

Worksheet for Click Pop-ups on your Blog

Completing this worksheet (and reading and understanding the resources) will give you everything you need to create your own individual and optimized click pop-ups and call-to-action banners on your blog.

- 1. Make your readers feel that they won't be able to solve a problem without your ebook using an awesome headline.**

Use this box to create your own pop-up headlines

- 2. Tap into people's curiosity with secretive-sounding benefits and sneak peaks in the "What you'll learn" section.**

Use this box to create the what you'll learn section for your pop-up

- 3. Propel people to take action using an action word or phrase on your popup form.**

Use this section to create different CTAs for your pop-up an CTA banner