

Opt-In + Thank- You *Page Copy Kit*

Fill-in-the-blank copy for the two pages that come before your emails: the page where people sign up and the page they see right after.

2 PAGE TEMPLATES + EXAMPLES

OPT-IN PAGE



THANK-YOU PAGE



EMAIL 1

START HERE

Your emails can't sell *if nobody signs up.*

Everything else in this toolkit starts after someone joins your list. But before that happens, there are two pages doing a lot of quiet work: your opt-in page and your thank-you page.

Most people spend 10 minutes on these. Then they wonder why only 4 people signed up from a post that got 600 likes.

The opt-in page gets the yes. The thank-you page decides what happens next.

How to use these templates: each page is broken into sections, in order, top to bottom. Fill in the pink bits for each section, then paste them into whatever you use to build pages (Teachery, Kit, Flodesk, Canva websites and so on).

Maya's versions are laid out like real pages, so you can see how the sections fit together.

Short on time? The bare minimum opt-in page is a headline, three bullets and a button. You can add everything else later.

TEMPLATE 01 · OPT-IN PAGE

The opt-in *page*

Nine sections, top to bottom. The first five go above the fold, so people see them without scrolling.

EYEBROW Tiny line above the headline	Free [freebie type, e.g. checklist / guide / kit]
HEADLINE Pick one formula	How to [result] without [the thing they hate] The [freebie name]: [result] in [time] [Number] [things] to [result], even if [their objection]
SUBHEADLINE One or two lines	A free [freebie type] for [who it's for] who want to [result]. [One line on what makes it quick or easy.]
BULLETS 3 to 5 outcomes	[What they'll be able to do after reading it] [A quick win they'll get] [The thing they'll stop worrying about]
BUTTON Say what they get	Send me the [freebie name] / Yes, I want the [thing] / Grab my free [thing]
UNDER THE BUTTON Calm the nerves	[One line, e.g. Unsubscribe anytime. I hate spam too.]
ABOUT YOU Short, with a photo	Hi, I'm [name]. I help [who] [get what result]. [One relatable detail about you.]
PROOF Optional	"[A short quote from someone who used the freebie or your work.]" [Name]
FINAL CALL Repeat the button	[Short restatement of the result] [Same button text] →

TEMPLATE 01 · MAYA'S VERSION

Here's one *filled in*

Maya's opt-in page for the No-Spend Weekend Kit.

yoursite.com/weekend

FREE PRINTABLE KIT

How to have a fun weekend *without spending a cent*

A free kit for busy families who want a weekend off from spending. Print it on Friday, use it all weekend.

- ✓ 12 free things to do with your kids (that they'll actually enjoy)
- ✓ The Friday Night Fridge Check that kills the Saturday takeout order
- ✓ A 10-minute Sunday reset so Monday's grocery run costs less

[Send me the free kit →](#)

Unsubscribe anytime. I hate spam too.

M

Hi, I'm Maya. I help busy families stop wondering where their paycheck went. I once spent \$412 on one week of groceries and couldn't name a single meal we made, so I get it.

"We did our first no-spend weekend and the kids didn't even notice. I noticed the extra \$90 though."

Tasha, mom of three

Your next weekend could cost \$0 and still be fun.

[Send me the free kit →](#)

TEMPLATE 02 · THANK-YOU PAGE

The thank-you *page*

The page they see right after they sign up. Its job: confirm it worked, then give them one next step.

HEADLINE

Confirm it worked

You're in! Check your inbox. / It's on its way, **[first name]**!

WHAT HAPPENS NEXT

So they're not confused

Your **[freebie name]** is heading to your inbox right now. If you don't see it in 5 minutes, check your Promotions or Spam folder and drag it into your main inbox.

ONE NEXT STEP

Pick only one

Option A: an offer. **[Short intro to your one-time offer. See the One-Time Offer Page Kit.]**

Option B: reply. **[Hit reply to the welcome email and tell me (one easy question).]**

Option C: a quick video. **[Watch this 3-minute video on how to use your freebie.]**

