

## Embody Your Sexy Geek

*Quick Techie Tips to Let  
Your Sexy Geek Shine*



### Don't Sweat the Small Stuff: Easy WordPress Opt-ins

If you're an entrepreneur, a small business owner, or anyone who has their own website and uses Wordpress for either your main site and your blog, you've likely struggled with creating a great-looking, easy opt-in.



*By* Katie Geddes

"Like many tasks entrepreneurs face, there is a mixture of tech skills, design skills and marketing know-how needed to create an effective opt-in...and there's more than one way to go about it."

### Opting In

In case you're unfamiliar with the phrase "opt-in," it's a box or couple of boxes anywhere on your site where people are invited to sign up or "opt in" to your e-mail list. These are used for your primary e-mail list and can be further broken down into lists you maintain for special offers, by geographic location and other helpful groupings so you know what people are responding to.

### Why You Want It

Believe me, you want one or more opt-ins placed in an easy to spot location on your site(s). Why? Because it is widely agreed that your customers and potential customers' e-mail address is the single best, fastest way to communicate with them, leading to ongoing connection, loyal followers and paying clients. Convinced? Good. This part's a no-brainer.

### Setup

Like many tasks entrepreneurs face, there is a mixture of tech skills, design skills and marketing know-how needed to create an effective opt-in. And there's more than one way to go about it. My preference for you is to make it easy for you, great looking because I love design, for people to respond to it, and easy for customers to use.

### Easy for You

I'm sharing with you today one of the easiest ways to set up a fab opt-in within Wordpress. This is using a plug-in called "Magic Action Box." (I am in no way affiliated with them. Their plug-in is just good.) Find it here: [www.magicactionbox.com](http://www.magicactionbox.com).

There's a great FREE version that does a lot. The paid versions (\$47–97) allow you to do more, which you'll likely want if you use Wordpress for your main site. You'll get greater customization, the ability to add the opt-in to every page without manually adding it, and other niceties. The whole process will likely take about a half hour to a couple of hours to set up depending on your geek level.

## Great-Looking

Your message has to look good to attract people in this big world we live in. Magic Action Box makes this easy. You can add beautiful artwork (created in an art program on your own) or even just picking a beautiful solid color will give you a lovely looking opt-in. You can set most of the features you'd want to very easily, without being a real tech head (don't tell your Sexy Geek professionals as you'll encroach on their territory).

## Examples

Here are a few examples I've created for my own clients. Nice, huh? Feel free to look them up if their offerings resonate with you.

Examples at right created using Magic Action Box (designed by yours truly).

**Featured left to right:** Daily Life Flow, PurFitness and Shine Your Light (click image to view examples in browser)



## Horizontal Opt-Ins

Many people struggle to create horizontal opt-ins, where you see a wide line underneath a header instead of a sidebar opt-in. Magic Action Box also makes this easy. The setup is guided by your overall theme layout. So this is one of the easiest ways out there to create a horizontal opt-in box.

## List Linkup

You'll have to link your e-mail list from your provider's system (companies like AWeber, MailChimp, Mad Mimi, Emma, Ontraport etc.) to your opt-in. Just follow the simple steps in the Magic Action Box instructions to do this. I promise it's simple. You'll need an e-mail provider to do this and everyone basically needs one who is in business today. There are many more excellent options than the ones I mentioned above. I'll be discussing differences among these providers in more detail in future columns.

## Easy for Your Fans

Lastly, using the opt-in is as simple as it should be for your customers. You can place the form in different locations depending on the layout of your site. Right or left-side columns and horizontal opt-ins underneath your headline or header are easy to set up.

## Let Me Know

Let me know if you find this great plug-in useful. I believe it'll save you time and potential frustration setting up your necessary Wordpress opt-ins. It has for me. I'd love to see your examples.

**E-mail me at [sexygeek@embodyart.org](mailto:sexygeek@embodyart.org)**

Lovin' Bytes,

*Katie Sedders*



Katie Geddes Ulanov can be found geeking it up at [Embodyart.org](http://Embodyart.org), where she designs businesses. If you're a super creative, playful, spiritual entrepreneur ready to make big money and a real difference while having tons of fun, come on over. Katie'll show you how to profit from your passion. E-mail Katie at [sexygeek@embodyart.org](mailto:sexygeek@embodyart.org) to say hi, ask a question or apply for a FREE discovery session.

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By Michelle Holmes