

A N O T H E R   M O H A W K   M A N   C R E A T I O N

<http://sonicoptin.com>

# Sonic Opt-In



## ***Personalized List Building – Fast!***

SONIC OPT-IN

SOFTWARE TO ACCELERATE YOUR LIST BUILDING

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# Your Rights

## What Can You Do With Sonic Opt-In?

If you purchased Sonic Opt-In you are automatically granted resell rights. You may resell Sonic Opt-In for whatever price you choose, although \$27 to \$37 is completely fair (and likely way too cheap). Go much cheaper than that and people with at least half a brain will suspect you're a newbie who will probably never get your own business up and running for more than a few seconds at a time. (No, that characterization may not be completely fair, but that's just the way the world is.)

Yes, you may also give Sonic Opt-In away -- I hope it's as a bonus for a really cool product and not in a grab-bag at your neighbor's birthday party. But that's up to you.

If you were given Sonic Opt-In, maybe as a bonus with another purchase, you only have "use" rights. You can use it for all your sites, but you may NOT distribute it. If you want to sell or give it away, you must purchase a copy. Go back to the person you received Sonic Opt-In from and buy from them, or, as a last resort (because I don't want to steal someone's business), you can buy a copy at <http://SonicOptin.com>

Now, go forth and opt-in!

# Introduction

## What is Sonic Opt-In?

Sonic Opt-In (SOi) is a software tool that helps you create forced opt-in pages, also known as lead generation pages, or Name Squeeze (TM) pages. Basically, it's a gateway page where prospects are required to give you their contact information before they're allowed to get more information on your product or service.

While "common sense" says you will lose sales by making it harder for people to see your sales page, testing proves otherwise. When you use a forced opt-in page what usually happens is the following:

- The number of people who read your sales letter goes down.
- The people who do read are more qualified, so conversion rates are higher.
- Your opt-in list grows much faster than before.

So, you end up with at least as many sales as before, and you're growing your list as quickly as possible.

Forced opt-in pages are a good thing!

# Getting Started

## First Steps

For most people its easier to figure something out if they can see it demonstrated. So I've created a series of video tutorials you can use to learn how to use SOi.

Here's the page where you can find the installation and getting started instructions as well as the online videos:

<http://sonicoptin.com/help/>

The biggest help is in understanding exactly what SOi will do for you. I don't mean understanding the HTML, JavaScript, and PHP code underneath the hood, but understanding the big picture.

The main thing SOi will do for you is to make it easy to get people signed up to your list. If that's all you care about, that's cool. But SOi does one other cool thing that can make an immediate difference in your financial situation...

Test after test has shown that advertising that's personalized, that uses the prospect's name, converts at a higher rate than "generic" advertising. Since you have already gathered the user's name at the opt-in page, doesn't it make sense to use it on the sales page, too? SOi makes that easy to accomplish.

## What You'll Need To Do First

These are the things I do before I launch Sonic Opt-In;

- Create a new account with my autoresponder service

Most autoresponder services allow you to subscribe by sending an email to a specific address. When I create a new account for my new web site, I grab that email address and save it for use in SOi.

- Write the "thank you" and/or sales page.

Every product's going to have a sales page, so I typically write that first. In some cases I'll also want a "thank you" page -- that's where people are sent after subscribing to your opt-in list. That's in case I want to email the prospect the URL to get to the sales page instead of sending them straight there.

In these pages I'll put this token "[fname]" (without the quote marks) wherever I want the prospect's first name to show up. Later that will be replaced by the user's actual name.

Now it's time to fire up Sonic Opt-In.

# Step 1

**Sonic Opt-In**  
File Edit Help

**Step 1** Fill in the following for your new Sonic Opt-In page.

**Product Name:**   
The name of your product will be included in the Title of your opt-in page.

**Default Salutation:**   
If the user has Javascript turned off (not very likely) you'll want to specify a greeting to use instead of seeing, "Dear (blank)," -- a good default might be Friend or Prospect, or maybe be more specific for your market -- Dog Trainer or Long Distance Cyclist.

**Domain Name:**   
The main domain of your site. Don't include the http:// header, just the domain name, such as example.com or www.example.com.

**AR Email Address:**   
Most autoresponders allow you to subscribe by sending the account a blank email -- put the address in this space. If your autoresponder doesn't allow that, you can put your own email address here and then enter the prospect's info into your autoresponder manually.

