

# LESSON 2



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

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*“Carrie, Within a few hours of putting up my squeeze page and posting on a forum and on Twitter...I already had 5 new names! It’s a start!” Courtney*

[illegible]

Note: Most weekly lessons will be just 2-5 pages in length as I mentioned early on (not including the cover page, legal and foreword) but the last lesson was a bit lengthy because of start-up info. Take a deep breath, it won't always be so long :)

Note: Download links for previous lessons will be included in each pdf file in case you missed or misplaced an earlier edition.

## Check your inbox in the next 48 Hours





### **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

### DID YOU:

- △ Identify Your Niche?
- △ Validate Your Market?
- △ Create a Gift, Bribe or Goodie?
- △ Sign Up for a Way to Collect Names (Auto Responder Service)?
- △ Set Up a Blog, Website or Simple Squeeze Page?
- △ Initiate Some Hosting? (I use hostgator.com)



## Great! Onward...

### Introduction!

Okay Carrie, I'm collecting names—now what do I DO with them?

- ⇒ Do I start sending them offers?
- ⇒ Can I sell them something?
- ⇒ Can I sell this list to someone else?
- ⇒ How can I start making money???

Those are all great questions. But hold on a minute!! Don't get ahead of yourself or you will have a very high rate of list 'churning' or turnover...meaning they will go out the back door as fast as they're coming in the front door!

I suggest that you build a RELATIONSHIP with your list!!

(GASP!) But this is internet marketing!! I should be able to do business anonymously without getting involved!! Well, that is partially true—but no

matter what you've heard, the money really is not IN the list. The money is in the RESPONSIVENESS of the list. And the responsiveness (in my opinion) is based on your relationship with your readers, listeners, community, etc.



So—how do you build a relationship?

Well—my favorite strategy for relationship building will not be new. You've heard of it before and you've seen it used in online and offline businesses for YEARS...the newsletter!

Yep—I believe FIRMLY and WHOLEHEARTEDLY that you should be sending a weekly or bi-weekly newsletter or ezine (email magazine) to your subscribers.

WHY IN THE WORLD would I want to create that extra work for myself Carrie?

- ⇒ In order to building a connection—a relationship with your subscribers.
- ⇒ In order to offer them value.
- ⇒ In order to establish yourself as a credible expert.
- ⇒ In order to show them that you can be trusted to recommend resources.
- ⇒ In order to get your list used to seeing emails from you that aren't 'pitches'
- ⇒ In order to begin 'branding' yourself with a specific niche, target, message, etc

As you can see, there are many, many reasons to send newsletters.

However—if the thought of writing an article or generating 'content' every week terrifies you...what about a 'Tip of the Week?' - This doesn't have to be scary. It can be short. The formatting can be simple and it still serves a purpose!

## Formats

There are typically 2 formats to choose from when you are preparing to send a newsletter or tip of the week. We will use the term 'ezine' just to be consistent.

1. Text
2. Html

There are pros and cons to each. And the debate on which is most effective is age-old and honestly, I believe it depends on your market, your autoresponder service and your unique content. But let's discuss some differing factors here.

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AskMrVideo.com
Weekly Newsletter
November 11th, 2008
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"Video - Authenticity, Authority and Action"

Hi {!firstname_fix},

Remember those AMEX ads? "Do you KNOW me...?" I was on Twitter
(http://Twitter.com/askmrvideo) the other day and was getting a
lot of
feedback on a class I had just given, The interaction on the class
was one-way but the ability to communicate with the class on
Twitter was two-way and community based. I felt like people DID get
to know me and I got to know them as well. So, you CAN create a
community around 140 characters in Twitter - I have and it has
become a fantastic way to connect with people.

