

FREE CHECKLIST

THE 10-MINUTE *Opt-In Check*

A quick self-audit for what happens after
someone says yes to your freebie



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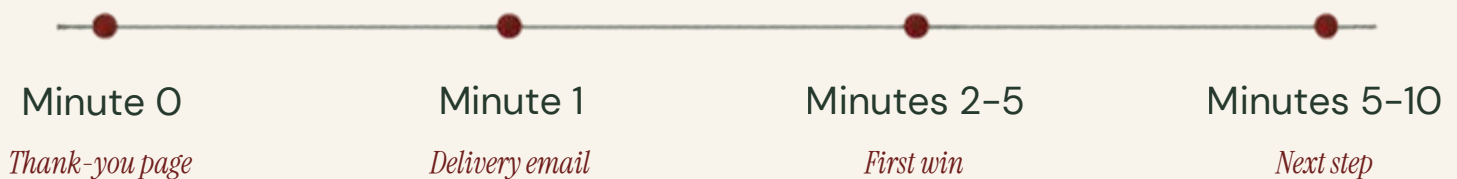
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START HERE

Someone just downloaded your freebie. They're curious, they're paying attention, and for about 10 minutes, you have their full interest. This checklist walks you through those minutes so you can see exactly where that interest fades.

HOW TO USE IT

For the most honest results, grab your phone and opt in using an email address your system has never seen, then work through each section as it happens. Yes, really. It's the fastest way to see what your subscribers see.



MINUTE 0: THE THANK-YOU PAGE

- ☐ It confirms they're in and tells them exactly what happens next
- ☐ It names the email subject line and sender so they know what to look for
- ☐ It gives them something useful to do while they wait
- ☐ It looks clean and loads quickly on mobile

MINUTE 1: THE DELIVERY EMAIL

- ☐ It arrived within a couple of minutes
- ☐ It landed in the main inbox, not promotions or spam
- ☐ The sender name is one they'll recognize, ideally yours
- ☐ The subject line clearly says what's inside
- ☐ The download link works on mobile with no unexpected login or extra steps

MINUTES 2-5: THE FIRST WIN

- ☐ They can reach the resource in one or two clicks
- ☐ It delivers what your opt-in page promised
- ☐ They get something useful within the first few minutes of reading
- ☐ It's clear who it's from and how to find you

MINUTES 5-10: THE NEXT STEP

- ☐ There's one clear next step that fits what they just downloaded
- ☐ You invite them to reply, watch, or take a small action
- ☐ Your next email is already scheduled rather than waiting for your next newsletter

BEHIND THE SCENES

- ☐ New subscribers are tagged so you know which freebie brought them in
- ☐ They aren't accidentally entering other automations at the same time
- ☐ Your consent wording and unsubscribe link meet the email rules where you and your subscribers live, like CASL here in Canada
- ☐ You can easily see who's opting in and how many

HOW DID YOU DO?

Every unchecked box is a fix, and most of them take less time than you'd think. Start with whatever happens earliest, since everything after it depends on that step working.

Want a second set of eyes?

If you found a few gaps, or you'd rather have someone else untangle it, I'd love to help. You don't need to have it figured out first.

BRING ME THE MESSY VERSION

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