

FAST, EASY AND PROFITABLE *ONLINE CHALLENGES*

Step-by-Step Guide to Set Up Your Challenge Opt-In Page with MailChimp \$13/month Account

(last updated June 1, 2024)

[MailChimp](#) is a beginner-level marketing automation platform and an email marketing service. It allows you to grow and manage your list, send emails, newsletters and automated responses, build opt-in pages, and create targeted campaigns.

NOTE 1: When you sign up, you'll get 1-month free trial + free personalized onboarding session.

Here is the overview of the steps:

STEP 1: [Create an Account](#)

STEP 2: [Create a Signup Form](#)

STEP 3: [Set up an Automated Welcome Email](#)

STEP 4: [Create a Thank You Page \(important to create this BEFORE step 5\)](#)

STEP 5: [Create an Opt-In Page](#)

STEP 6: [Test Your Opt-in Page](#)

NOTE: Don't get intimidated by the number of pages in this guide. 😊
Once you have the images and copy for your challenge, this entire set up can be done in 30-60 minutes. And it's much faster the second time around.

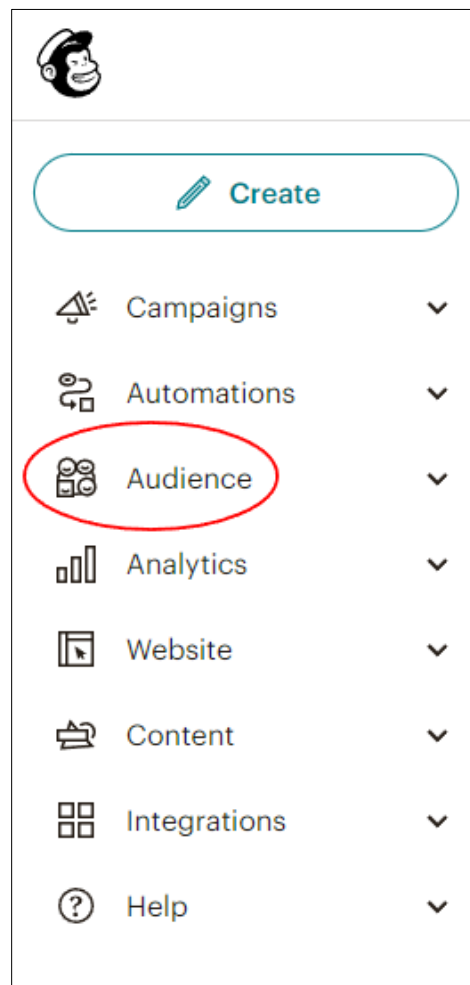
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STEP 1: Create an Account

[MailChimp](#) (Essentials Plan - \$13/month)

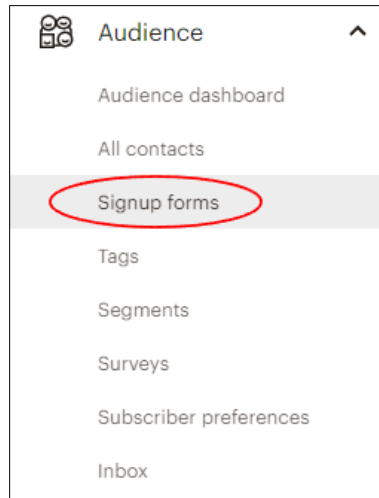
STEP 2: Create a Sign Up Form

1. Log in to your **MailChimp** account.
2. Click on the **Audience** button on the left sidebar of the page to expand it.

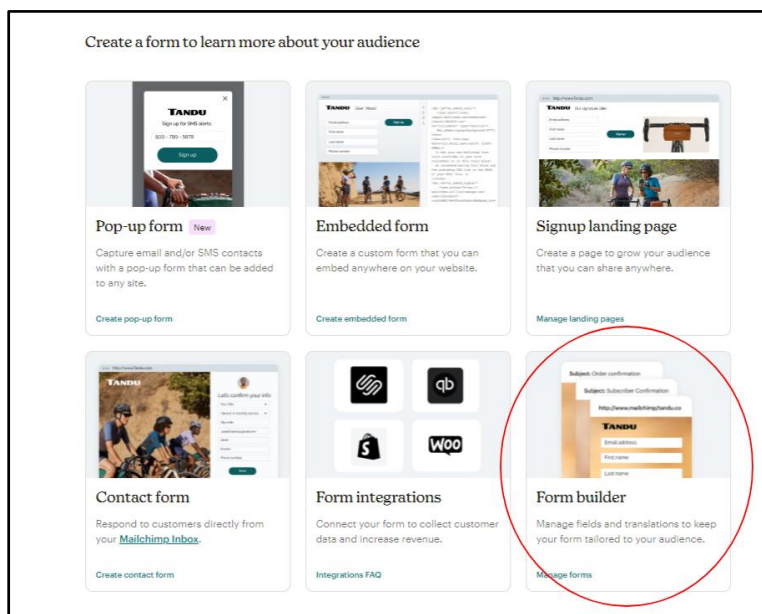


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3. Choose **Signup forms** from the dropdown menu.



4. Select the **Form Builder** option.





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5. Make sure that **Signup form** is selected on the “**Forms and response emails**” menu. Leave the next two boxes unchecked.

Form builder

Forms and response emails

Signup form 

Let subscribers pick email format (Plain-text or HTML)  Info

Disable new users from registering via the Signup form  Info

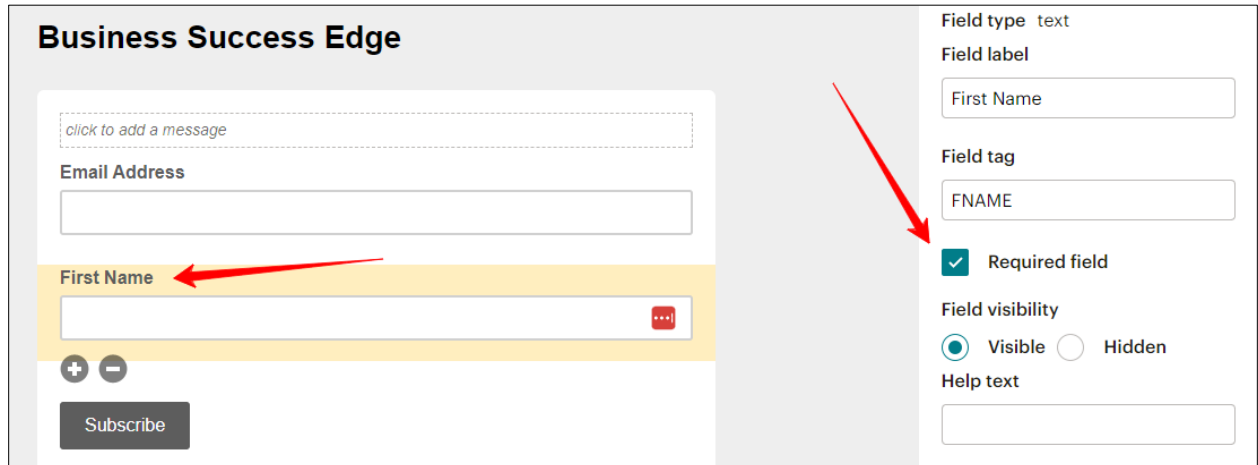
6. Stay on the **Build it** tab to select what information you will request from people.

