

Immense Opt-In

As a new mother, your postpartum journey can be filled with unexpected challenges and overwhelming emotions. You may feel exhausted, isolated, and frustrated while trying to adjust to your new role and recover from the physical demands of childbirth. You may also have dreams of what you want your postpartum experience to be like: a peaceful and joyous time to bond with your baby and enjoy this special moment in your life.

But don't worry, you're not alone. Many new mothers go through these struggles, and that's why I created the "8 Steps To A Peaceful Postpartum" guide. This guide is designed to help you navigate this difficult time gracefully and easily, so you can have the postpartum experience you deserve.

In this guide, you'll discover practical and effective strategies that will help you:

- Prioritize self-care and rest to promote healing and recovery
- Develop a support system to help you through the ups and downs of motherhood
- Manage stress and anxiety so that you can stay calm and centered
- Bond with your baby and build a strong connection
- Address common postpartum challenges like breastfeeding and sleep deprivation
- Find joy in the small moments and celebrate your accomplishments
- Cultivate a positive mindset and embrace your new role as a mother
- And set yourself up for long-term success and happiness as a parent

So, if you're tired of feeling overwhelmed and frustrated, and ready to experience a peaceful postpartum, this guide is for you. Sign up now to get your free copy and start your journey toward a more joyful and fulfilling postpartum experience.

Name: *Email:*

Explanation: I noticed that you don't have an opt-in on your website to capture and retain the attention of visitors who come from social media or search engines. This is a missed opportunity to build and maintain a relationship with them. I recently signed up for your newsletter and found out that you offer a helpful guide called "8 Steps To A Peaceful Postpartum" in your welcome sequence. While this is a great idea, I think it would be more effective to have it featured on your **home page**, rather than requiring visitors to sign up for your newsletter to access it. That way, they can **see the value you're offering right away** and be more likely to stay connected with you.

Don't let potential leads slip away! Adding an opt-in for your "8 Steps To A Peaceful Postpartum" guide on your home page can help you better relate to your audience and turn visitors into loyal customers.

After your visitors would subscribe to your email list for this free guide "8 Steps To A Peaceful Postpartum" it would transition into a "Thank You" page. Currently, after signing up for your newsletter you have a message pop up momentarily: "Thank you for subscribing"

After they sign up, it is a golden opportunity when you have their interest and attention to give them more (upsell).

Example:

Thank you for signing up for the "8 Steps To A Peaceful Postpartum" guide. You're taking an important step towards a more joyful and fulfilling postpartum experience. We understand that this can be a challenging time, and we're here to help you navigate it with grace and ease.

We're so excited to help you on your journey and we can't wait to hear about the positive impact this guide will have on your life. Your guide will be arriving in your inbox shortly, but in the meantime, we wanted to share some additional resources with you.

"FREE 15-minute discovery call"
"The Wellmama blog"

Thank you again for choosing to join us, and we look forward to supporting you on your postpartum journey.

Explanation: So in this instance, I wasn't trying to upsell your leads but rather give them even more value for free. To establish credibility for you and what you offer, and in return, they give you their email. A valuable asset. With their email, you can build/maintain that relationship with them. Sharing tips and advice, which eventually leads to upselling them to your other services.

Hey Lauren,

I hope you like what I created for you in this google doc. As you can tell it is a rough draft. I can only understand your business and your audience from an outside perspective.

If you have any questions let me know. I have a few other ideas about things we could do. Let me know if you want to schedule a call.

Thank you so much.
Have a nice day.