

LESSON 3



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

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Foreword

I KNOW you are excited! That is evident by the buzz on social media and the emails we're getting like this one:



"In just 2 weeks, you have taken me from 'overwhelm' to 'overdrive!' Thanks Carrie!"

Terri Cook, Australia

I'm so thrilled at the results reports we're getting. I am very proud of you for taking action on what you're learning! Don't worry about perfect, just get it done and get it out there!

Note: Download links for previous lessons will be included in each pdf file in case you missed or misplaced an earlier edition. Also, five free lesson videos at:

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

Did You Get Your Audio Bonus?

Approximately 2-3 days after you received lesson #2, you should have gotten an email with a download link for the first unadvertised bonus. It's an audio interview entitled "What Can Happen in a Year" - Taking a Membership Site to 6 Figures in 12 Months or Less. In this interview, Tim Kerber & Ryan Lee grill me on several strategies and tactics that helped me build my membership site with momentum. If you did NOT get that, please let us know so we can get it to you asap!





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 do a “newsletter” or “tip of the week”?
- △ Did you use html or text format?
- △ Did you find a free template or use mine as an example?
- △ What are your next 5 topics?
- △ What day are you going to publish?

Super! Moving Right Along...

Introduction!

Today, we’re talking about not only building your list—but getting your list to LOVE you and to KNOW you. (After all, the longer they stick around, the fewer numbers you are continually adding, right?)

There are several MUST-do strategies for endearing your readers and audience to you that are vital. Today we’ll talk about several.

Don’t skim these or dismiss them, and don’t just assume they are too oversimplified...in my typical style we’ll K.I.S.S.—keep it simple sweetie—and we’ll show you how it works FOR YOU!

To Know You is To Love You...

Gone are the days of the nameless, faceless business being effective. In online AND offline businesses, customers and prospects prefer to do business with a PERSON, not a business. Does that make sense? We are regressing in some ways to the days of Sam Drucker (remember him, from Green Acres) and the little country store. We want to KNOW who we are doing business with.

More importantly, we want to feel like they know us too! (this is where personalization and social media play a part...more on that later)

So let's talk about vanilla ice cream for a minute. You go into the grocery store specifically for vanilla ice cream. And suddenly, you notice there are 14 different variations of vanilla. Which one do you choose? Well, sometimes you choose based on price. But honestly, they only differ about 25 cents either way...so you have to choose on a different criteria.

Some have full cream, some are organic, some have green-friendly packaging and some have a celebrity name endorsement. Either way...they HAVE to find a way to BE THEM! To have PERSONALITY! So...your business is like VANILLA ICE CREAM (I know, I teach with such technical terms, haha) — you do NOT want to differentiate yourself based on price alone...but on value-added and on your personality!

If you want to develop loyalty and affinity with your customers (past, present and future) you have to be YOU...so—take YOU and turn up the volume a little bit...in your newsletter, on your website and in your social media.

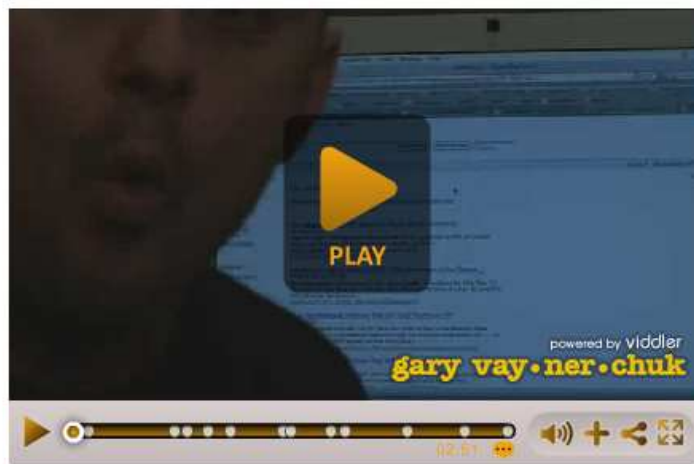
This was very difficult for me at first. (Don't laugh, it's true) - I have had a serious weight problem for most of my adult life and had lots of image issues...so I'm used to being BEHIND the camera, not in front of it...so to use lots of pictures, video, etc was a challenge for me. But when I took that risk and made that leap to personalize EVERYTHING, it made a huge difference in my readership, listenership and audience resonance.





Ego Searching or Caring?

Posted December 5th, 2008 by [Gary Vaynerchuk](#) | [59 Comments](#)



Let me give you a few other examples of on and offline personalities.

Gary Vaynerchuk, Wine Library TV

Gary is 'in your face' and unpolished and BELOVED by hundreds of thousands, if not millions.

He is a wine expert that is really 'anti' snooty like you think wine tasters are. He is loud music, Jersey accent and even crude language. And while I don't drink wine...I love Gary because he is so REAL and so passionate about what he does! He LOVES wine, he believes the masses can too (even if they're not affluent) and he wants to teach what he knows.

Gary uses social media for his 'touches' and also videos, plus live streaming through <http://ustream.com> to inject as much of his personality as possible into the minds and hearts of his audience.



Howard Stern, Radio Talk Show Host

Who HASN'T heard of Stern? He's outrageous. He's rude and he's unpopular...or IS HE? The truth is, Stern has figured out that we remember who we LOVE and who we HATE...the ones in between slip thru the cracks! If you love him, you listen. If you hate him, you listen so you know what to hate him for! He doesn't apologize for himself & his volume is turned way, way up!