Build it Design it Translate it



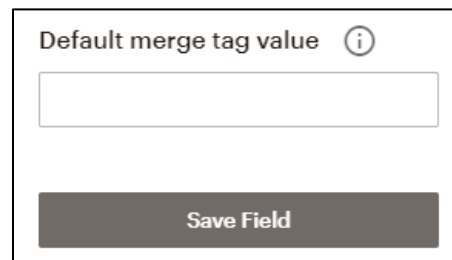
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7. Make sure the **“First Name” field** is set as a required field. Click on the field to highlight it and check the **Required field** option on the tab that will show up on the right side of the form.



The screenshot shows a form editor interface for 'Business Success Edge'. On the left, a form is displayed with fields for 'Email Address' and 'First Name'. The 'First Name' field is highlighted in yellow, and a red arrow points to it. Below the form are '+', '-' buttons and a 'Subscribe' button. On the right, a configuration panel is open, showing settings for the selected field. The 'Required field' option is checked with a green checkmark. Other settings include 'Field type: text', 'Field label: First Name', 'Field tag: FNAME', 'Field visibility: Visible', and 'Help text'.

8. Click **Save Field** to save the changes.



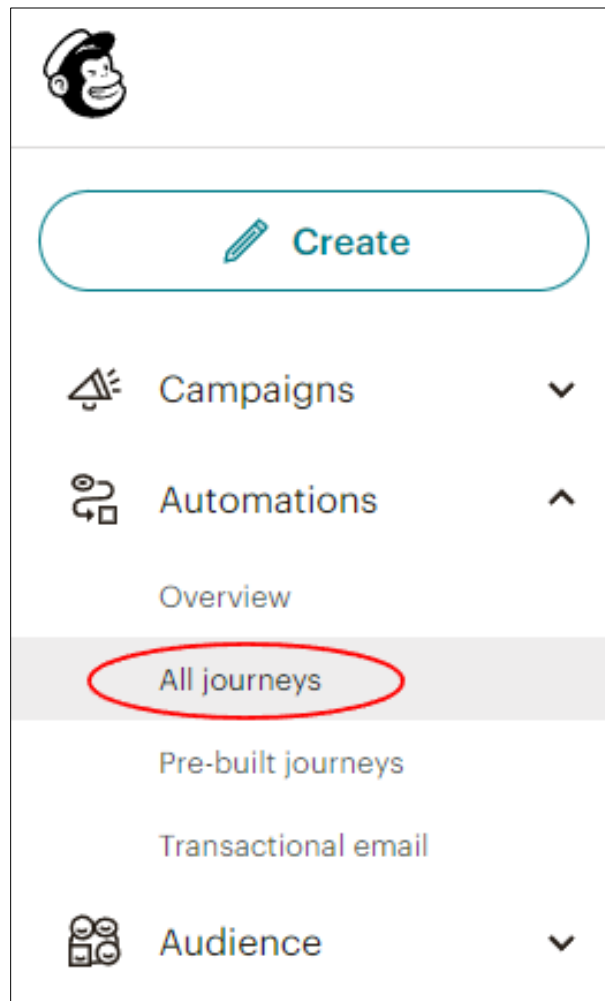
The screenshot shows a dialog box titled 'Default merge tag value' with an information icon. It contains an empty text input field and a 'Save Field' button at the bottom.

9. You are now done with setting up your Signup form

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STEP 3: Set up an Automated Welcome Email (Autoresponder)

1. Click on the **Automations** button on the left sidebar of the page and then click on **All journeys** in menu that opens up.

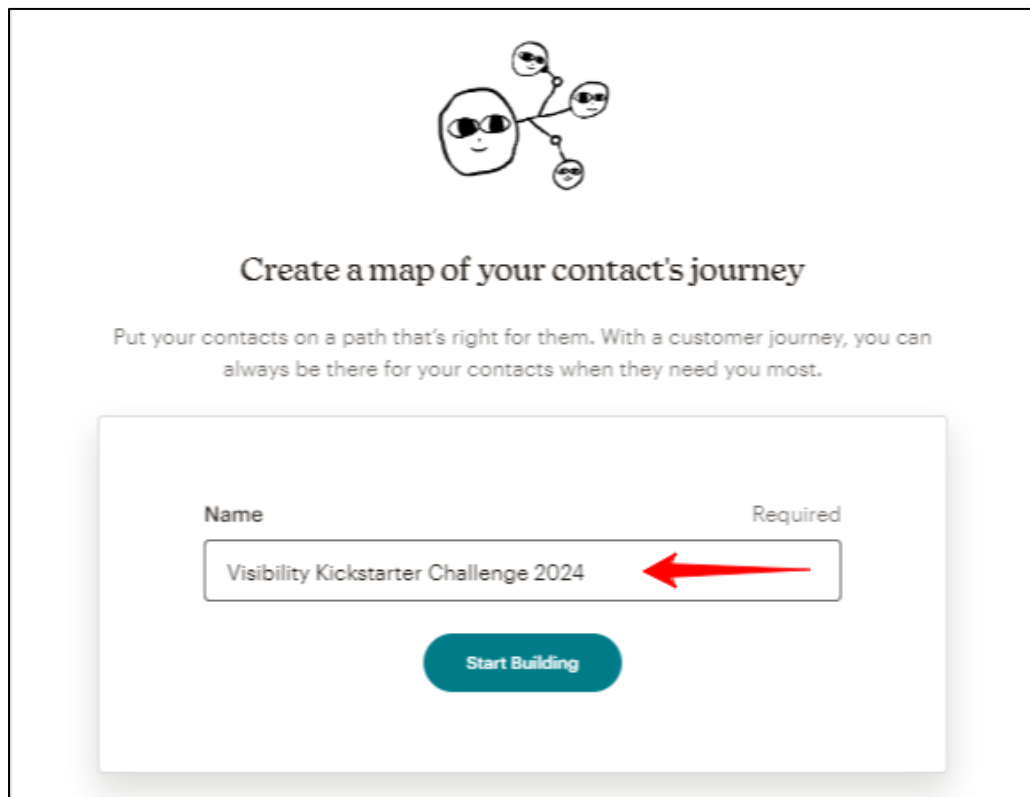


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2. On the My Journeys page, click **Build from scratch** the top right corner of the page.

