

## Teaser Opt-in Pages



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WHAT Is a Teaser Video Opt-in Page? To put it simply, it's a web page that appears to have a playable video. But when you click "play"... you're prompted to provide your email address before the video can be viewed. What makes this so powerful and effective is the documented psychological trigger of commitment and consistency. The very fact they've already committed... and clicked on play by the time they see your opt-in form ...there's a much greater chance they will now give you their email address. Introducing "Teaser Opt-In Pages" We've made it super easy to create your own Teaser Video Opt-In Pages. Simply choose the design and upload a few files to your site.

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