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<< Prev Next >>

**Product Name:** This will show up in the title of the HTML page as well as in the copyright line.

**Default Salutation:** If you're personalizing your sales page this is what will be used in place of the person's first name if they turn off Javascript or something similarly weird. In most cases it will never be seen.

**Domain Name:** This is the domain name of the site where your opt-in page will live. The personalization feature needs this and the domain name must match the domain where the opt-in page lives as well as the domain where the sales letter lives (they should all be on the same site).

**AR Email Address:** Most popular autoresponder services allow you to subscribe a person to a list by sending an email to a special address. That address should be in this spot. If your autoresponder service doesn't allow that, please look into one that does, such as Aweber (<http://jayjennings.com/likes?aweber>). Or, you can put your own email address in the field and manually add new subscribers when you receive each email. Yes, that can be time-intensive if you have a site with a lot of people subscribing.

When finished with this form, click the Next button at the bottom.

## Step 2

This screen gives you two options to choose from. Either your opt-in page will send the prospect to a given sales or thanks page, or, you can ask the prospect a question and send them to a given page based on the answer.

The screenshot shows a window titled "Sonic Opt-In" with a menu bar (File, Edit, Help). The main content area is titled "Step 2" and contains the following text: "You have two options when a prospect subscribes -- send them to a Sales Letter or Thank You page, or you can ask them to choose an option (up to five choices) and send them to a different page and subscribe them to a different autoresponder depending on their choice."

There are two radio buttons for selection. The first is selected and is labeled "Sales Letter URL:" with a text input field containing "http://example.com/salescopy.html". Below it is an unchecked checkbox labeled "Thanks URL:" with a text input field containing "http://example.com/thanks.html".

A horizontal line separates the two options. The second option is unselected and contains a "Wording:" text input field with "I am most interested in." and a "Display:" dropdown menu set to "Drop-down List".

Below these are three columns of text input fields labeled "Display Text", "Page URL", and "AR Email Address". Each column has five empty input fields.

At the bottom right are two buttons: "<< Prev" and "Next >>". At the bottom left is a link: "Click for more info: [Research Your New Product Automatically w/Sonic Flycatcher!](#)".

**Sales Letter URL:** This is the main page your customers will see after the opt-in page and is probably the main page that will be personalized. This is also the page that users will be redirected to if they're already subscribed and try to go back to the opt-in page.

**Thanks URL:** If you check the box next to this option it will become enabled. You can specify a page for the user to be redirected to after they opt-in. You might use this in a situation where you want to email a link to the sales page to make sure the user has given a legitimate email address.

## Step 2 - Alternate

The other way to go in Step 2 is to create a “choices list” on the opt-in page and then redirect the user to a

**Step 2** You have two options when a prospect subscribes -- send them to a Sales Letter or Thank You page, or you can ask them to choose an option (up to five choices) and send them to a different page and subscribe them to a different autoresponder depending on their choice.

☒ Sales Letter URL:

☐ Thanks URL:

---

Wording:  Display:

Display Text	Page URL	AR Email Address
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<< Prev      Next >>

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different page based on their answer. You might want to do this to really narrow in on a sub-niche. For example, if people are signing up to your fitness list you can ask them if they’re more interested in cardio, strength training, etc., and then send them to a sales letter that’s geared directly to their interest. You can also specify a different autoresponder for each choice.

**Wording:** Shown right before the drop-down list on the opt-in form.

**Display:** Choose either a drop-down list or a stacked list of options with a radio button next to each.

**Display Text:** The text that shows up in the drop-down list, such as Cardio Workouts, Strength Training, Yoga, etc.

**Page URL:** This is the matching sales page for the specified option, for example, cardio.html, strength.html, etc.

**AR Email Address:** The autoresponder email address the user should be subscribed to when they choose that option. These could all be the same if you’re not creating sub-niche subscription lists.

### Special note about the Display Text

You can use more than one sentence to describe the choice if you're using the radio button display format. If you do, the first sentence will be in bold type on a line by itself and the rest of the description will be in regular type right under the bold line.

If you use multiple sentences with the Drop-down list display option, only the first sentence will be displayed.

(First sentence is defined as all the words leading up to, and including, the first period.)

**Join the email list to get your free information.**

First Name:

Email:

I am most interested in:

☒ **Cardio Training.**  
Also known as aerobic training, this activity uses large muscle groups for sustained periods of time.

☐ **Strength Training.**  
Activities such as weight lifting specifically designed to build muscle and increase strength.