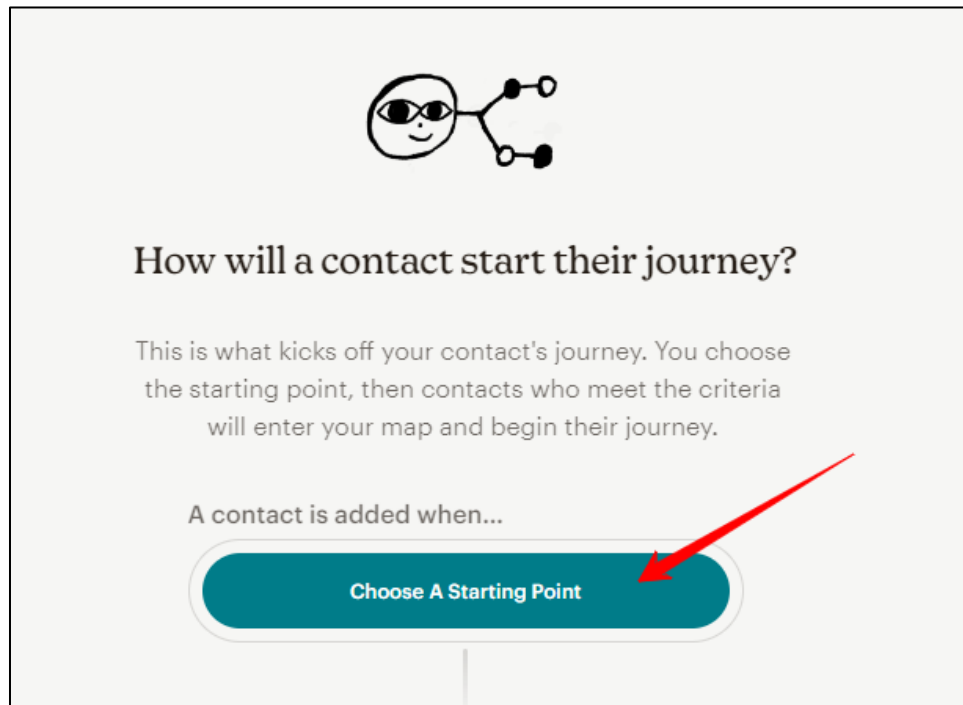


3. On the next page, **name** your journey with the name of your challenge. Click **Start Building** when done.

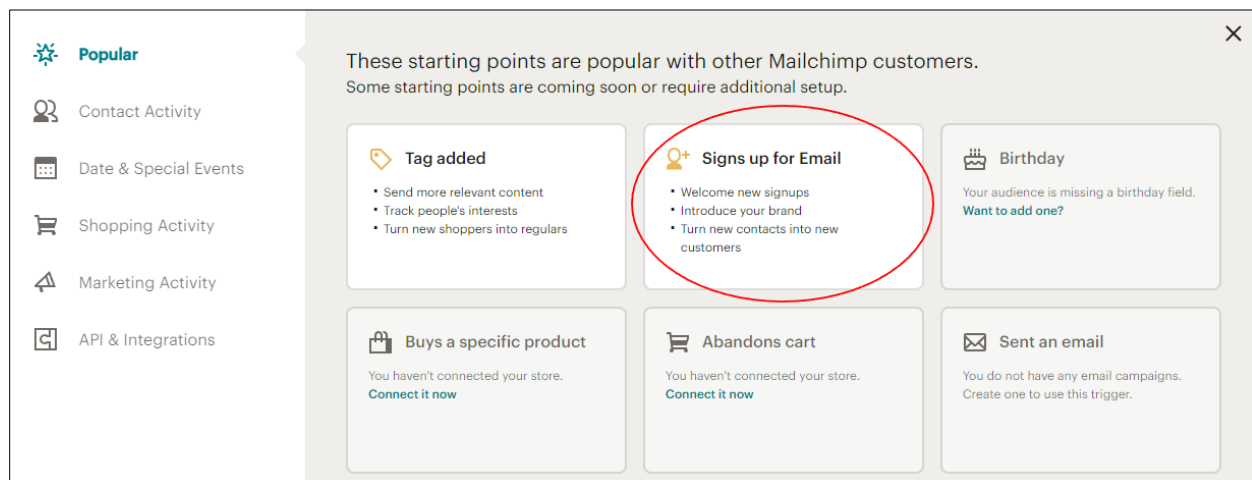
A screenshot of a web page titled 'Create a map of your contact's journey'. At the top, there is a cartoon illustration of a person's head with three smaller heads connected to it by lines. Below the illustration, the text reads: 'Create a map of your contact's journey'. Underneath that, a paragraph says: 'Put your contacts on a path that's right for them. With a customer journey, you can always be there for your contacts when they need you most.' Below this is a form with a 'Name' label and a 'Required' label. The text 'Visibility Kickstarter Challenge 2024' is entered in the input field. A red arrow points to the right end of the input field. Below the input field is a 'Start Building' button.

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7. On the next screen, click on **Choose A Starting Point** for your automation.

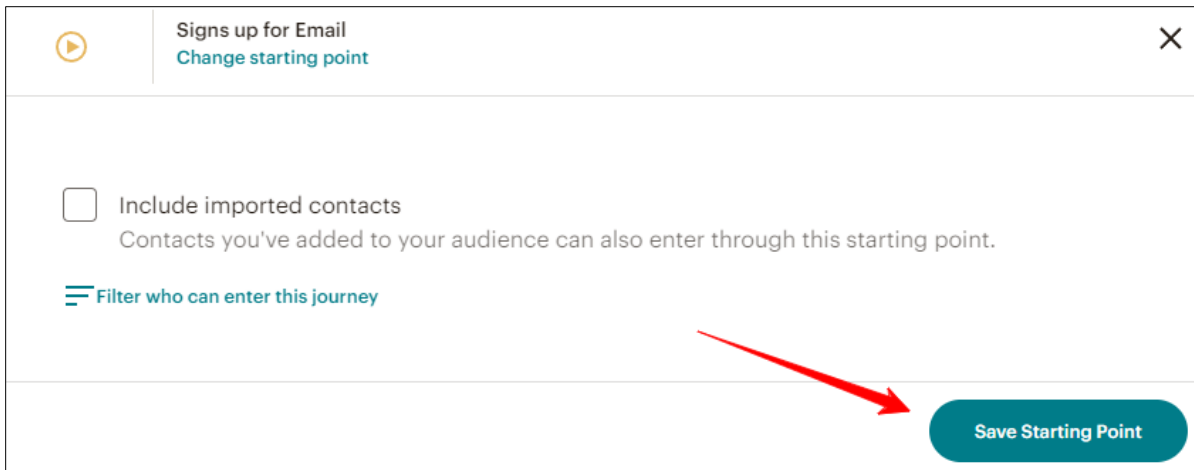


8. On the pop up, select the option **Signs up for Emails**.

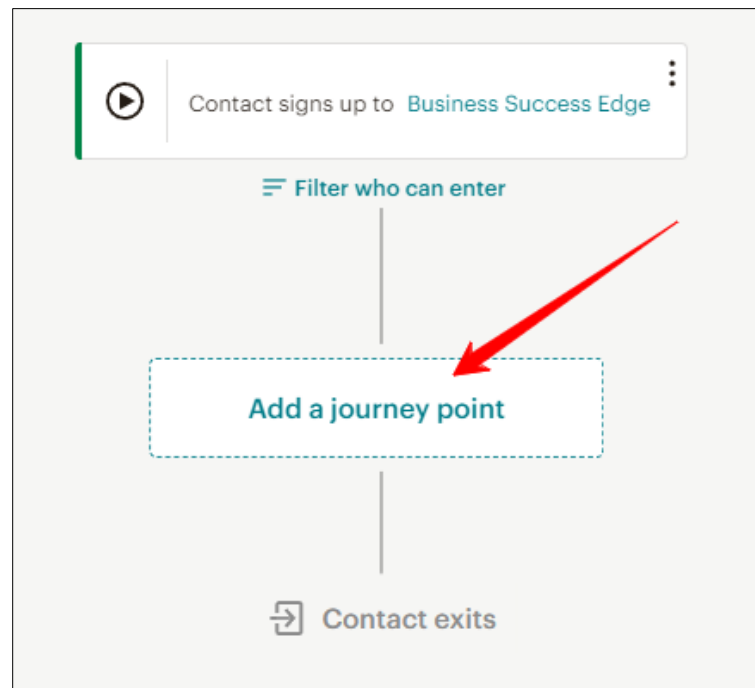


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9. Next, click **Save Starting Point** at the bottom of the popup.

