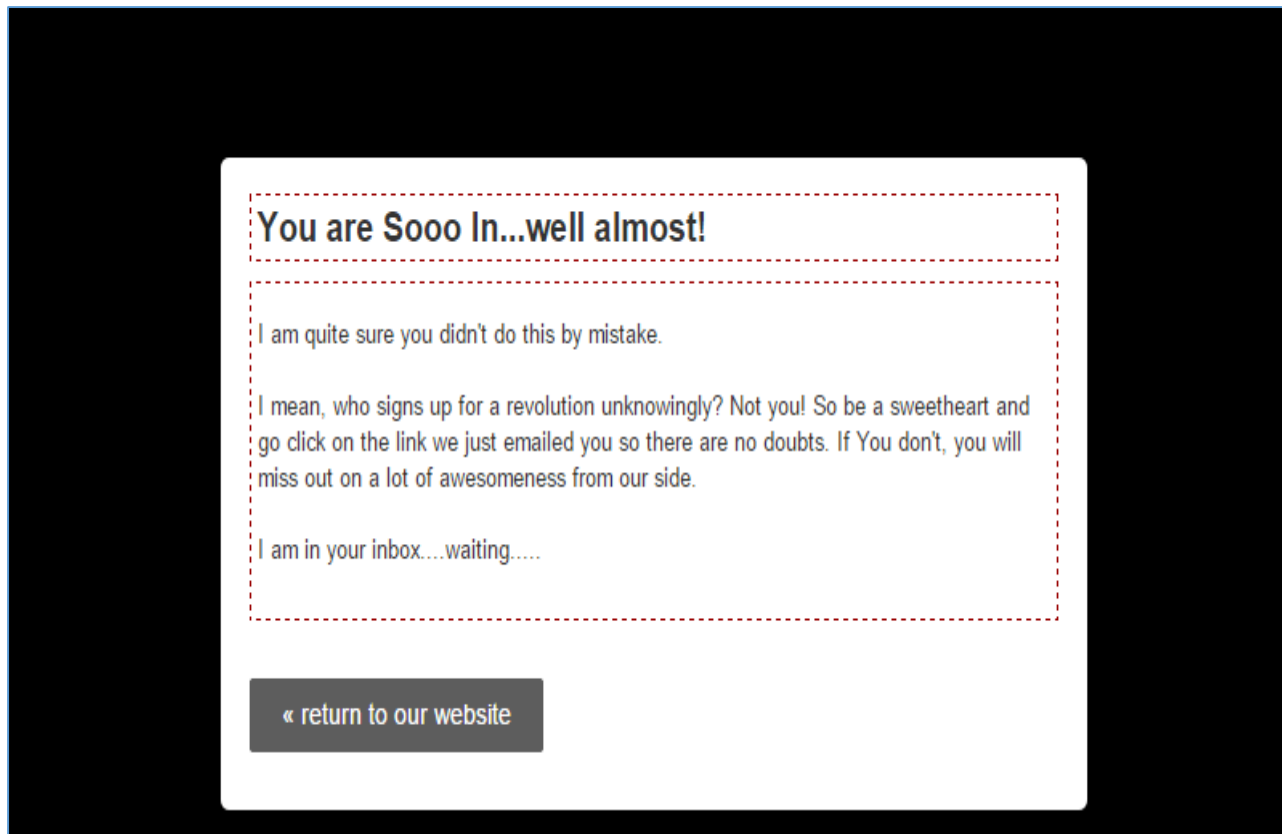
Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL, above, please copy and paste it into your web browser.

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If you do not want to confirm, simply ignore this message.