☐ **Pilates.**  
A method of physical conditioning featuring hundreds of exercises.

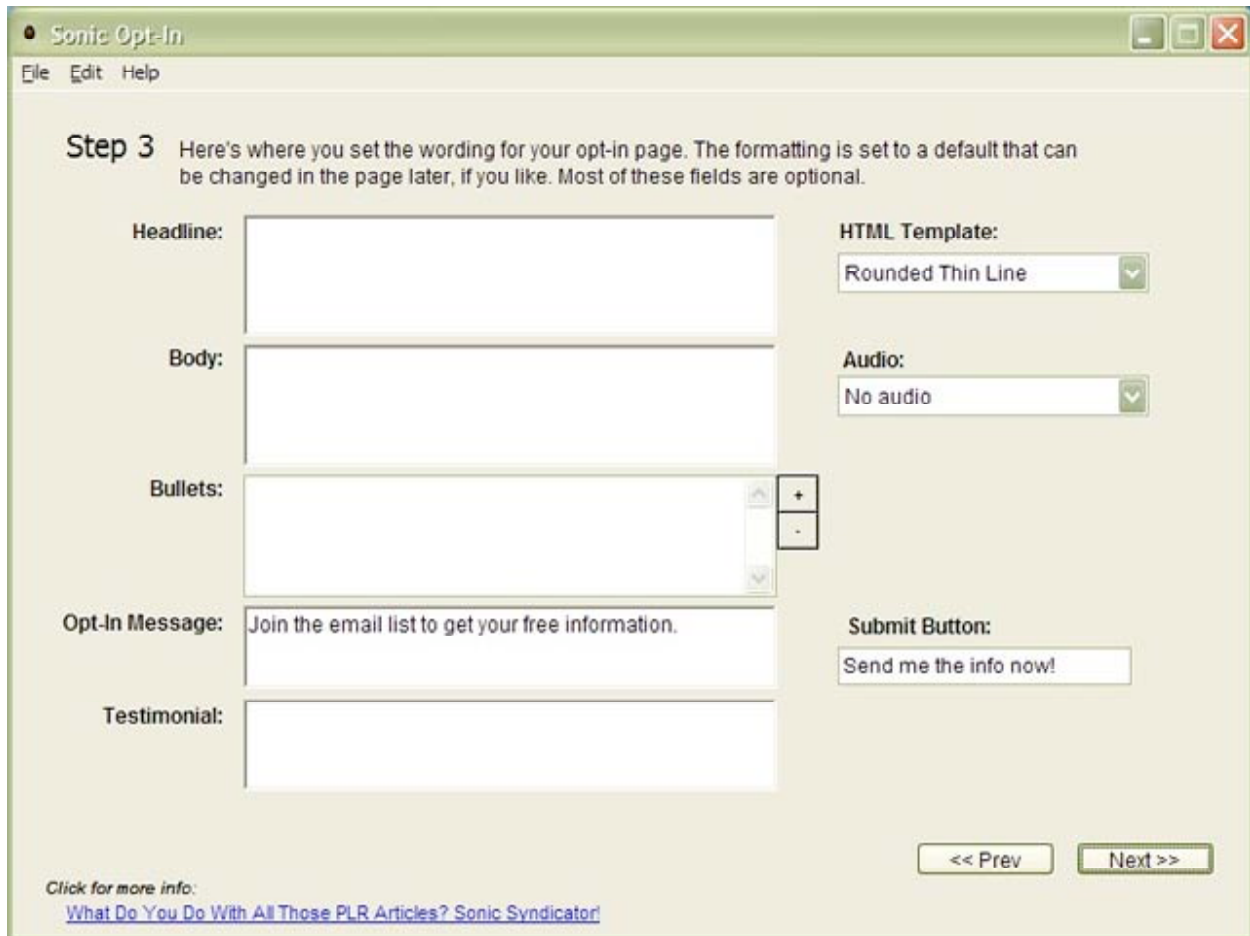
Your information will never be used by a 3rd-party, period.  
Every list email contains an easy one-click unsubscribe link.

Example of the Radio-button Display Type



## Step 3

This is the actual text of the opt-in page itself. There's not a lot of room on this page, so feel free to compose in something like Dreamweaver or Frontpage and then paste in the code. The fields on this page take HTML code, so if you're just typing it in, you'll want to put a paragraph tag in between paragraphs (that tag is <p> - no sweat!) to create a blank line.