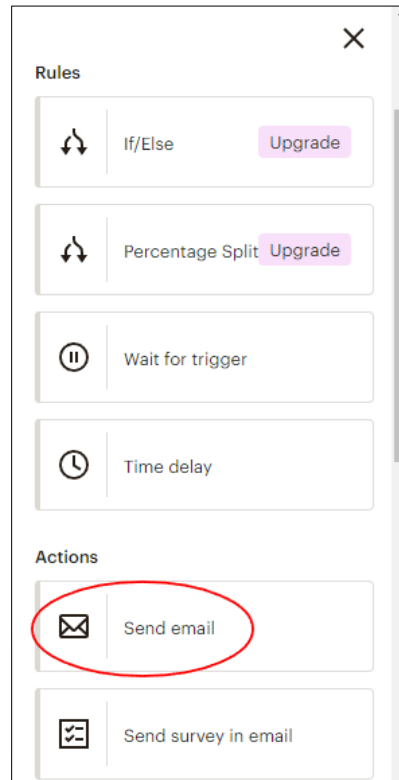


10. Next, click on the **Add a Journey Point**.

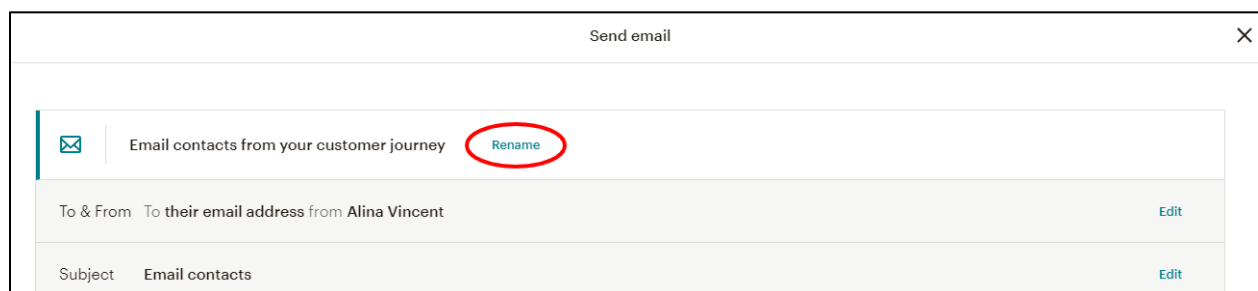


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11. On the pop up, select the option to **Send email** under the Actions category.
You may have to scroll to see all the selections.



12. On the next screen, click Rename to change the name of your automated email.



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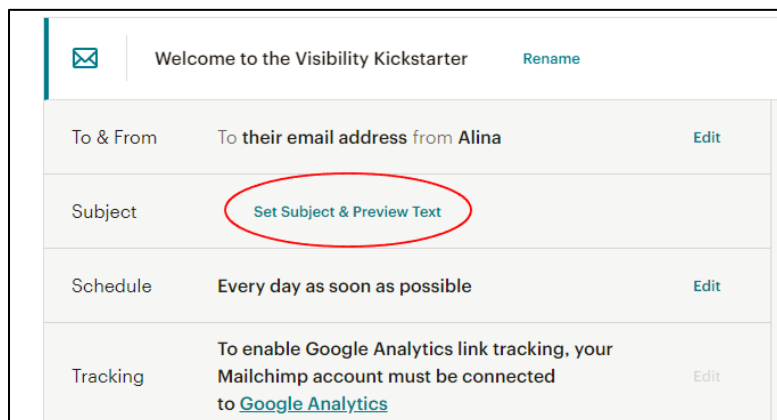
13. Change the name of your email automation and then click **Save**.



✉ Welcome to the Visibility Kickstarter ← Save Cancel

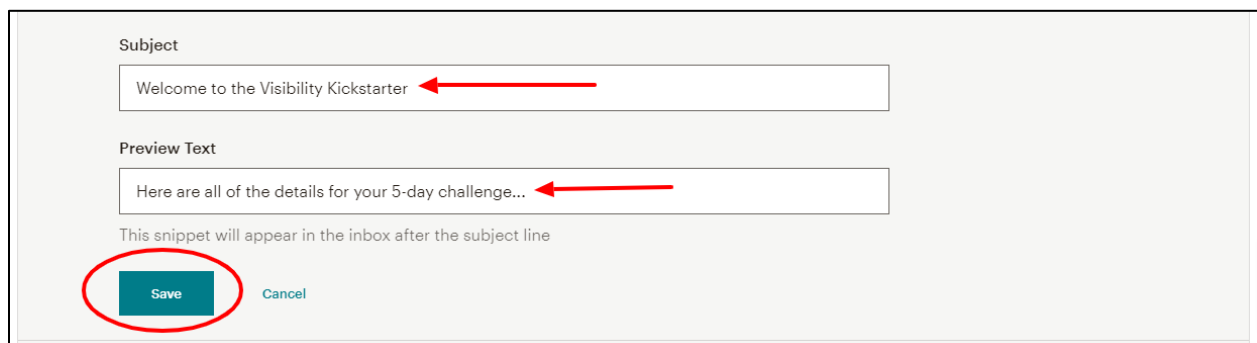
14. Verify the **To & From** options are correct.

15. Click **Set Subject & Preview Text** next to Subject.



✉	Welcome to the Visibility Kickstarter	Rename
To & From	To their email address from Alina	Edit
Subject	Set Subject & Preview Text	
Schedule	Every day as soon as possible	Edit
Tracking	To enable Google Analytics link tracking, your Mailchimp account must be connected to Google Analytics	Edit

16. Enter your **Email subject** and **Preview text** and then click **Save**.



Subject
Welcome to the Visibility Kickstarter ←

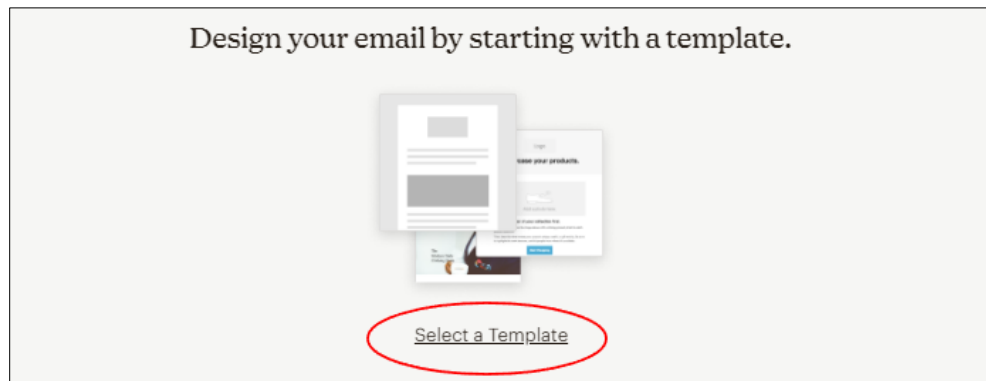
Preview Text
Here are all of the details for your 5-day challenge... ←

