



Permission Safety Net Checklist

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The Goal:

The Permission Safety Net is a mechanism that gathers opt-ins without having to run paid traffic.

It uses an evergreen opt-in bribe and places it at every intersection of your ecosystem, giving your fans the opportunity to subscribe to your list themselves if and when they are looking for that next step!



Stage 1: Develop Bribe/Gather Assets

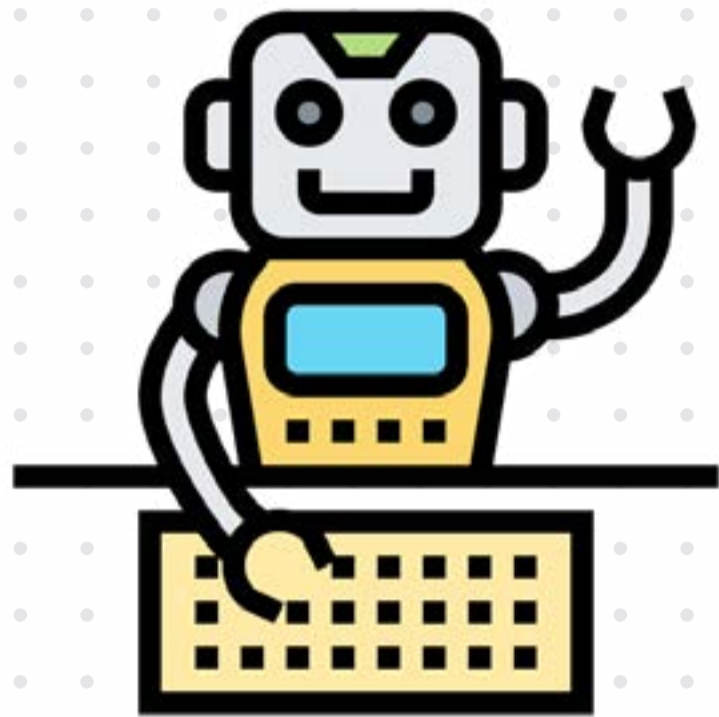
Develop a short content experience (3-5 days) and gather the following...

Creative: videos, photos, links, etc.

Draft your landing page and thank you page copy

Draft your email copy

Stage 2: Build Your Email Automation



Construct an email automation series in your autoresponder that is triggered when a subscriber is tagged.

Create an automation with 3-5 emails with titles

Create the tag

Create the trigger and set the time between each email to 1 day

Insert your email copy and creative assets/links

Stage 3: Build Your Opt-In Funnel



Ideally you would want to build this on your own website so you can install the FB pixel to track who is opting in.

A landing page loaded with persuasive and engaging copy that features an opt-in form that gathers the subscriber's name and email

A thank you page pointing them to check their inbox, including spam and promotions

Install tracking layer i.e. Facebook Pixel and lead standard event

Stage 4: Connect And Test



Use an automation tool like Zapier to connect and feed your opt-in funnel data into your autoresponder.

Publish and turn on your email automation

Build and turn on your Zap

Test functionality with a test email address

Troubleshoot as needed

Stage 5: Finalize Copy



Check all copy on the following...

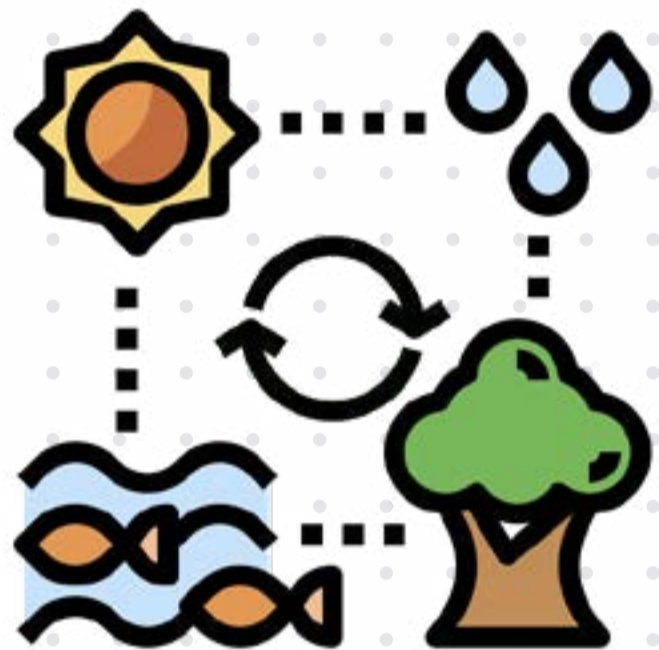
Email subject lines and body copy

Landing page

Thank you page

Stage 6: Install Across Ecosystem

Connect your new opt-in funnel to the following places...



Link in Instagram bio

Facebook Page button (utilize banner photo to point people to it!)

Above the fold button on website

YouTube descriptions and consider putting a short video pitch in all your YouTube videos