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Gain Exclusive Discounts and access to our New Launches

Need the best value and quality of skin care?

- **Don't miss out on our Unreal Discounts and new launches, sign up to our newsletter today!**
- **Be the first to receive our Latest launches and exclusive content straight to your inbox.**
- **Discover the latest news/blogs about our skin care by signing up for free.**

Enter Email Here

By clicking submit I confirm that I have read and accepted the [Terms and Conditions](#) and [Makeup Cartel's Privacy Policy](#). I agree to receive marketing communications via email and understand that I can unsubscribe any time.

Headline, Intrigue and authority

1)Rule - Curiosity Bullets

- **What specific business objectives am I seeking accomplish with this project? To draw more attention to Opt in page**
- **Why is it important ? More people on your email list having more sales**
- **What part of their online presents/funnel is needed to achieve this business adjective ? redesigning there opt in page**
- **Logic - They need to grow their business what are they available options**
- **Model a Top player - How other businesses achieving that objective.**
- **Who am I talking to ? Someone that is in need of skin care or likes skin care and what's all the latest deals and wants to save money also has experience with the brand and wants the new products asap.**

- **Where are they now ?**

There Opt-In page is not standing out and very noticeable which could mean that there is not as much people on there email list as there should be as they are problem aware of this issue but don't know the solution and products and there at stage 4 of sophistication shown on there website and other top players. The trusthold for cost ,certainty trust is very low were they are at now due to not standing out and hidden at the bottom of the page.

- **Where I want them to go?**

I want them to gain more people on there email list get them more sale and created value and trust were i can improve more value on there business

- **What are the steps i need to take them through to get them from where they are now to where i want them to go ? Making the opt in page more noticeable standing out more and trustable by all customers looking for new and upcoming discounts**
- **How will I get there attention ? Make the Optin page stand out from other player in the market**
- **How will i increase specific levels ? Bring more people on the email list**
- **How will i bring down perceived costs and threshold, ETC ? Showing them other top brands are using it and showing its more effective and trustworthy as it needs to stand out.**
- **Create an Outline**
- **Look for good examples of the top achieving businesses similar objectives that you can model.**
- **Use a established framework such as (DIC, PAS, Long Form Sales page)**
 - Three elements to have the best Opt-In Page**
 - **Headline needs to be standing out**
 - **Intrigue and the authority to ensure the highest conversion rate.**

Three essential ingredients for curiosity: a topic the audience deeply cares about, a snippet of information to confirm its authenticity, and a hint at further details to comprehend the entire scenario.