This snippet will appear in the inbox after the subject line

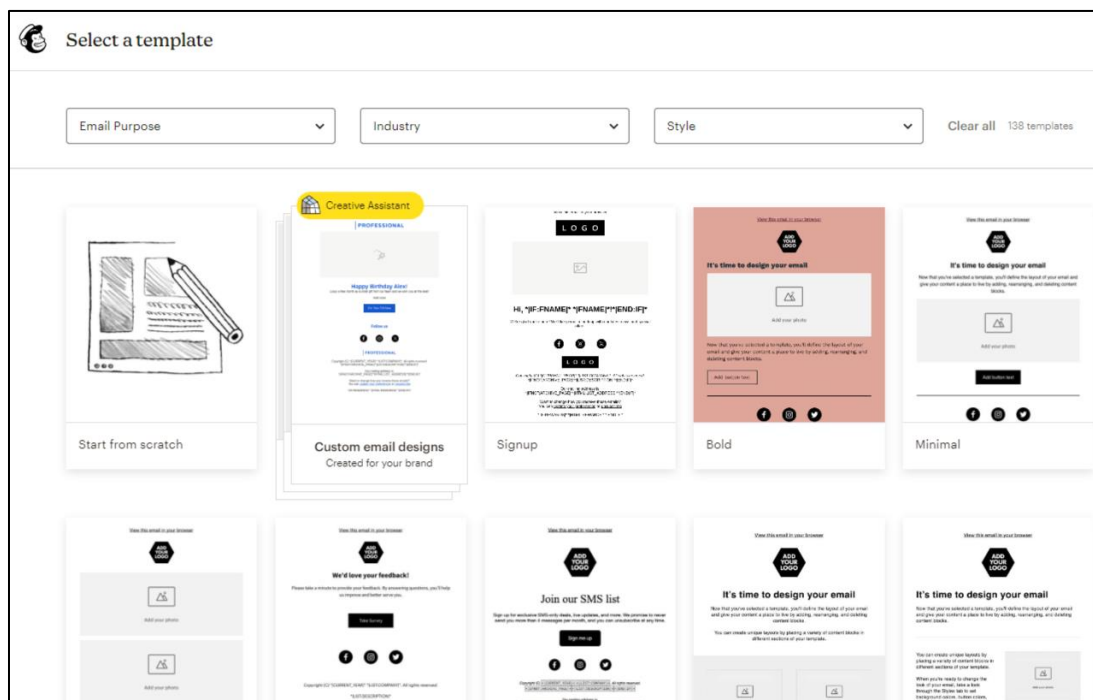
Save Cancel

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17. The next step is to design the actual welcome email. Click on **Select a Template**.

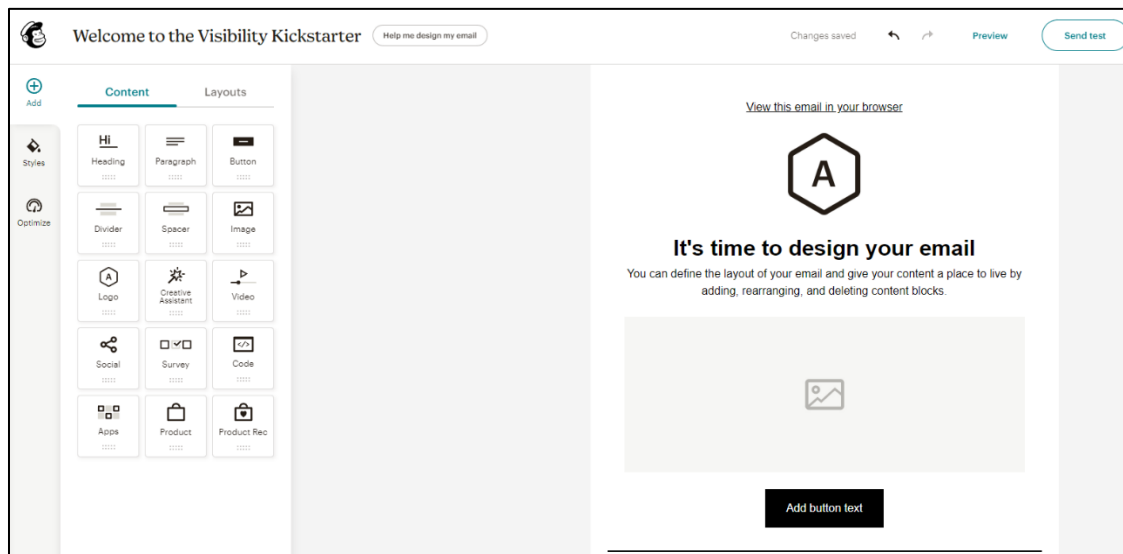


18. On the next page, click on a template you'd like to use for your welcome email. Choose any template you want based on your personal preference.

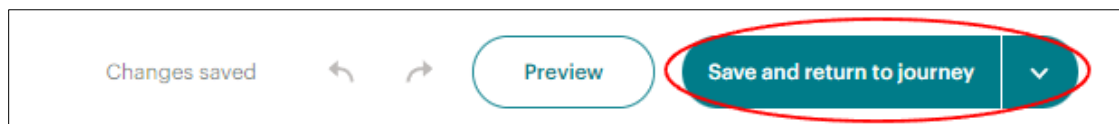


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19. Customize your email using click and drag options and add your copy for the Welcome to the Challenge email. If you need help with this step – [check out this article from Mailchimp](#).

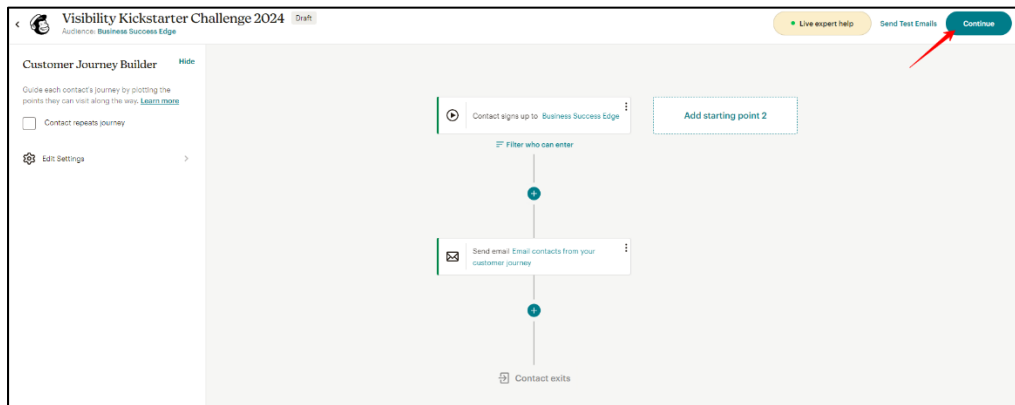


20. Once you are done designing your email, make sure to **Preview** it. Once you are done - click **Save and Return to Journey** at the top of the page.



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21. On the next screen, click **Continue**.



22. Next - select the goal for the campaign – whatever feels right to you.

Before you turn on this customer journey...

Could you tell us your goal for this journey?

Knowing more about your goals will help us give you smarter reports and recommendations in the future.

 Re-engage contacts Set up abandoned cart reminders and schedule win-back emails, or reach out to unengaged contacts.	 Nurture relationships Promote my services, advertise new products, or follow up on a purchase.	 Sell stuff Promote my services, advertise new products, or follow up on a purchase.	 Drive audience action Gather sign-ups, send download links, schedule appointments, or ask for donations or votes.
 Share information Share announcements, send out reminders, or update contacts on the status of their purchases.	 Manage my audience Add or remove tags.	 Something else None of these feel quite right. I'm doing my own thing.	

