



101+

Opt-in Ideas

to grow your email list

imagine *design* repeat

101+ opt-in ideas

For Any Niche

1. List of your favorite resources for your niche
2. Cheat sheet (PDF checklist of steps)
3. Inspirational wall-art printable
4. Social media quote graphics
5. Challenge checklist (7 days to clean your house, build a blog, get control of your finances...)
6. Your post turned into an easy-to-read PDF with sections & bullet points
7. Transcript of your podcast
8. Review of a product, course, conference...
9. Worksheet or mini workbook
10. Ebook (package a series of posts into a book)

A Few Types of Opt-Ins

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|--------------------------------|-------------------------|
| 1. Checklist or Cheat Sheet | 9. Ebook |
| 2. Printable sheets | 10. Challenge |
| 3. Digital artwork | 11. Planning sheet |
| 4. Post summary | 12. Tracker |
| 5. Podcast or Video Transcript | 13. Template |
| 6. Tutorial | 14. List |
| 7. Pattern | 15. Brainstorming sheet |
| 8. Worksheet | 16. Guide |

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Business / Work at Home / Blogging / Coaching

1. Home office essentials checklist
2. List of email newsletter subject line ideas
3. Editorial calendar template
4. What to look for in a business coach / graphic designer / virtual assistant...
5. List of helpful blogging/business terms
6. Everything you need to start a (blog, podcast, YouTube channel...)
7. Swipe files for an email campaign (generic emails one can tailor to their niche)
8. Content ideas for a specific niche
9. Finances tracker
10. Profit/Loss template
11. List of questions to ask yourself to find your niche
12. Prompts for brainstorming (blog posts, products, etc.)
13. Product launch schedule
14. Checklist to assess your blog / business

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Parenting / Family / Marriage

1. Family dinner conversation starters
2. Checklist for the babysitter
3. List of everyday chores kids can do
4. Family emergency checklist (important #'s, items to have on hand, etc.)
5. Blank printable lunch notes
6. Kids' snack ideas
7. Essential pantry items to keep on hand
8. Printable coupons kids can give as gifts, and ideas to fill them out
9. Favorite hair products / style / tricks for kids
10. Coloring sheets for kids (simple drawings or shapes, numbers, letters)
11. Story starters for kids to finish
12. Budget-friendly date night ideas
13. Family day-trip checklist & ideas
14. Printable chore chart for kids

Teachers / Homeschooling

1. Lesson planning template
2. Assignment tracker for students
3. List of teacher appreciation ideas
4. Printable card for a teacher or student
5. Printable behavior chart
6. Checklist for the substitute teacher
7. Printable notes to parents
8. Printable bathroom pass
9. Worksheets or coloring sheets
10. Printable classroom signs

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Food / Recipes

1. Printable recipe with shopping list
2. No-bake dessert ideas
3. Guide to seasonal vegetables for your region
4. Checklist of pantry essentials for the home cook
5. Guide to using herbs
6. List of hostess gift ideas
7. Checklist to make an herb garden
8. Gluten-free restaurant guide
9. Budget-friendly dinner party checklist
10. Must-have kitchen tools
11. Guide to building a proper cheese plate
12. Printable dinner party menu / invitations
13. Guide to storing leftovers

Faith

1. Daily thanksgiving printable journal sheet
2. List of your favorite books
3. Family devotion plan
4. List of Bible verses by topic
5. 30 days of prayer plan
6. Christmas / Easter devotional
7. Prayer journal sheets
8. Printable cards
9. Checklist to make daily devotions a routine
10. Small group study questions for a book of the Bible
11. Printable bookmark with a verse or encouraging quote

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Fitness / Health

1. 30-day fitness habit tracker
2. Essential items to make a home gym
3. Go-to healthy snacks
4. Walking / Jogging plan
5. Meal planner
6. 10-minute workout ideas
7. Workout ideas list for upper, lower, etc.
8. How to put together a workout routine
9. Tips to find time to work out
10. List of quick exercises to do at your desk
11. Quick, healthy dinner ideas

Party / Event / Holiday

1. Checklist to make your own gift-wrapping station at home
2. Non-food party favor ideas
3. Printable gift tags
4. Craft ideas for kids' parties
5. Party planning checklist
6. Printable countdown calendar for kids
7. Gift-giving guide (seasonal or for specific events like baby showers)
8. Printable cards
9. Party game ideas
10. Printable advent calendar
11. Non-gift gift ideas (time spent together, home-cooked meal, donation to a charity, etc.)
12. Printable gift coupons

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Planning / Organizing

1. 30-day habit tracker
2. Morning & evening routine checklists
3. Emergency contacts list
4. Project planner
5. Room-by-room cleaning checklist
6. Yearly calendar
7. Weekly / daily / monthly planner
8. Pantry inventory
9. Fridge / freezer inventory
10. Birthday & Anniversary tracker
11. Password tracker
12. Printable labels for storage bins

Travel

1. Day trip ideas for your state
2. List of items you never travel without
3. Weekend packing list
4. Family vacation planner
5. Kid-approved afternoon adventures
6. Essential language phrases when visiting (Spain, Italy, etc.)
7. Ultimate overseas packing list
8. Safety tips checklist
9. How to prepare for overseas travel (timeline to get visa, passport, shots, etc.)
10. How to research a destination before you visit
11. Travel photography tips

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DIY Decor

1. Color palette ideas (do one for each season)
2. Guide to picking paint colors
3. No-cost ideas to brighten up any room
4. Project planner or checklist to make over a room
5. Printable wall art
6. Quiz to rank your DIY design skills
7. Must-have tools for the weekend warrior
8. Tips for choosing accessories
9. Checklist when buying a home
10. "Design rules" to pull together a room
11. When to do it yourself, and when to hire a professional

Crafting

1. Must-have tools for a home crafting studio
2. Pattern template
3. Ideas for travel crafts
4. Tips to photograph crafted items to sell
5. Printable inventory sheets for fabric, knitting needles, or other craft supplies
6. Printable gift tags for your crafted gift
7. Craft tutorial
8. Tips & tools to make videos of your project
9. Templates for a Silhouette, Cricut
10. Guide to resizing patterns
11. Ideas for kids' crafts
12. Ideas for group kids' crafts