



Confirmed Opt-In: Maximize Deliverability AND Your List Size

December 13, 2007
12:00 – 1:00PM ET



For Audio:

- 1** **Call The Conference Line:**
Toll-Free: 800-658-3095
International: (+1) 605-772-3444
- 2** **Enter Access Code 919488835#**



What IS Confirmed Opt-In? What Does It Involve?

- ▶ Subscribers Sent Email With a Link to Activate (Confirm) Subscription.
- ▶ If Subscriber Does Not Confirm, Does Not Get Any More Emails
- ★ With AWeber, Subscribers Have 30 Days to Confirm

Objections To Using Confirmed Opt-In?



“Not all addresses will confirm – so my list will be smaller. Isn't that bad?”







List size vs. List Quality



You Want Quality Subscribers – But Want as Many People to Confirm as Possible.

So How Do You Achieve That?

Get Subscribers To Confirm





-  No Surprises! Keep Them “In The Loop”
-  “What Is This About? What Do I Do?”
-  Smooth Transition From Site to Email
-  Extra Bonus Incentives?

Keys To An Effective Thank You Page

- ▶ Focus on Confirming
- ▶ Show Subscribers What To Do
- ▶ Help Them Recognize Confirm Email
- ▶ Tell Them What Will Happen Post-Confirm
- ★ Don't Give Away Downloads On This Page!






Confirm Message Tips

-  Use Language Subscribers Know
-  W.I.I.F.M? - Remind People Why They Want To Be Subscribed
-  Subject Line: Include Recognizable Element
-  Remember: People Don't Always Check Their Email Immediately After Signing Up



Growing Your List Offline

-  Difficulty: No Thank You Page
-  Reminder Is Even More Important
-  More Time Between Signup & Confirm Message = Lower Confirm Rate. Get The Confirm Email Out ASAP!

Migrating Your List to a New Provider

 Difficulty: Subscribers Already Getting Email

Don't Do This All In One Shot!



Tell People In Advance.



“We're Moving/Upgrading – And The Benefit To You Is...”



Extra Incentives Can Work Well Here



Thanks For Joining Us!

More Helpful Resources:

- ▶ Keep An Eye On Your Inbox
- ▶ More Seminars at aweber.com/webinars
- ▶ More Confirmed Opt-In Advice At:
aweber.com/blog/
aweber.com/faq/