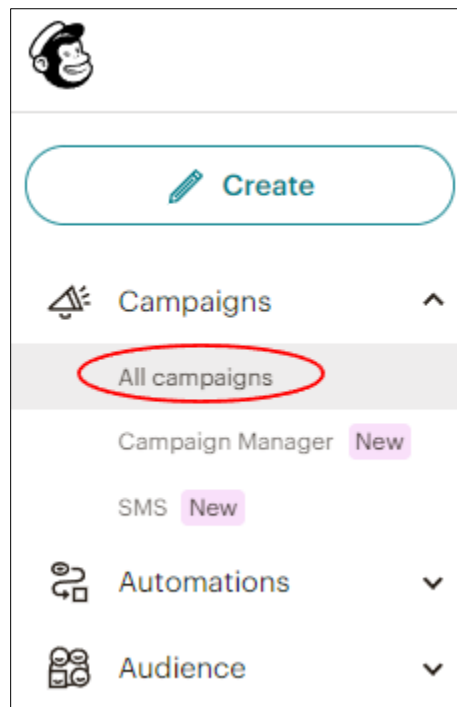
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23. Next, click **Turn On** in the top right hand corner. Don't miss this step!!!



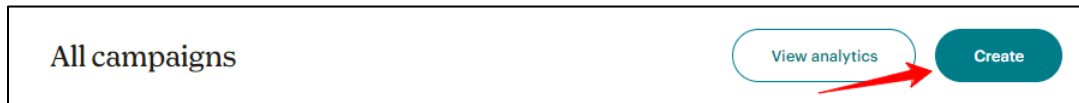
STEP 4: Create a Thank You Page

1. Click on the **Campaigns** button on the left sidebar of the page. And then select **All campaigns** in the dropdown.

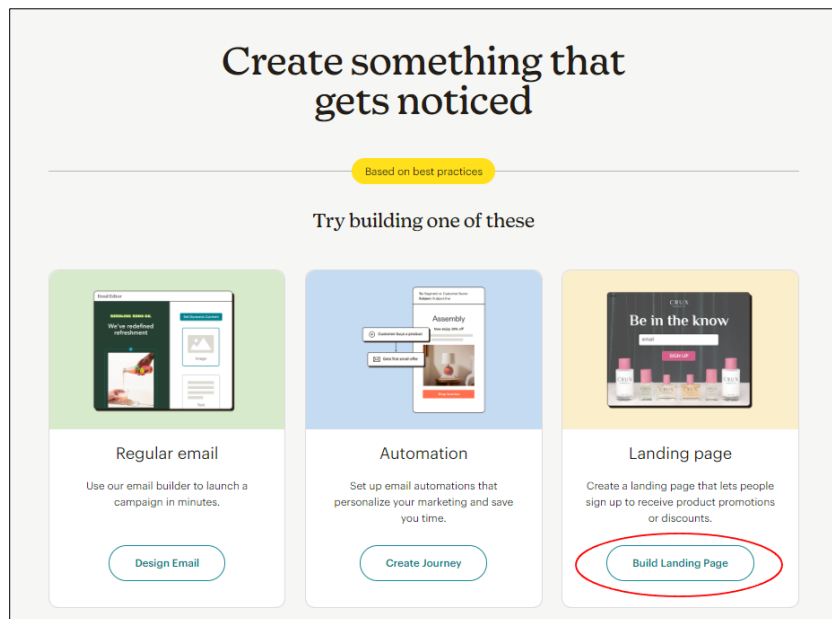


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2. On the top right of the page, click **Create**.



3. On the next page, select “**Landing Page**” from the options.



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4. On the center screen, enter a **Page Name**. Then, click **Begin** to start designing.

Landing Page

Design a landing page to achieve a specific marketing goal. Landing pages can help you attract new customers and increase conversion rate. What's your goal?

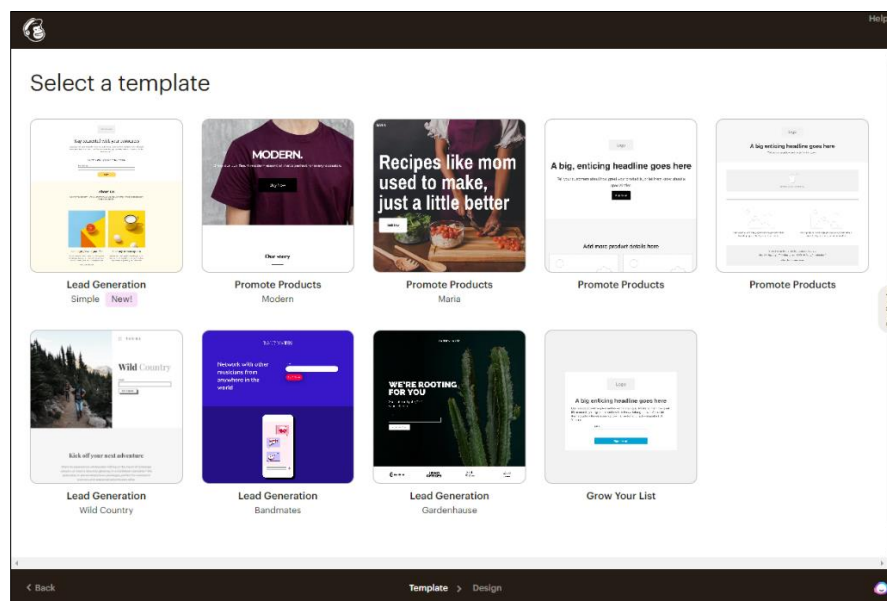
Landing Page Name

Select An Audience

You'll be able to organize your audience based on contacts who sign up from your landing page.

[Begin](#)

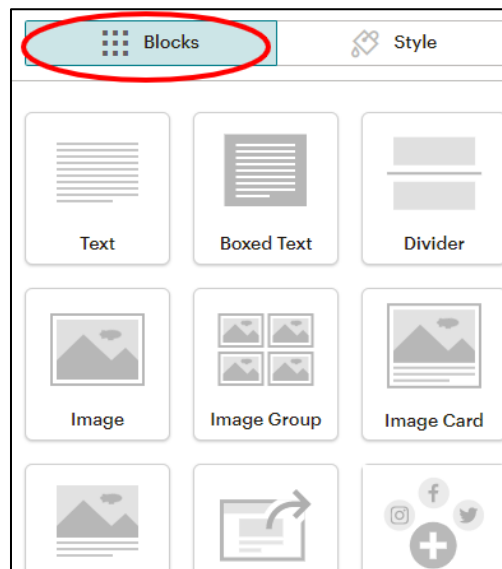
On the Template step of the Thank You Page, select any template you want to customize the look of your page. All layouts are fully customizable and elements can be added or removed.



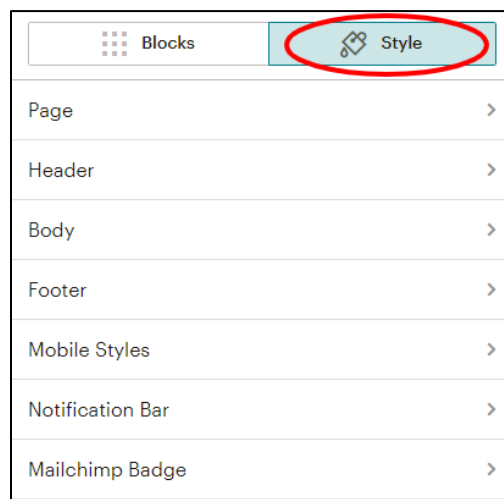
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5. Customize your Challenge **Thank You** page.

- a. The right side bar has two tabs, **Blocks** and **Style**. The **Block** tab allows you to create new elements by dragging and dropping items onto your page.



- b. The **Style** tab allows you to edit styles for the entire page, such as background colors, padding, width, and font styles.