The screenshot shows a web browser window titled "Sonic Opt-In" with a menu bar (File, Edit, Help). The main content area is titled "Step 3" and contains the following fields and controls:

- Headline:** A large text input field.
- Body:** A large text input field.
- Bullets:** A list input field with a vertical scrollbar and two buttons (+ and -) to the right for adding and removing items.
- Opt-In Message:** A text input field containing the text "Join the email list to get your free information."
- Testimonial:** A large text input field.
- HTML Template:** A dropdown menu showing "Rounded Thin Line".
- Audio:** A dropdown menu showing "No audio".
- Submit Button:** A text input field containing the text "Send me the info now!".

At the bottom left, there is a link: "Click for more info: [What Do You Do With All Those PLR Articles? Sonic Syndicator!](#)". At the bottom right, there are two buttons: "<< Prev" and "Next >>".

**Headline:** The headline for your opt-in page.

**Body:** The main body text of your opt-in page.

**Bullets:** A list of bulleted items for your opt-in page. To add an item, click the + button to the side and type in the text. To delete a bullet, highlight it in the list and click the - button. To edit an existing bullet item, double-click it in the list.

**Opt-In Message:** This is the text that will show up at the beginning of the actual opt-in form.

**Testimonial:** If you include a testimonial it will be included on your opt-in page. If you don't want to use HTML to format the text, creating like this is a good way to go: "Your product rocks!" -- A. N. Onymous, WA

**HTML Template:** This drop-down list allows you to choose the HTML template for your opt-in page. If you have one of your own, you can choose the “Browse...” option from that list and point to the HTML file -- it will be used when the pages are generated. If you have graphics associated with that template you’ll have to copy those over yourself. (See the template section in the manual for more information on creating your own templates.)

**Audio:** Using audio is a proven way to increase your sign-ups and Sonic Opt-In makes it easy to add audio. All you have to do is create an MP3 file called greeting.mp3 and then choose one of the options from this drop-down list. The needed Flash-based audio control will be generated for you in the next step. (See below for more information on using MP3 files.)

**Submit Button:** You can change the wording of the opt-in form’s Submit button here.

### Technical Info For MP3 Files

Flash-based audio controls require MP3 files to be recorded with a certain sample rate. There are actually three options for the sample rate. They are:

11,025 Hz (or 11.025 kHz)

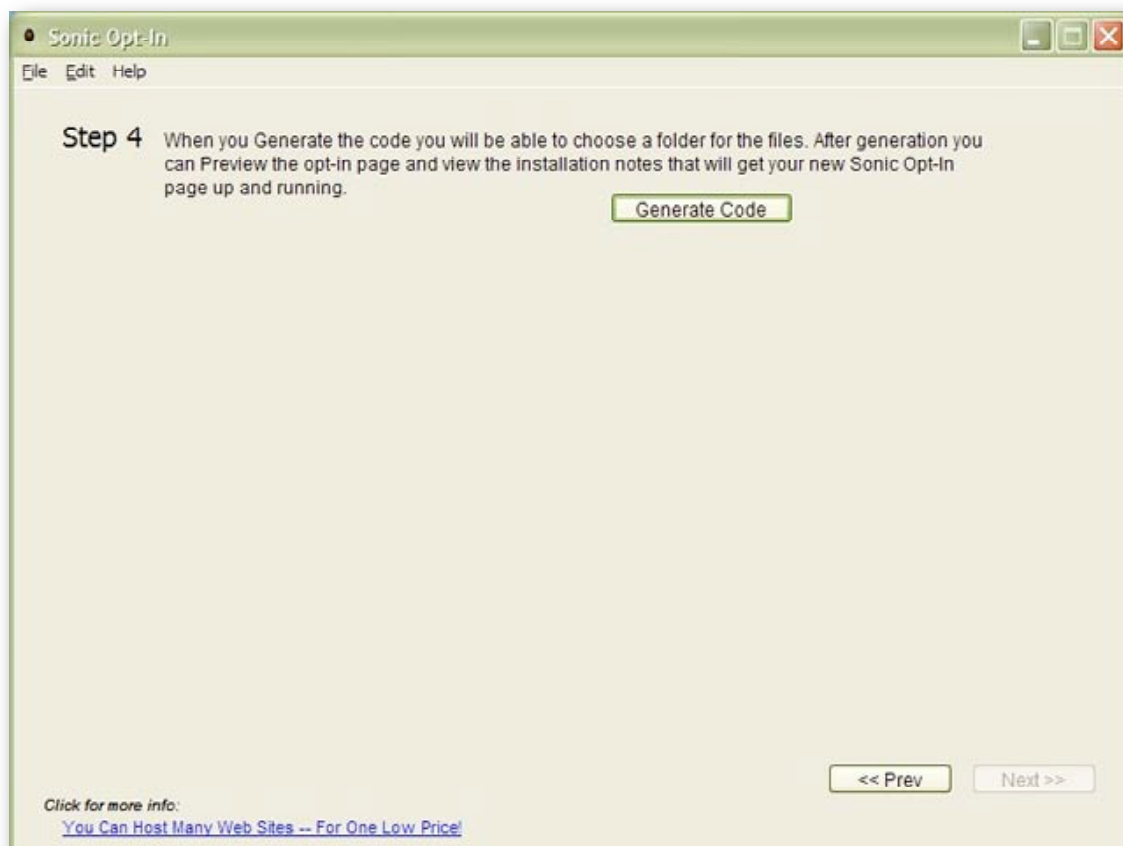
22,050 Hz (or 22.05 kHz)

