



LESSON FOUR WORKSHEET

EMAIL LIST GROWTH BLUEPRINT

Selecting your sign up form





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Lesson summary

In lesson four, you learned about the six most popular form types. Here they are:

1. **Embedded form**

Embedded forms are forms that are a part of the content on your page.

They don't follow users as they scroll.

2. **Pop-up form**

A pop up form appears on a users' screen after a period of time has passed, typically on the middle of the screen. It blocks them from seeing the main page content until they either successfully opt in or close the popup. With most form platforms, you'll be able to determine when you'd like your pop up form to appear.

3. **Exit-intent form**

Exit-intent forms appear when a user tries to exit the page, either by navigating to a different tab or by exiting the screen.



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4. **Slide-in form**

Slide-in forms typically display on the bottom left or bottom right of the screen. They're called slide ins, because they slide onto the page, rather than just appearing or popping up on the screen. They also will typically follow a user as they scroll down the page.

5. **Horizontal bar forms**

Horizontal bar forms extend the length of a computer screen and can either display at the top or bottom of your website content. These are typically sticky forms, which means they move with the screen as a user scrolls.

6. **Full-page form**

Full page forms are like pop up forms, but instead of covering a small area of the screen, they cover the entire screen.



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Here's your homework

Estimated time to complete: 5 minutes

To apply what you learned and prepare for lesson five, complete this lesson's assignment. Here it is:

1. Choose a form type to use on your website (When choosing your form type, consider the guidance provided in the video lesson.)

What format sign up form will you use? _____

Why did you choose it? _____

Take action!

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