

LESSON 5



12 Weeks Step-By-Step Attracting & Creating Raving Fans!

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Foreword

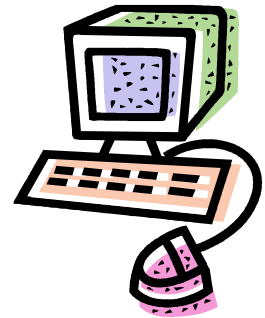
Another student, implementing and taking action in major ways! Woohoo!



*I just wanted to let you know that I'm loving this!
I'm sure you can tell from the 'fires' you've ignited in
all the participants that this is great stuff!*

Suzanne Gerety

<http://DanceStudioOwner.com>



Video Lessons Available At:

<http://www.magneticlistbuilding.com/mlb-vids.html>

Previous Lessons

Lesson #1

http://magneticlistbuilding.com/members/1-quick_start.pdf

Lesson #2

http://magneticlistbuilding.com/members/2-keep_movin.pdf

Lesson #3

http://magneticlistbuilding.com/members/3-generating_content.pdf

Lesson #4

http://magneticlistbuilding.com/members/4-newsletter_magic.pdf



The Barefoot Executive (tm)

Working full time at home for 10+ years now, Carrie has researched and implemented many streams of income and VERY profitable models of business, online and off.

As "The Barefoot Executive," Carrie and her network of friends and associates have quickly become the definitive resource for helping others achieve extra (or even full time) income while working from home.

A sought-after speaker, coach and trainer, Carrie has more than 55,000 readers of her newsletters and hundreds of thousands of listeners to her podcasts. If you are open to learning from a non-Guru ... someone who is realistic and willing to help you achieve your goals...stay tuned!

Find out why your website is NOT working for you by requesting a free report
at <http://budurl.com/WebsiteMistakes>

Homework Check Up



What did you do?

- △ Did you pick a title for your newsletter?
- △ Did you choose a recent photo to include?
- △ What did you decide you had to say that was WORTH it?
- △ Did you answer some common questions you hear a lot?
- △ Did you find a challenge or obstacle that you were willing to share?

Are you having fun watching your list grow??

More on Newsletters before we proceed...

Over the last 2 lessons we've focused on weekly content and a newsletter. Here is the beauty of this model. Once you start capturing names, then sending a newsletter, ideally—your list will grow from newsletter circulation too! Make sure you always include a:

"If you found this valuable, please forward it to a friend!"

A specific call to action is helpful when sending out tips and info. Your readers won't always think to circulate something on their own.

As far as publishing days...I don't have a lot of scientific evidence (and marketer testing shows varying results) - but I try to avoid before noon on Monday (because 'workers' are overwhelmed with weekend spam and email and are 'delete' happy!

I also try to avoid Fridays if I can help it, because people tend to be slamming through their day trying to get off early or get done work that they delayed all week!

I like Tuesday mailings for my personal newsletters (or Monday afternoon) because then if I have a reminder or another promotion, I can send it Thursday and they don't feel 'bombarded.'

However, Tuesday, Wednesday and Thursday have all proven to be good 'mailing' dates for our newsletters and promotions. Really, it depends on you, your niche and your audience.

Whatever you do—be consistent! Your readers like to know when to expect you!

Now—how to leverage this list?

Once you have your newsletter and/or tips of the week going out consistently AND you have your opt-in page working beautifully for you...you can promote other list-building activities here.

For instance, one of my favorite models is the free tele-class or tele-seminar!