44,100 Hz (or 44.1 kHz)

The other way to fix that is to run your MP3 file through MP3 Tweak (<http://mp3tweak.com>) -- it makes sure that the MP3 (or WAV) audio file is not only Sonic Opt-In ready, but also dial-up friendly.

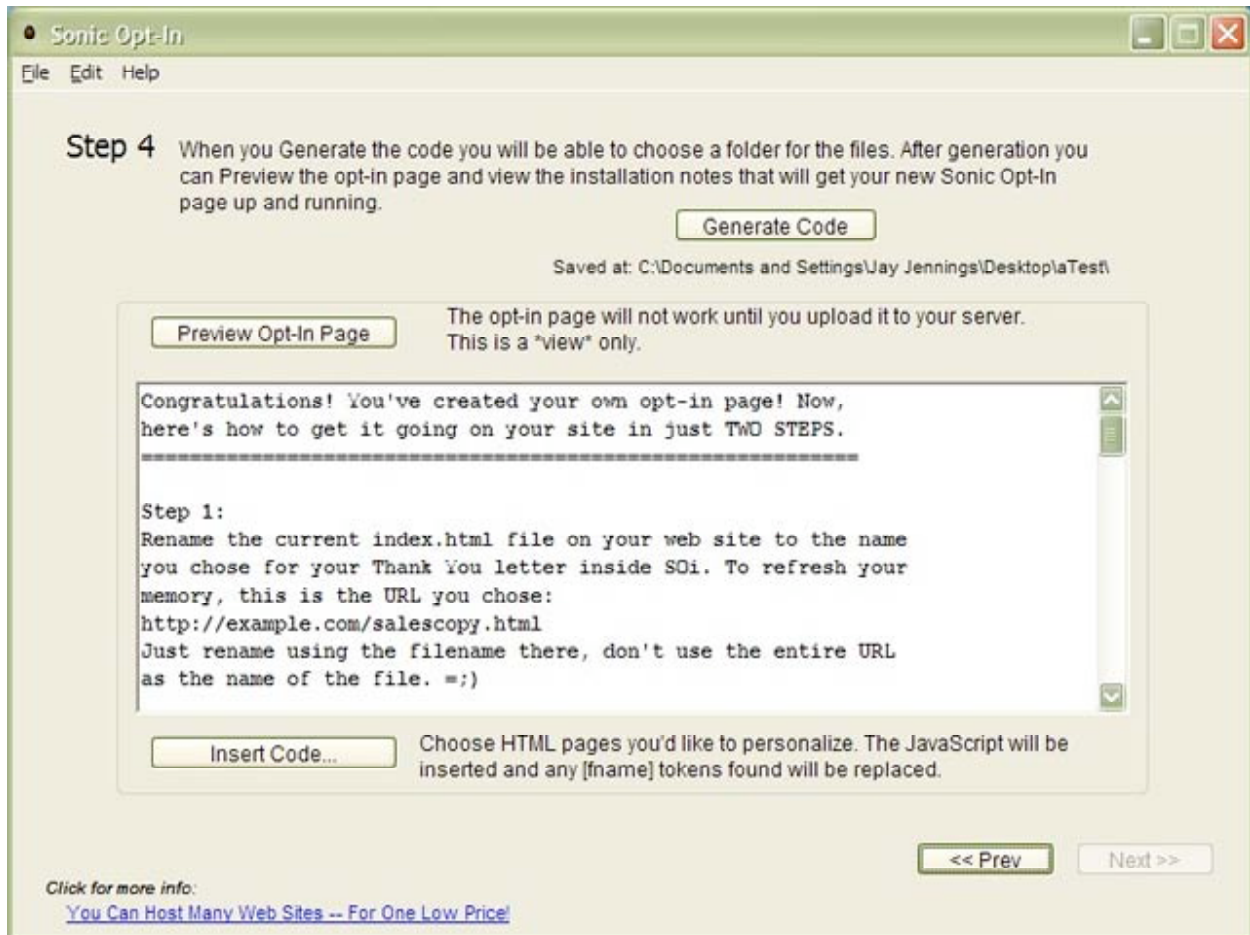
## Step 4

Finally, the step where the opt-in pages are generated. When you first hit this page your only option is to hit the Generate Code button. At that point you need to select the folder in which your new pages will be generated (you can even create a new folder during that operation).



## Step 4 - Continued

Now that your code has been generated, the screen will look like this:



Clicking the Preview Opt-In Page button will launch your default browser and display the newly created opt-in page. (Note: The page will be displayed, but subscribing won't work since your system probably isn't set up to run PHP.)

You can also scroll through the text that appears and read the TWO steps it takes to get your opt-in page up and running -- I'll give you an overview of those two steps right here:

1. Rename the original sales letter on your web site to match the name of the sales letter you specified in Step 2.
2. Using your favorite FTP program, copy the files generated in Step 4 up to your web site.

That's it -- you're all set to capture names. However, that's only half of what Sonic Opt-In will do for you. Let's take a look at how to personalize your sales page.

## Step 4 - Personalizing Your Sales Page

Also on the Step 4 form is a button labeled Insert Code... -- earlier I mentioned putting a token [fname] in your sales copy wherever you want your prospect's first name to appear. For example, this is a typical start to a sales letter:

Dear Friend,

What your sales copy should look like is this:

Dear [fname],

You can put that token in your sales copy in as many places as you like. When you have as many pages changed as needed, click the Insert Code... button and choose each of those pages. Special Javascript code will be inserted in the beginning of each file and all of the [fname] tokens will be replaced.

If you decide to add more personalization at a later time, you can just enter the following code in the place where you want the name to appear:

```
<script>document.write(fname)</script>
```