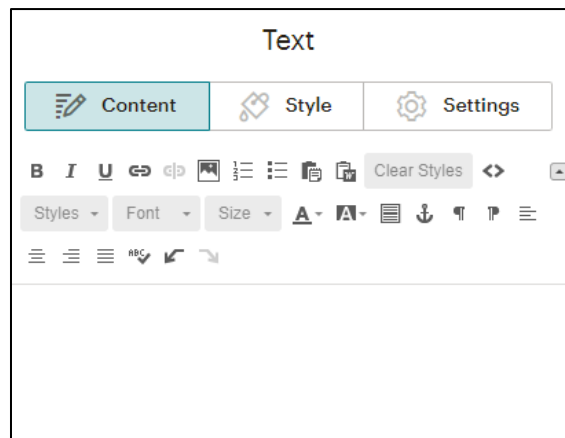


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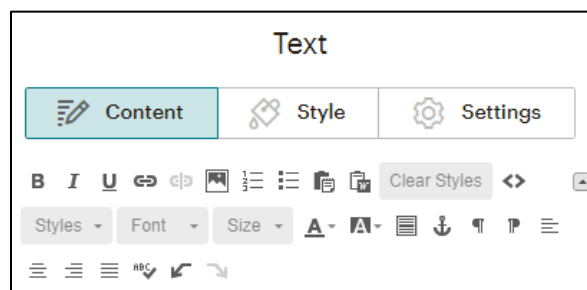
- c. Every element on the page can be moved, edited, duplicated, or deleted. Hover over the element you want to change and the different options will appear (hovering over the buttons tells you which button does which).



- d. When you click the **Edit Button**, the editor will show up on the right side of the screen. For text, button, and form elements, there will be options for **Content**, **Style**, and **Settings**. Image elements will only have **Content** and **Settings** options.






- e. Use the **Content** tab to edit the content (text, images, etc.) and some styles (text color, highlight, alignment, font, etc.).



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f. Use the **Style** tab to customize colors and line height.




Text





 Content ** Style**  Settings



[Learn more about using Text content blocks.](#)

Text style

Font
Not specified 

Size  Color  

Styles **B** *I* Align    

Line height 
Not specified 

Apply to all existing Text blocks

Save & Close We'll autosave every 20 seconds

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g. When editing buttons, you will see options to send a person to a web address, email address, anchor link, or a file. For the challenge Thank You page you will be using the **web address** to either:

- 1) Invite people to join your FB group.
- 2) Send people to your shopping cart to pay for the recordings.

Button

[Content](#) [Style](#) [Settings](#)

Button text

Link to

▼

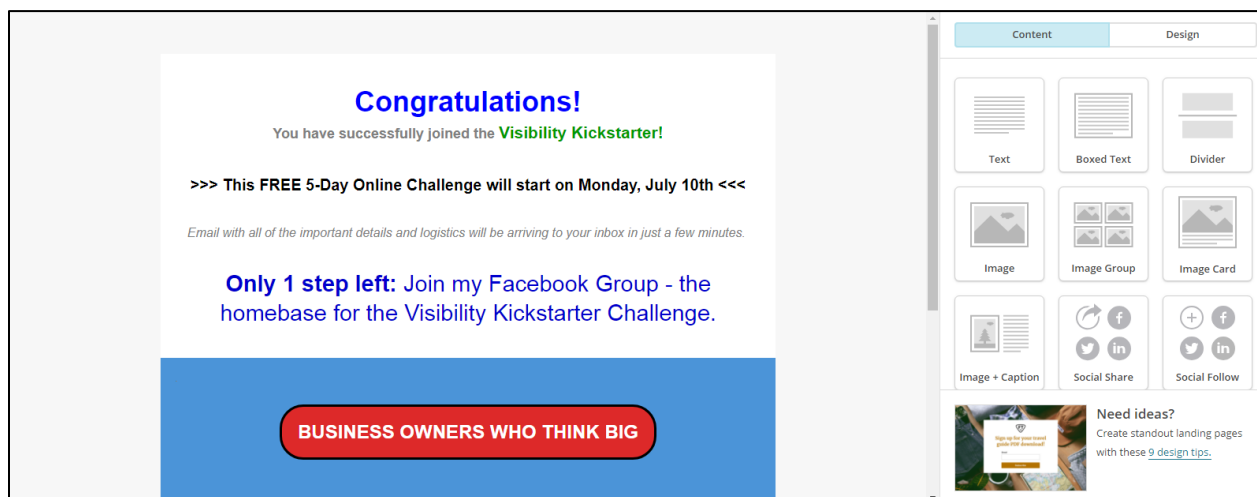
Web address (URL)

[> Advanced options](#)

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6. Since this is your Thank-You Page, make sure to **delete the opt-in form** that might appear on the bottom of the landing page (that will be on your opt-in page).

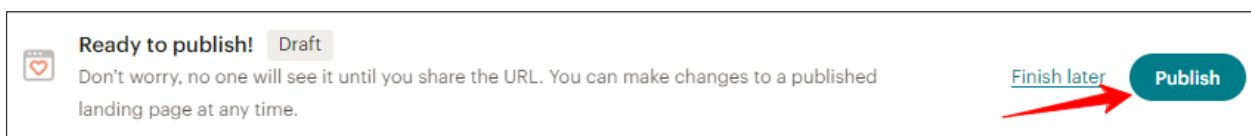
Here is an example of what it could look like AFTER you designed your page:



7. Click **Preview** on the top of your page to see what the page looks like.



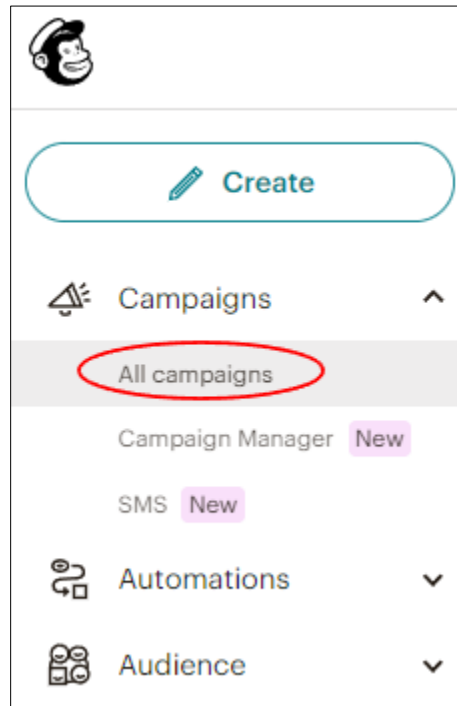
8. Once you are done – click **Save & Close** on the bottom of the page.
9. On the next page, click **Publish** to make the Thank You page live.



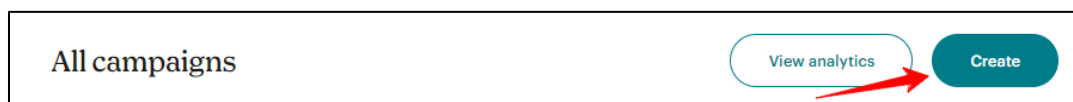
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STEP 5: Create an Opt-In Page

1. Click on the **Campaigns** button on the left sidebar of the page. And then select **All campaigns** in the dropdown.



2. On the top right of the page, click **Create**.



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3. On the next page, select “**Landing Page**” from the options.

Create something that gets noticed

Based on best practices

Try building one of these

- Regular email**
Use our email builder to launch a campaign in minutes.
Design Email
- Automation**
Set up email automations that personalize your marketing and save you time.
Create Journey
- Landing page**
Create a landing page that lets people sign up to receive product promotions or discounts.
Build Landing Page

4. On the center screen, enter a **Page Name** and on the dropdown, select the **Audience** that you just created. Then, click **Begin** to start designing.

