

1. One Sentence Description

Thrive Leads is a conversion-focused lead generation and opt-in form plugin for WordPress.

2. Two-Four sentence description

A Lead Generation plugin like no other. Thrive Leads lets you style any type of opt-in form — *including popup lightboxes, screen overlays, sticky ribbons and more* — exactly how you want them to look. Load from hundreds of pre-made templates and create rules to display these forms. The forms integrate with your favorite mailing list program and you can track conversion rates and split test forms to find the designs that grow your email list fastest.

3. Email Swipe

Headline:

Here's how to grow your email list faster than ever before

Email copy:

Are you growing an email list? Or do you want to?

Email marketing has been proven time and time again to be the most effective return on investment for any business or blogger. But growing an email list is hard, right?

Well, it doesn't have to be with a WordPress plugin called Thrive Leads (LINK). It's a high-converting lead generation plugin that connects to your favorite email service and lets people join your list straight from your website.

But that's just scratching the surface.

You can select any type of opt-in form, create display logic to choose when the forms will show, and customize the designs with a drag-and-drop visual editor. Then you can track conversion rates and split test the forms to find the ones that convert best!

And don't worry if you're not a designer: There are hundreds of pre-made templates to choose from so you can get up and running straight away.

I guarantee you've seen this plugin at work on the web because nearly 80,000 people use it for lead generation on their sites.

So do yourself a favor and check out the demo video for Thrive Leads (LINK).

4. Social Swipe

Less than 140 Characters:

Businesses and bloggers know that growing an email list is important. And the best way to do it is with Thrive Leads.

More than 140 Characters:

Thrive Leads is a WordPress plugin that turns your website into a lead generation machine! With one plugin you can create any type of email opt-in form, connect them to your favorite email service, and customize display logic and appearances with a drag-and-drop editor. You can even can track conversions and split test to find the best performing design! Check it out.