Most people find it easier to put in the [fname] tokens and allow the replacement to happen programmatically, but you can do the job manually if you like.

Once all the sales pages have been run through Sonic Opt-In to be personalized, upload them to your web site and you're all ready to go!

# HTML Templates

Sonic Opt-In comes with three templates for use in creating your opt-in page, but for folks who'd like something unique, this section will explain how to create your own template. If you're not comfortable with HTML, you might want to just skip this.

The easiest way to tweak your opt-in page is to generate it using Sonic Opt-In and then load it into Dreamweaver or Frontpage and make changes. As long as you don't delete the Javascript at the beginning or delete the opt-in form itself, you should be able to change wording, add graphics, etc.

If you want to create your very own template it's a good idea to start with an HTML page and then add the following tokens where desired. *Note: The following tokens need to be typed while in "source code view" instead of WYSIWYG view. An easy way to accomplish that is to put in just the token name in WYSIWYG view, such as PRODUCT NAME, and then go into source code view and type the < and > characters.*

## **<soPRODUCT NAME>**

Most often this will be used in the page title and possibly the headline.

## **[JAVASCRIPT]**

This is required and should be included in the <head> section of your web page.

## **<soAUDIO>**

This is where the audio control will be if you choose to have audio. Go ahead and put it in the template and then you can decide on a case-by-case basis whether to include audio when you generate the pages.

## **<soBODY>**

Shows the main body copy of the opt-in page.

## **<soBULLETS>**

The location for the list of bullets. It's a good idea to plan ahead and make this spot in your template look good whether there are 4 bullet items or 14 -- you never know when you'll want to go crazy.

## **<soOPTIN FORM>**

This is the table that contains the entire opt-in form.

## **<soOPTIN WORDING>**

The wording at the top of the opt-in form.

## **<soCHOICES>**

If you chose to have a drop-down list in Step 2, this token will be replaced by the choices.

## **<soSUBMIT BUTTON>**

The wording of the Submit button in the opt-in form.

## **<soTESTIMONIAL>**

If you decided to use a testimonial, it will be inserted where this token is found.