

# LESSON 6



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

by Carrie Wilkerson  
The Barefoot Executive <sup>TM</sup>

[www.MagneticListBuilding.com](http://www.MagneticListBuilding.com)



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No matter what your product, experience, or technical knowledge, when you invest in Carrie she invests right back in you. It truly matters to her that you succeed. In two short weeks of an online class with text-only interaction, I went from barely speaking the technical "language" of internet marketing, to having two landing pages operational, a plan for modeling my business going forward, and the coolest cheerleader in the world who just won't LET me be overwhelmed. Now she's offering [www.BarefootMastermind.com](http://www.BarefootMastermind.com) where I can get a regular dose of knowledge, brilliant feedback/suggestions, and kick in the seat of the pants inspiration? Sign me UP!

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## Video Lessons Available At:

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

## Previous Lessons

### **Lesson #1**

[http://magneticlistbuilding.com/members/1-quick\\_start.pdf](http://magneticlistbuilding.com/members/1-quick_start.pdf)

### **Lesson #2**

[http://magneticlistbuilding.com/members/2-keep\\_movin.pdf](http://magneticlistbuilding.com/members/2-keep_movin.pdf)

### **Lesson #3**

[http://magneticlistbuilding.com/members/3-generating\\_content.pdf](http://magneticlistbuilding.com/members/3-generating_content.pdf)

### **Lesson #4**

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### **Lesson #5**

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### **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.

As the President of the Association of Work at Home Women, Carrie is also 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



## Last Week Did You...

- △ Register for an account at <http://FreeConferenceCall.com>?
- △ Pick a TOPIC to do your teleclass on?
- △ Did you decide to teach SOLO or interview an EXPERT?
- △ Setup your opt-in page?
- △ Start promoting your call in newsletter & social media?
- △ HOW did that feel?

## Are you still studying or are you taking action?

### Introduction

Last week we talked about a single teleclass (free) being used as a lead generator. I even gave you some examples of how I used those (and still do) as a method for gaining targeted list members.

We also discussed the merit of generating product from those calls and offering an affiliate product on the backend.

What if you could ramp up that method x 10??

The next two lessons will be focusing on the method I call a Summit! This is a tele-series designed to focus on your niche or target market.

Your results might astound you! (They did me!)



## **But, but, but—I'm new!**

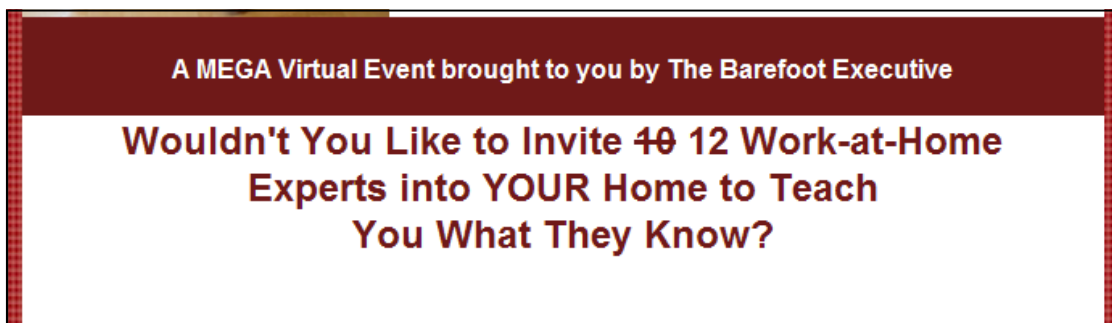
That's ok! I was new when I did my series too and that's what helped establish me in my market!

I'm about to conduct another one of these and I cannot WAIT to see the results (now that I KNOW what I'm doing!)

WHY do a tele-series instead of just a single call? (GOOD QUESTION)

It's a lot of work—but the opportunities for upsell, great social proof and massive list-building cannot be rivaled with an "EVENT" vs a single call.

Here is a glimpse at my first event page at [www.BarefootSummit.com](http://www.BarefootSummit.com)



*(I teach this method in nitty gritty detail at [www.Overnight-Expert.com](http://www.Overnight-Expert.com))*

- ⇒ I decided to have one class a week (via [freeconferencecall.com](http://freeconferencecall.com)) and feature a different expert interview.
- ⇒ I built the webpage featuring their faces, bios, websites, etc
- ⇒ Then I started to promote it!

AND I DID IT FOR FREE! (GASP) - yes, it was a lot of work and yes, I did it for free!!

Carrie, why in the world?? Well, for the same reason that I do my single calls for free. I wanted the LIST! And—I offered an upsell. Let me explain.

