The Checklist

For an increased conversion rate in EasySignup

1. Focus on your participants' "What's in it for me?"

- [ ] I address the participant directly by writing "you"
- [ ] I address the target group's situation and needs
- [ ] The participants' payoff is clarified in both the headline and the introductory text

2. Make your signup site manageable and visually appealing

- [ ] I have used line breaks and/or tables in my event description to make it easier to read
- [ ] I have highlighted essential parts of my text in bold to create reading breaks
- [ ] I have included one or more visual elements (such as colors or images)
- [ ] I avoid collecting more information about my participants than necessary

3. End your event description with at least one good reason to sign up

Examples:

- When you leave this meeting, you will leave with a [description of the outcome].

- When you leave this event, you will have gained a much better understanding of [description of the outcome].

- What you take home with you is [description of the outcome]

- **You get to take home:**
  [Description of what knowledge and tools your participants get to take home]

- **Among the benefits you will experience from the event are:**
  [Description of the benefits your participants get. You may use bullet points]

- **After the event, you will have more knowledge on:**
  [Description of what your participants will learn about]