Thanks,  
The AWeber Team  
1100 Manor Dr., Chalfont, PA 18914

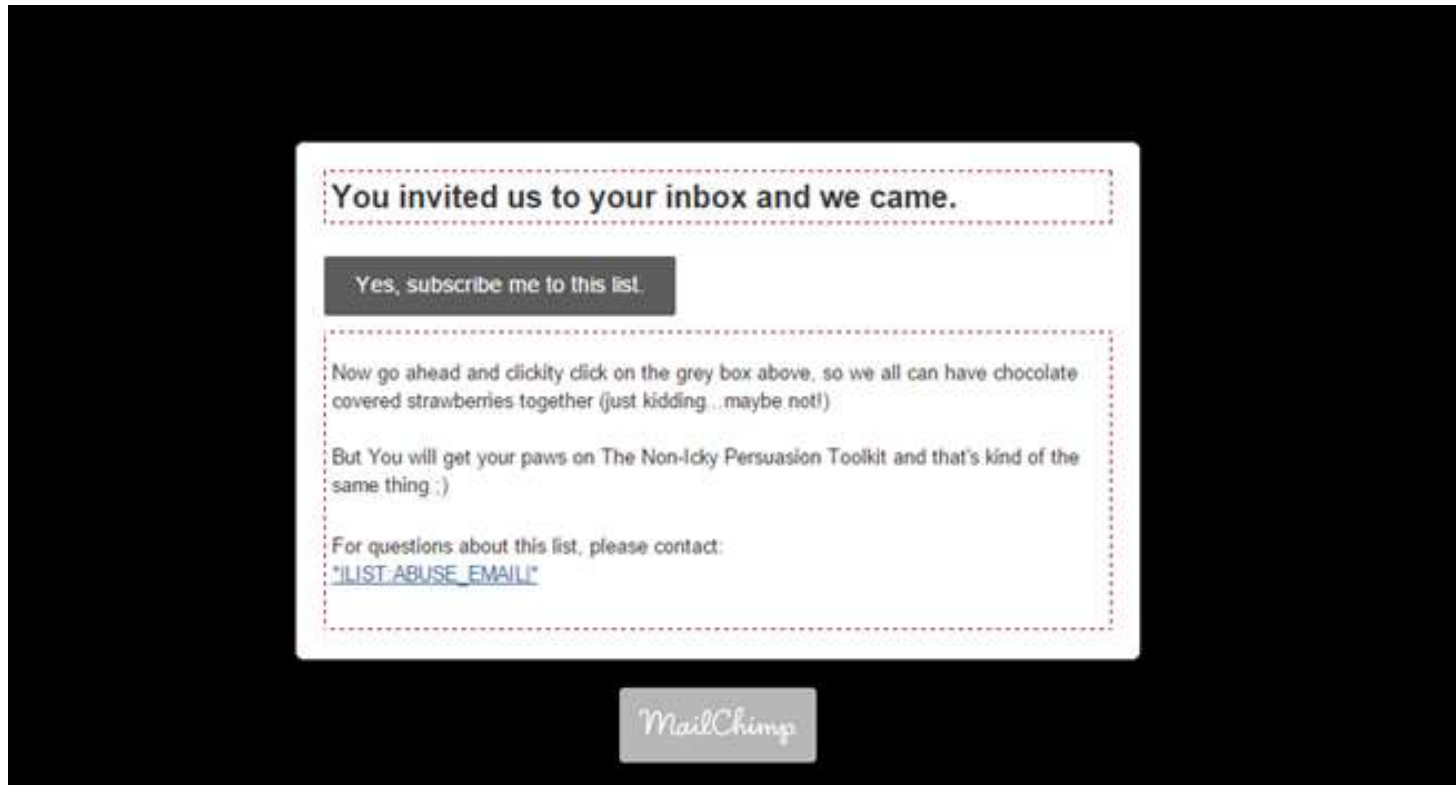
# Mine is not pretty but gets the job done



# Changes to The Confirmation Email

- The Subject Line
  - Use an icon
  - Use their name
  - Use the optin name
  - Hint at the outcome of confirmation
- The Email Copy
  - Start with the reason they should click
  - Tell them exactly where to click
  - Tell them what happens after they click

# Never Use the Standard Template...NEVER!





# Some Subject Lines That Work

- <insert name> Confirm that You are One of Us
- Response Required: Get Your <insert optin name> Tutorials
- To Get Your <Insert optin name> Videos, Confirm Your Email Address

# A Simple Template for Thank You Email

Thank you for trusting me with your email and for requesting <insert optin name>

You have taken the first step towards <ultimate benefit of the optin>

Just one small thing, we need to confirm your email to be sure you arent a robot (which I doubt..look at that smile..)

**\*\*\* Click The Link Below to Confirm\*\*\***

As promised, you'll get instant access to <optin name> that will get you well on your way to <ultimate benefit> faster than we can say CLICK!