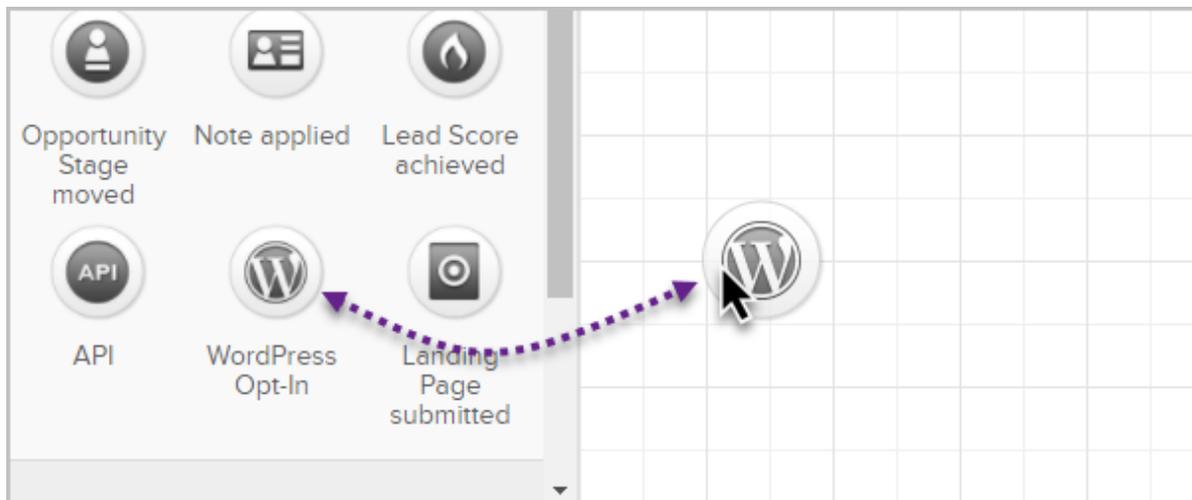
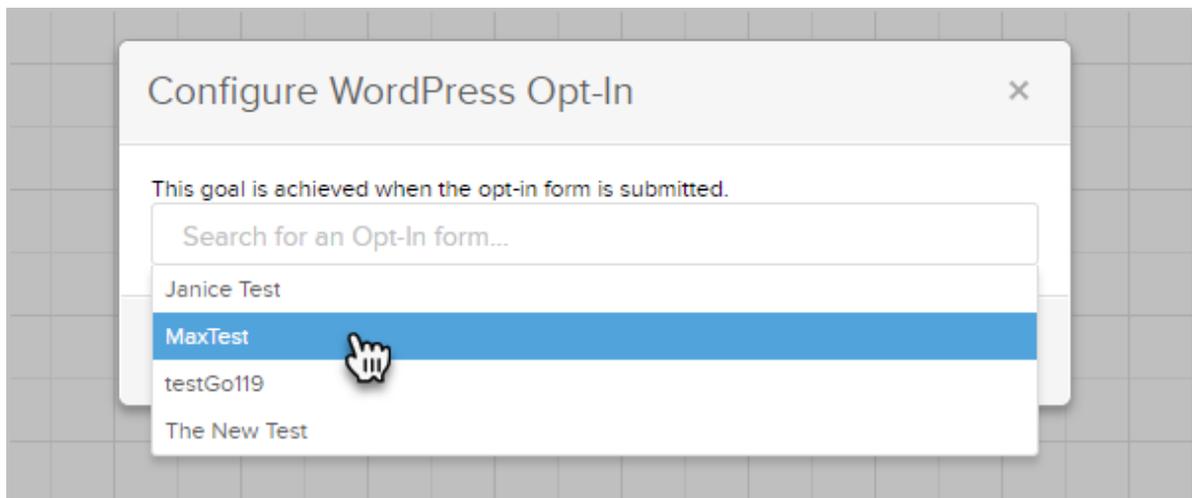


Set Up A WordPress Opt-In Form Goal In Infusionsoft

1. From the campaign goal section on the left-hand sidebar, locate the **WordPress Goal** goal and drag it out onto the campaign canvas



2. With the WordPress goal on the canvas, double click it to designate which Infusionsoft WordPress opt-in form completes this campaign goal. Select the name of the opt-in form from the drop-down list. If you have a long list of opt-ins, begin typing the name of the desired form and you will be taken to the form in the list.



3. Once the desired opt-in form is selected, you can finalize this configuration by clicking the green **Save** button
4. The last step to finalize the WordPress goal completion setup is to ensure that the goal is connected to a sequence and the subsequent sequence is properly configured to initiate automation for contacts completing the WordPress opt-in

form.

