

Opt-In Scorecard



INSTRUCTIONS:

For each, rate your opt-in form out of 10. Then add 'em all up and see what score you got!

Criterion	Score (out of 10)
Does the headline speak to the dream outcome?	
Does the subhead/body copy explain HOW?	
Is there some social proof?	
Is it short & easy to read?	
Is it skimmable? (e.g. <i>bold, italics, colors, bullets, etc.</i>)	
Is there a clear CTA? (call to action)	
Is there a specific expectation of what you'll get?	
Bonus: Is there an eye-catching image? (5 pts if yes)	
Total Points:	
Letter Score:	

Scoring Key: **A:** 63+ **B:** 56-62 **C:** 49-55 **D:** 42-48 **F:** ≤41

Want to improve your score?

Zach can give you feedback, write your copy, or even run your tests for you totally hands-off with a risk-free conversion improvement guarantee!

Go to <https://crowiz.co/easymode> to learn more.