BUTTON

Matches your one step

[Button text for your one next step] →

PARTNER SPOT

Optional, for collabs

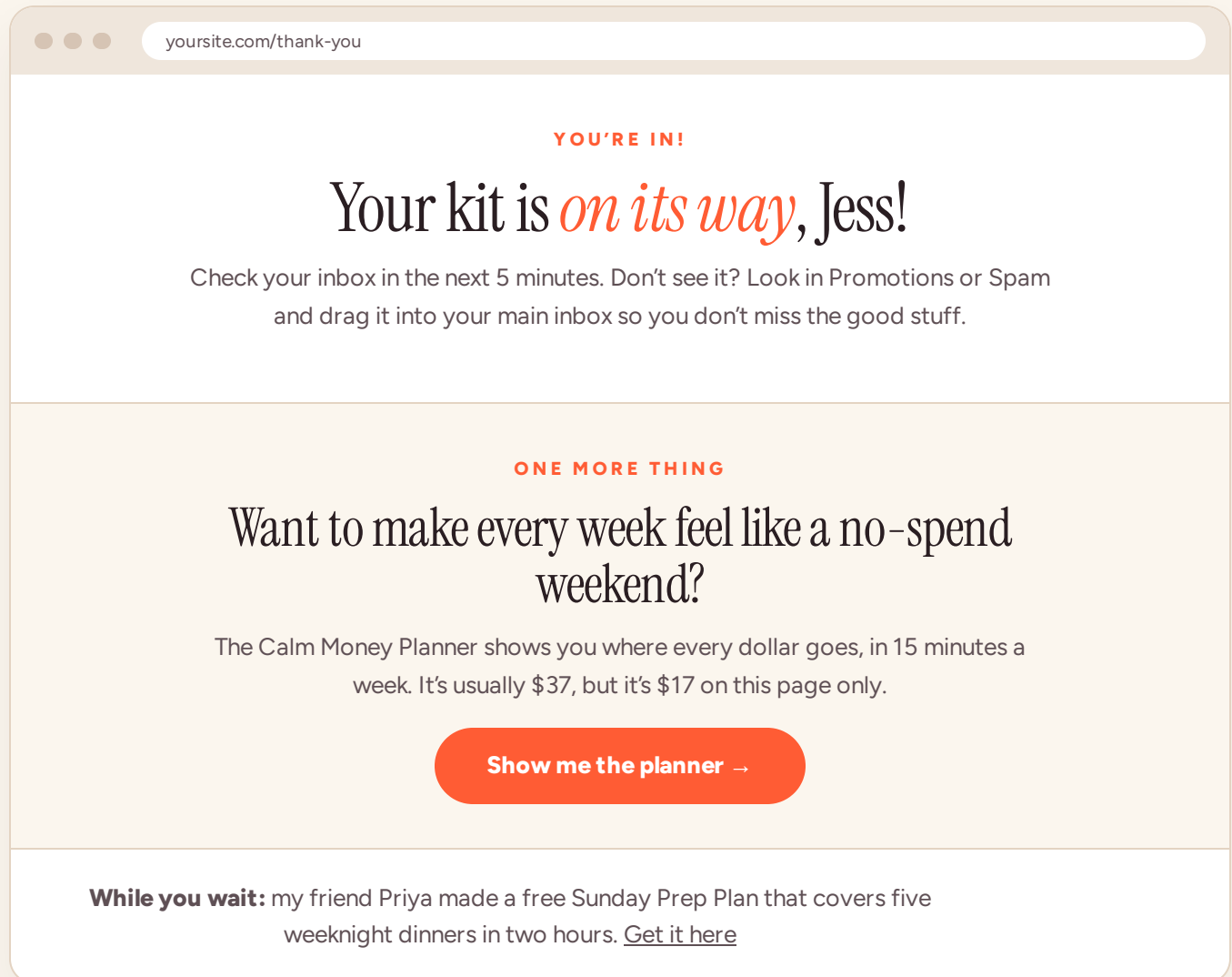
While you wait: my friend **[partner name]** made a free **[freebie]** that **[what it does]**.

Get it here →

TEMPLATE 02 · MAYA'S VERSION

Here's one *filled in*

Maya's thank-you page, using Option A: a one-time offer. (the One-Time Offer Page Kit shows you how to write the full offer page.)



THANK-YOU PAGE SWAPS

The free spot *most people waste.*

Your thank-you page is seen by every single person who joins your list. That makes it prime real estate, and you can trade it.

Here's how a thank-you page swap works: you add a partner's freebie to your thank-you page (the "While you wait" spot). They add yours to theirs. Every time either of you gets a new subscriber, the other one gets a shot at them too.

It's the only collab that keeps working while you sleep.

Good swap partners: people whose audience overlaps with yours but who don't sell the same thing. Maya (budgets) and Priya (meal prep) are a great match. Two budget planners are not.

Keep it fair: agree on how long the swap runs (three months is a good start), and check in on the numbers at the end.

Want the pitch email for this? It's in the Your Next 1,000 Subscribers playbook, along with nine other ways to grow your list through collaborations.

BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone on both pages
- ☐ Your opt-in form actually adds people to your list (test it with a second email address)
- ☐ Signing up sends them straight to your thank-you page
- ☐ Email 1 of the New Subscriber Sequence arrives within a minute
- ☐ Both pages look right on your phone
- ☐ Your thank-you page has one main next step, not five

THAT'S BOTH PAGES

More sign-ups. *Better first steps.*

Two pages, filled in properly, and every new subscriber walks into your emails already warmed up.

Pair it with the One-Time Offer Page Kit, the offer people see right after they sign up.

Get the yes. Then guide them.

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