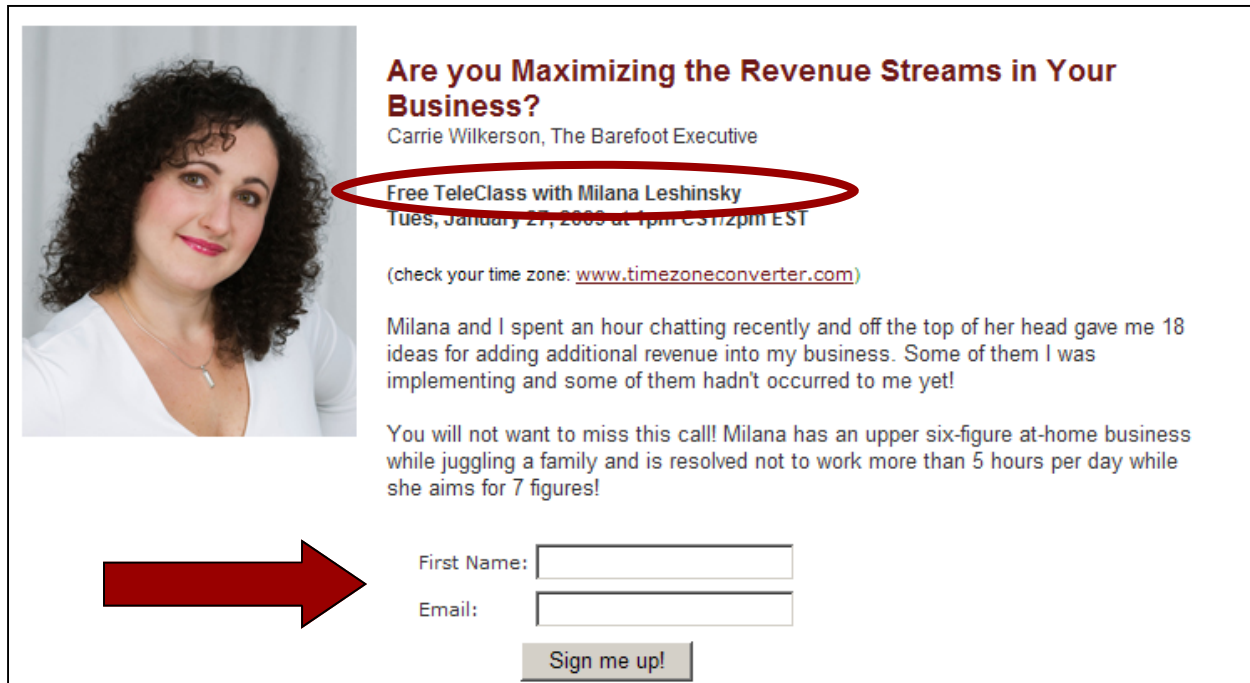
I did one JUST this week and added 786 names to my double opt-in mailing list within a week (just for the call, not counting other efforts!)

PLUS, I monetized the back end by allowing my guest to sell a product that I was an affiliate for. So I earned a commission for the free call that was building my list!

(It's a great model and one of my favorites.)

But—how does this work?





Are you Maximizing the Revenue Streams in Your Business?
Carrie Wilkerson, The Barefoot Executive

Free TeleClass with Milana Leshinsky
Tues, January 27, 2009 at 4pm EST/2pm EST

(check your time zone: www.timezoneconverter.com)

Milana and I spent an hour chatting recently and off the top of her head gave me 18 ideas for adding additional revenue into my business. Some of them I was implementing and some of them hadn't occurred to me yet!

You will not want to miss this call! Milana has an upper six-figure at-home business while juggling a family and is resolved not to work more than 5 hours per day while she aims for 7 figures!

First Name:

Email:

I set this up like you see above. If people want to participate in the FREE call, they have to sign up for the class details, call in number, etc. This gets them on my double-opt-in list. (Yes, they are told on the confirmation page that they will also get a complimentary subscription to my ezine.

This does a few things.

- 1) I get to market to them on this call (they've raised their hands!
- 2) I know what their interests are for future marketing!
- 3) I can mail to them weekly and offer them a variety of things!
- 4) It builds goodwill, reciprocity & credibility—I am giving away free content, associating with experts & also creating a product to sell later.

How do I get started?

All you need is:

- ⇒ a SMALL list (even Twitter, Facebook and a handful of clients/friends works when you are first starting)
- ⇒ an Autoresponder (you have that from lesson 1, yes??)
- ⇒ Something to TALK ABOUT!

ADVANCED list-builder tip!

If you have an affiliate program—you can affiliate tag this FREE CALL so that any subsequent sales you make through your site benefit your affiliates. This way, they get to promote a FREE event and still profit later, when you market to that list again!

Some of my FAVORITE resources

- ⇒ <http://BarefootAutoresponders.com> (for lead capture)
- ⇒ <http://FreeConferenceCall.com> (for teleconference line)
- ⇒ <http://http://budurl.com/WebsiteMistakes> (for lead pages, sites)
- ⇒ <http://Twitter.com> for buzz and Free circulation!

It's a GREAT model!

You can build a list, generate product and earn cash at the same time! I have done calls where I added thousands of names and then earned thousands of dollars on the backend sales!

I also then resell the transcript pdf and downloadable audio later and profit over and over again!





**** It Works! ****

Almost every product I have in the <http://Barefoot-Executive.com> shopping cart is a transcript/mp3 combo of a call that I've done for list-building. So I am doing the work ONCE and profiting over and over. PLUS I am continuing to market to the new list-members. They are now exposed to past products as well as coaching and other offerings.

Assignment

- △ Go register for a free account at <http://FreeConferenceCall.com>
- △ Pick a TOPIC to do your teleseminar on
- △ Will you teach SOLO or interview an EXPERT?
- △ Setup your opt-in page (see lesson 1)
- △ Start promoting in your newsletter and through social media!
- △ Then watch your list grow exponentially!

You can do this!!

To your magnetism!

Carrie

Carrie Wilkerson, The Barefoot Executive TM

Are you following me? <http://TwitterBarefoot.com>