When they went to the page, it 'sold' them on the value of the series and that they could listen for free. And that is absolutely the case—they just have to put their first name and email into the registration box.

After they do so, there is a 'thank you page' that pops up with a one-time offer! "We are so glad you've registered! You will love this series! But pay close attention, because we've got a one-time offer for you that won't be repeated!"

Then I proceed to remind them that the calls are free, but the replays are only up for 24 hours and there are no transcripts on the silver pass. However, if they'd like to upgrade to Platinum...they will get a downloadable version of the call, PLUS a pdf transcript so they can have it for notes, etc. This is a ONE TIME UPGRADE fee of \$67 and INCLUDED a three month membership to our website (which then continued after that).



So—let's review.

- ⇒ I got to build a list
- ⇒ I created a product
- ⇒ I got sales on the upgrades
- ⇒ I got new members to my website (recurring income)

That's a WIN-WIN-WIN-WIN proposition, don't you think?

## **Carrie, that won't work in my market...**

Blah, blah, blah—NOT TRUE!! It will work in ANY market! I learned this technique from a guy in the FITNESS market! Not only is he in the FITNESS market, but his niche is ABS. Yep—JUST Abs!

I heard an interview with him discussing this method and within a week, he added 4,000 names to his optin list (TARGETED ab-seekers!) and he did about \$30,000 in upsells of the recordings, etc!! Crazy, right?

So I just took his model and adapted it!

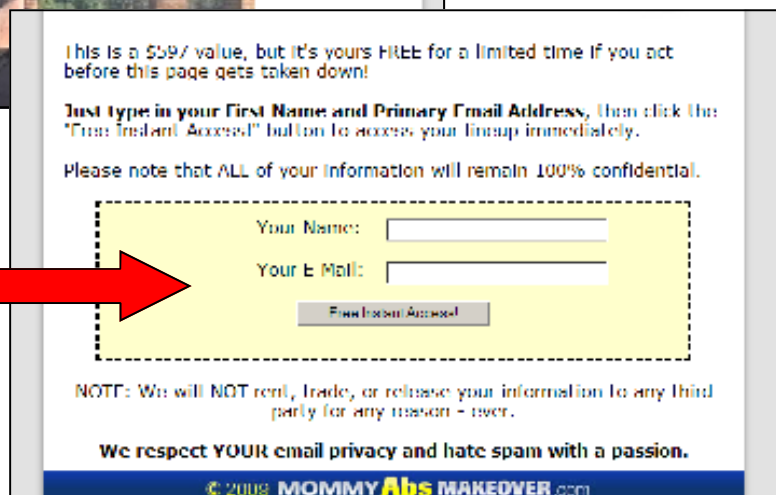
(Side note: we've now become friends and we've developed a step-by-step program for this model. However—I just started with the same basic information I'm giving you. NO JOKE!)



This model worked SO well for Scott that he has JUST done it again! Check this out—an even MORE targeted niche...MOMS!

VIDEO! Nice touch!

The optin box is KEY! This is mandatory! You have to let them know the value of the series and then tell them how to get it! And always restate your privacy policy in case someone is nervous about you 'selling' their info!



Scott has the same process. Once you optin above for the FREE series, you get the call details—but you also get the opportunity to upgrade to the recordings for your permanent records. This is a popular option because people want to download to their ipods or burn to CDs. They don't want to



be restricted to YOUR call time, but be able to listen at their leisure. This model is really great at building your list but also at creating sales and a residual product.

## Look at this example

The Divorce Niche!

Your speakers promote your series as free content (affiliate tagged so they earn commissions on upsells) and



that grows your list from their audiences too! They earn commissions and you get qualified leads on your list!

Are you beginning to see the beauty of this model?

Here's the really GREAT part—all of the

same resources you used for your class last week—are the same ones you'd use for this model!

**\*\* It Works! \*\***

*Was my 1st success with this luck? Nope. I've since done it again  
www.WildfireRally.com and generated 6,000+ new names on my list, along with a killer  
product and lots of great upsells!*

## Assignment

- △ Brainstorm what other experts in your market would be great guests for your series
- △ Come up with a clever title. Ours was the Barefoot Summit; Colleen had the Savvy TeleRetreat; Scott always uses a Makeover name like Extreme Abs Makeover or Mommy Abs Makeover
- △ Set a 3-4 week period to put this into place. Why not?

You can do this!!

To your magnetism!

*Carrie*

Carrie Wilkerson, The Barefoot Executive <sup>TM</sup>

PS Next week—part 2 of this lesson—insider tips, strategies & tools

Want to keep up with me?



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