Landing Page

Design a single web page that achieves any specific marketing goal to promote your business, attract customers and increase conversion.

Landing page name
Visibility Kickstarter Challenge

Audience
Business Success Edge

Learn how to [organize your audience into segments](#) based on contact signup source.

Begin

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5. Customize your Challenge **Opt-In Page**. You can use the same instructions to style this page as you did your **Thank You Page**.
6. Make sure to **add the Signup Form** to your Opt-In page. When editing the **signup form**, under the Content tab check the box next to **“First Name”** and change it to **Required**.

The image shows a screenshot of a web form editor. On the left, a preview of the form is displayed with the text "Collect the details you need to stay in touch." and a blue "Buy Now" button. Below this are two input fields: "Email Address" and "First Name", followed by a yellow "Subscribe" button. On the right, a sidebar titled "Signup Form" has tabs for "Content", "Style", and "Settings". Under the "Content" tab, there's a section "Manage available form fields in your audience's signup form builder". It lists "Available fields" and "Required" fields. "Email Address" is checked and "Required". "First Name" is also checked and marked as "Required" with a red arrow pointing to the toggle switch. At the bottom of the sidebar, there's a link: "Want to collect information about your customers' interests and preferences? Learn About Sign Up Form Content Blocks".

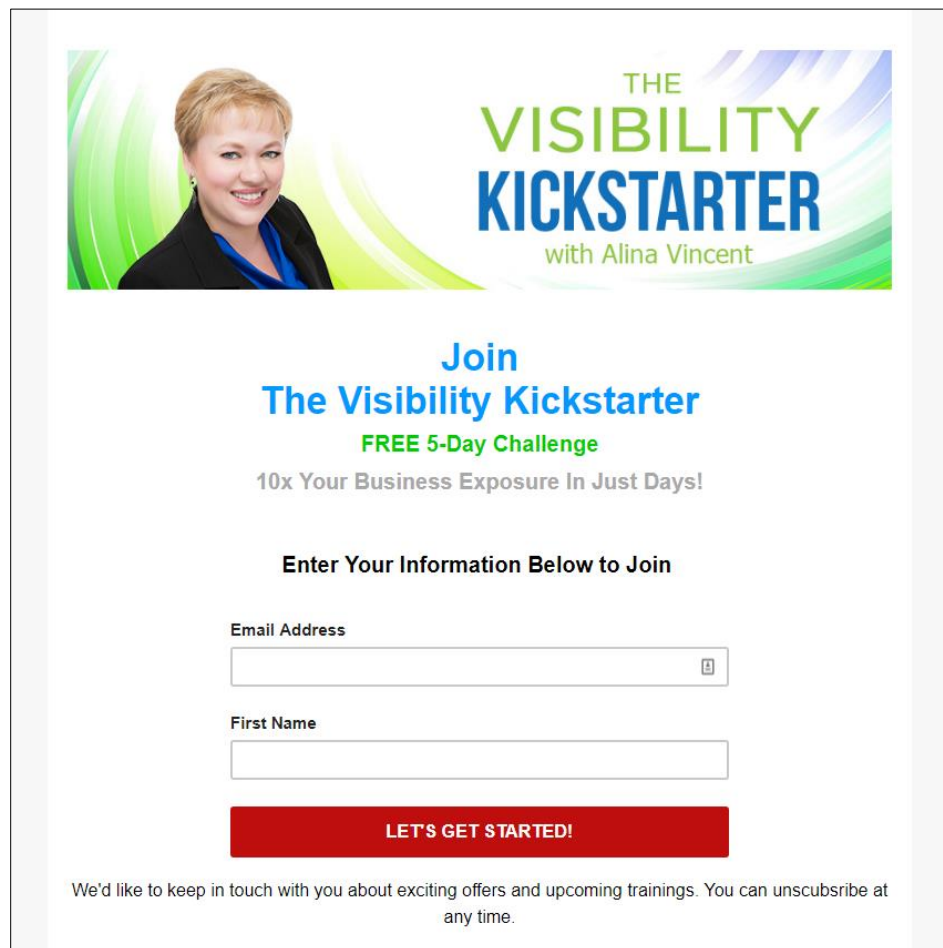
7. **VERY IMPORTANT: Connect the Optin Form to the Thank You Page.** Scroll down on the sidebar and change the **“Send to”** dropdown to **“Landing page.”** Then, select the thank-you page you just created from the drop-down list. You can also edit your button text here. Make sure to click **Save & Close** to save the changes to your opt-in form.

The image shows a screenshot of a settings panel titled "Button". It has several sections: "Button text" with a text input field containing "Join The Challenge"; "Send to" with a dropdown menu set to "Landing page"; "Select a Landing Page to link to" with a dropdown menu set to "Visibility Kickstarter Thank You"; and a "Save & Close" button at the bottom, which is circled in red. Red arrows point to the "Join The Challenge" text, the "Landing page" dropdown, the "Visibility Kickstarter Thank You" dropdown, and the "Save & Close" button.

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8. Once you are done designing your page, click **Save & Close** (in the bottom right-hand corner).

Here is a quick example of what a very simple challenge opt-in page could look like:



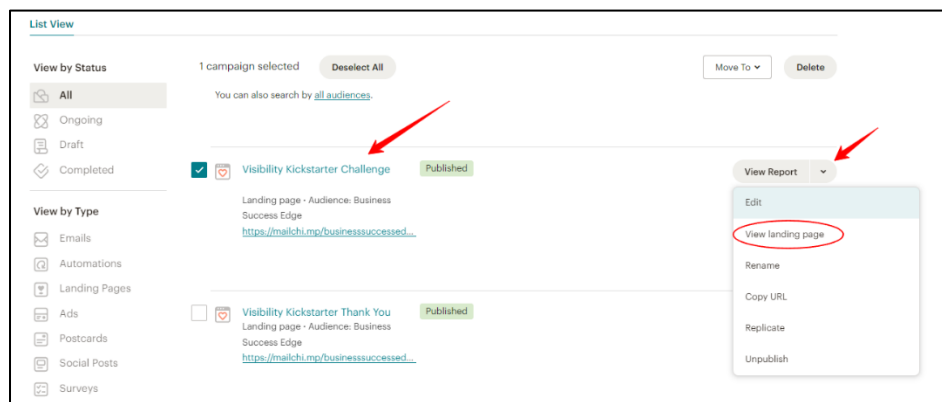
The screenshot shows a landing page for 'The Visibility Kickstarter' with Alina Vincent. It features a header with a photo of Alina Vincent and the title 'THE VISIBILITY KICKSTARTER with Alina Vincent'. Below the header, the text reads 'Join The Visibility Kickstarter FREE 5-Day Challenge 10x Your Business Exposure In Just Days!'. There is a form with two input fields: 'Email Address' and 'First Name'. A red button labeled 'LET'S GET STARTED!' is positioned below the form. At the bottom, a small disclaimer states: 'We'd like to keep in touch with you about exciting offers and upcoming trainings. You can unsubscribe at any time.'

9. Click **Publish** on the next page.

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6. Test Your Opt-In Page:

1. Go to Campaigns → All campaigns.
2. Click on the menu next to the challenge Opt-In page and select **View Landing Page**. The URL of this page is the URL you can use to promote your challenge.



3. Make sure the page looks good.
4. **Opt-in** to your Challenge. Make sure it takes you to the **Thank You** page.
5. Check your email – you should get a your Welcome email within 5 minutes.