This Week With Barack Obama

A continuous roundup of information on President-Elect Barack Obama. The next President of the United States



Barack Obama

- [Barack Obama on wikipedia](#)
- [Barack on YouTube](#)
- [BarackObama.com](#)
- [Jill Biden on wikipedia](#)
- [Joe Biden on wikipedia](#)
- [Michelle Obama on wikipedia](#)
- [OBAMA STORE](#)
- [ObamaScrapBook](#)
- [Speeches](#)



Tuesday, December 23, 2008

[Basketball is coming to a White House near you](#)



..

[Basketball is coming to your nearest White House.](#)

Say what you want, cry if you like, but it is coming and those in mourning, will just have to accept it.

Barak Obama, Politician

Our first high-visibility politician to effectively leverage social media and the internet, Obama used list-building through FaceBook, Twitter and and YouTube to get

more of "HIMSELF" out there! We watched him play basketball, kiss his wife, play in the floor with his kids and more through these personality-magnifying mediums. Many other politicians are guarded about what 'image' you are allowed to see. Obama capitalized on the asset of HIM and used personality marketing and list-building to it's maximum effectiveness. I predict that throughout his term in office, he will do the same for public policy and to sway public opinion.

And then there's Me!


Besides the personality I put on my sites and out there in social media, I work very hard to incorporate lots of personality and connections into my weekly newsletter.

Why?

Well, I think we're less likely to leave or 'disconnect' from

those that we have a relationship with...even if the relationship is a 'perceived' relationship. So, I maybe sending the same marketing advice or business tips as publisher XYZ, but because my audience feels like they are watching Baby Barefoot grow up...or went on vacation with me to Disney World while I was crazily juggling 4 kids and those holiday crowds, they are less likely to 'abandon' me when their email box gets full.

See the difference? It's not just unsubscribing from an email list...it's leaving 'me'...the difference is in the personality and connections you are building.



barefootin'
tips and resources for
working at home

In This Issue :: December 18, 2008 :: Vol 2 Issue 44

What have you learned from this year?

Well...for starters, I have learned that the deadline is the greatest human invention EVER! I know you have experienced this phenomenon too, but I always get so much done just prior to a deadline.

For example, we are leaving on a vacation this weekend and my week has been extremely productive already! The same happens right before a class deadline or something is 'due.'

Just like this picture of Baby Barefoot! This is a TALL fence and we were standing by...but she KNOWS she isn't allowed to climb much. So when I let her loose (for the sake of the photographer), she scurried as quickly as she could to the top of this fence! She knew her time was limited – and so she ignored any fear and just CLIMBED!

Also an example, her older sister, the 4-year-old, stood at the base of the fence looking at the best way to approach it. How could she climb without getting dirty? How could she be sure that she wouldn't fall? What about her shoes...were they the right shoes for climbing?

As a result...Baby Barefoot made it to the top of the fence in a hurry for the picture...and her sister never made it off the ground before the shot was taken!

BUT—I'm Not Interesting!

How can you use the newsletter or tip of the week you're now implementing and add personality?? More YOU?

- △ Do you have pets? Pet stories are ALWAYS popular. Pictures too!
- △ What about kids? Is your market one that likes kids?
- △ What are your hobbies? Your audience will love traveling with you, golfing with you, boating with you or even sewing with you!
- △ What struggles are you dealing with or have you overcome? (weight, debt, step-family issues—anything that might resonate with your audience) - this makes you REAL to them... for instance, my largely woman audience on one of my lists, loves when I talk about struggling with weight and post my before/after pics

<http://www.Barefoot-Executive.com/beforeafter.jpg>

What Medium Will You Use?

If you are a beginning of course, text and photographs is the easiest and fastest way to personalize your marketing. The templates on your autoresponder service should walk you thru that quickly. You can also host pictures for social media on <http://twitpic.com> or directly on your FaceBook page.

You can use a service like <http://audioacrobat.com> to add audio or <http://youtube.com> to add video.

Our videos at <http://www.YouTube.com/BarefootExec> seem to be very popular and we add new ones frequently.

These things are all very important to building rapport and connectivity to your audience...and the side-bonus of that is also LOYALTY!

Assignment!

- △ What is interesting/different/or fun about you?
- △ What will you do THIS WEEK to incorporate that?
- △ Read the Gary V blog or watch a video (or 2) of his this week
- △ Investigate audio and video options too (but don't stall there)

**** Magnetic Momentum Builder for the Advanced ****

Video is HOT-HOT-HOT and with easy tools such as the Flip camera and hosting sites such as Viddler.com and YouTube.com—there is just NO REASON why you cannot be incorporating video into your list-building. We'll have a complete lesson on this later...but for now—let me tell you that even simple videos like I have on YouTube.com increase my social media lists and newsletter lists by big SPIKES when I send them out.

And a HUGE plus is that when I meet people on the phone or in real life, they already feel like they KNOW me because of the 'digital rapport' we've already built!



To your magnetism!

Carrie

Carrie Wilkerson, The Barefoot Executive TM

PREVIOUS LESSONS:

Lesson #1

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

Lesson #2

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