

# LESSON 4



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

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The Barefoot Executive <sup>TM</sup>

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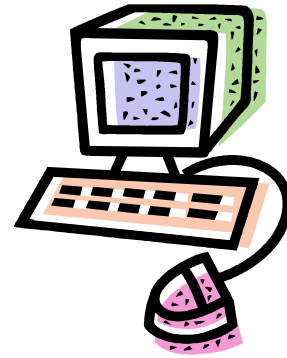
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## Foreword

You are doing so well with this and the notes that I'm getting from you are so encouraging! Thank YOU for your feedback and for taking action!



**bizownersonline** @barefoot\_exec ur such a bad influence....but that's why I love you. I've taken more action in 6 mos with you than 6 years....Exhausting.



**Video Lessons Available At:**

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

## Previous Lessons

Lesson #1

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

Lesson #2

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

Lesson #3

[http://www.magneticlistbuilding.com/members/3-generating\\_content.pdf](http://www.magneticlistbuilding.com/members/3-generating_content.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 find something interesting/different/or fun about you?
- △ What did you do THIS WEEK to incorporate that?
- △ Did you read the Gary V blog or watch a video (or 2) of his last week?
- △ Did you Investigate audio & video options?

**Super! I LOVE it when you take action!**

## Introduction!

Today, we're focused on your newsletter! I am a FIRM believer that being faithful to publishing my newsletter has made a huge difference in the growth of my list and the loyalty of my list!

You should publish at least once a month, preferably more. I publish once a week because the attention span of folks these days is very short and they will likely forget about why they subscribed, why you interested them and why they should keep getting it if you wait too long between issues.

So, I personally publish once a week and sometimes even mail a note in between issues if I'm promoting something special (we'll get to that in a later lesson.)

But—generating all those ideas can be a bit scary, YES?? READ ON!

## Introducing Bernadette Doyle...



Bernadette and I mastermind together in an exclusive group with Yanik Silver. She has this outstanding lesson about generating your newsletter that I thought was so great, I asked her if I could publish here here, in my course!

She is from England, but lives in Ireland, so you have to read it with a really great thick accent!

(She would!)

### My Newsletter Secrets

**Bernadette Doyle, <http://ClientMagnets.com>**

I've been writing a Client Magnets newsletter (also known as an e-zine) since February 2002. The first one went out to a handful of people, now it reaches more than 20,000.

This newsletter has played a critical part in the growth of my business. Maintaining regular contact with your prospects, and consistently providing value each time is a great relationship builder and 'cementer'.

Anyway, I think every 'Client Magnet' needs their own newsletter, yet practically once a week I hear the following question: 'How do you come up with something to write?'

So in this lesson, I'm sharing my favorite newsletter secrets:

#### **1. Believe that you have something worth saying and worth reading.**

There is no one else in the world with your combination of skills, talent and experience. No one. You have something worth saying and worth hearing. The problem is that you probably underestimate the things that are easy for you because you think 'That's obvious' to everyone else. Here's a newsflash. It isn't!

**2. Find your unique voice** When I first started writing newsletters, I was trying to adopt an 'expert' tone, and I thought I had to come up with something really groundbreaking every week. It was agony! Each newsletter took me a day to write. When I realized that all I had to do was be myself, the writing process got MUCH easier. Now each article takes minutes, not hours.

**3. Don't try to please everybody.** A couple of years ago I came across some negative feedback about my newsletter on an online forum. It's no understatement to say I was shattered. For the next few newsletters I wrote, I noticed that I wasn't writing alone. There was a negative critic in the corner ridiculing everything I wrote, pulling faces, and shaking her head in disagreement. I started analyzing everything I wrote from 'her' point of view. Finally I realized that the attention I was putting on this critic was stopping me from paying attention to those people who were interested in what I have to say, and decided to write on regardless.

*Bernadette Doyle's*  
**Client Magnets**  
How to Attract Clients Like A Magnet



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

Issue 78

**In this Issue**

- Mastermind Inspiration!
- My Newsletter Secrets
- Want help writing YOUR newsletters?

Please add "[karletta@clientmagnets.com](mailto:karletta@clientmagnets.com)" to your whitelist or address book in your e-mail program, so that you have no trouble receiving future issues!

You're receiving this newsletter because you signed up on my website.

To change your subscription, see link at end of email.

To signup for this newsletter, [click here](#).

**A Personal Message From Bernadette**

**4. Answer questions.** I pay attention to the questions or issues that come up in coaching sessions, on training courses and tele-seminars, or simply questions emailed to me. When I notice a common theme emerge, I respond to it.

**5. Share your experience.** From time to time I write about what's happening in my own business - the good, the bad and the ugly. When I'm writing about the 'bad and the ugly' it takes courage to be that vulnerable in front of an audience. Yet I get an amazing response when I do. The amount of support that pours in is very touching. People seem to like hearing about the human side. At the other extreme, I used to worry about writing about things that are going well. I was concerned that it would come across as bragging, or is alienating to people who are going through a more challenging time. But it's inspiring to hear about other people's successes, especially to those people who have been part of this journey and actually watched my business grow.

**6. Don't write it.** Remember the purpose of the newsletter is a low cost way of staying in touch and sharing ideas with your prospects. No one says it has to be written. You could record an audio, or have a friend interview you on a subject, and then either get that transcribed, or simply upload the audio file to your website and email people a link to it.

**7. Recognize that 'writers block' has nothing to do with lack of time or ideas** And everything to do with a fear of really showing up in the world and sharing your gifts. To quote Marianne Williamson, 'We ask ourselves, who am I to be gorgeous, talented, fabulous? Actually, who are you NOT to be?'. When you commit to 'feel the fear and do it anyway' you will cut through writer's block like a warm knife through butter. With every step you take, you dissolve a little bit more resistance. Just start from where you are.

Whewww! Thanks Bernadette—really great stuff!!



## Assignment!

- △ Pick a title for your newsletter (if you don't already have one)
- △ Choose a photo to use in your masthead
- △ Put HERE what you believe you have that is worth saying  
\_\_\_\_\_  
\_\_\_\_\_
- △ What are some common questions you hear in your business? From your clients? From potential clients? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- △ What is something bad or ugly that you are hesitating to share?  
\_\_\_\_\_

## **\*\* Just Send It Out! \*\***

Send it to your friends and family with a note that they haven't been subscribed, but they can by going to the special link. Ask them to fw to their family & friends that might be interested in that content. Don't wait for it to be perfect. Just get it done. You can perfect it as you go!

You can do this!!

To your magnetism!

*Carrie*

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