



LESSON SIX WORKSHEET

# EMAIL LIST GROWTH BLUEPRINT

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Copywriting and design hacks to make  
your sign up form convert





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## Lesson summary

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In lesson six, you learned copywriting and design strategies to make your sign up form convert site visitors into email subscribers. Here's a summary of what we talked about:

### 1. Form copywriting tips

- **Headlines:** Your headline is the first part of your form people will see. To grab your audience's attention, try asking a question in your headline. Or, promote your lead magnet in the headline. Or, mention the main benefit of subscribing to your email list and getting your lead magnet.
- **Subheadlines:** Your subheadline goes below the headline and provides more context. Keep your subheadline short. You can set expectations for potential subscribers by explaining in your subheadline how frequently they'll receive emails from you.
- **Call-to-action button copy:** This is the content on your CTA button. Make it concise and descriptive. Don't use vague copy, like "click here."



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### 2. Form design tips

- **Color choices:** Use your brand colors or colors that complement your brand colors. And choose contrasting colors to catch website visitors' eyes. You could try a brightly colored headline, CTA button or even form background. Just don't use too much color!
- **Images:** Images on forms can have varying results. Test your form with an image and without and see which converts better. Don't use large image file sizes as this can make it difficult for your form to load.
- **Context:** Before you begin designing your form, think about the content of the page that will be surrounding it, the goal of your form, the overall look of your site and the messaging of your copy. All of these factors are the context which surrounds the design of your form. When you design for the context, you'll see higher conversions. You can make your form fit the context by aligning your design to your website branding and messaging.



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### Here's your homework

*Estimated time to complete: 1 hour*

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To apply what you learned, finish this course and start growing your list, complete this lesson's assignment. Here it is:

1. Write your form copy. Don't forget to mention your lead magnet in the form content!
2. Using a form template from your sign up form builder, add your content to the form.
3. Customize the form by adding your brand colors, an image (if desired) and changing font sizes on the form.
4. Choose a website page or pages to display your form on. Consider the context when choosing form placement.
5. Create a welcome email in your email marketing platform.
6. Add your shareable lead magnet link to your welcome email.
7. Set up your welcome email to send to new subscribers once they join your list.
8. Sync your sign up form and email marketing platform so that new subscribers will join the appropriate email list automatically.
9. Launch your form.



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To help you complete step one of your homework and write the best form possible, you should write multiple variations of your form copy and then choose the best version.

In the spaces below, write three variations of your sign up form copy. Each variation should include a headline, subheadline, and call-to-action button. Then, choose your favorite version. Later on, you can use your other variations for form split tests.

### Variation 1

Headline: \_\_\_\_\_

Subheadline: \_\_\_\_\_

Call-to-action: \_\_\_\_\_

### Variation 2

Headline: \_\_\_\_\_

Subheadline: \_\_\_\_\_

Call-to-action: \_\_\_\_\_

### Variation 3

Headline: \_\_\_\_\_

Subheadline: \_\_\_\_\_

Call-to-action: \_\_\_\_\_



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## Take action!

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Apply everything you learned during this class with AWeber. Then, when you're ready, start emailing your new subscribers with email automation and one-time emails that are easy to create and send. [Try AWeber free for 30 days.](#)

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