One of those people is Kristen Arnold (@kristenarnold on Twitter).
She is taking a class with me and sent me a note about how she is
using her Flip Camera to send videos to her Nephew who is in the
Navy. A great idea for this Veteran's Day! I'm sending Flip Camera
video clips to my brother who is stationed in China! He will get
such a kick out of that. The Flip camera makes it sooo easy!
```

## Text Pros

Text is the easiest to get started with. After all, if you can type an email, you can send a text-formatted ezine.

Your autoresponder service will show you how wide the columns can be and if you stay within those guidelines you should be fine.

The MAIN reason I'd advocate using text is if you are new—do NOT get all hung up in technical stuff, waiting for a great newsletter design, waiting to figure it all out, waiting, waiting, waiting—text can be done TODAY!

Word of caution: be very careful pasting from Word, Emails or other documents directly into the text field though. Sometimes you'll get weird characters showing up that you didn't intend to be there.

Text tends to get thru the 'spam-radar' screens a bit more easily because of its lack of 'coding' — but there are cons too!

## **Text Cons**

Text is uglier. (There—I said it.) I don't like to send text because I like to use graphics and make it attractive, like a webpage.

I also like to use my special 'branding' meaning my own colors, photos, etc.

However, one of the biggest concerns for me is that I like to be able to send clickable links and websites within the newsletter. In most programs, I cannot do that with text.

I believe that lowers your response rate. (your mileage may vary)

However, I know some marketers that use ONLY text. Period. They believe that the deliverability is superior and they don't want to waste time on design, coding, etc.

Ultimately, it's up to you...now—let's talk about html.





HTML is short for HyperText Markup Language, the authoring language used to create documents on the World Wide Web.

(I never knew that until I looked it up so I could tell you!)

This means essential (in the Carrie-paraphrase style) that you are sending a pretty email, like a webpage.

## Html Pros

You can see the difference in the AskMrVideo.com newsletter above and the text version on page 7, right? I, personally, am more likely to read the html version because it's eye-catching and more 'user-friendly' to me.

Also, in html, you get to keep your 'branding' consistent. What does that mean? Branding is the graphics, colors and 'style' that communicates the

brand of YOU! The AskMrVideo.com brand is cameras and blue and most importantly, Perry Lawrence's friendly face smiling at you! When an email comes in my box that looks like that, I instantly say, "Hey, there's Perry! He's Mr Video!"

It's the same with my materials and my newsletters. I stick with the same color families across the board, the same font styles, and my smiling face. I want to be branded as the Barefoot Executive, Carrie Wilkerson and so I want my materials to be consistent and personable.

I believe that is very difficult to do with 'text' formatted emails.

Another pro of html is clickable links. Your prospects and readers can click on words in the body of your email and go directly to other webpages, offers, sales, affiliate promotions, etc. This is powerful—and marketing studies show that html offers tend to have a higher click-thru rate. I believe that's because people are too lazy to copy and paste a web address into their browser from text. (I could be wrong)

So, for me—the branding and clickability are enough to make this a 'win'! - But like I said before...do NOT let the html coding or design slow you down. If you are ready to list-build—start with text NOW and implement the html later!!

## Html Cons

Some spam filters do not like html for whatever reason. Probably because it's automatically associated with sales, offers and commercialism. For that reason, it typically gets a higher spam score than text only emails. That is a consideration.

Also, the coding itself. When I started, I paid a virtual assistant to design an html template that I then would alter using MS FrontPage 2003 to tweak each week. I simply copied and pasted my article in one slot, my events in another, my pictures in the set spot (you get the idea.)

You don't even need to do this! Constant Contact



and Aweber now have templates you can use for yourself! All you do is add your personal info and your logo and you're good to go!! (oops, this is the cons section, sorry)

Honestly, I have a hard time citing cons for html because it's my favorite way to go!

Either way you choose, html or text—GET STARTED!!

Truthfully, I use BOTH! In aweber, there is a spot to put in my html code (and I do) and then below it there is a spot for text...and so I put a note like this:

"Your most current issue of Barefootin' is available on the web at:

[www. Barefoot-Executive.com/ezine\\_issue723.html](http://www.Barefoot-Executive.com/ezine_issue723.html)

Click that link and ENJOY!"

So it is delivered through the email as text, but the reader, if they are interested, can click through and still see the pretty, branded html version.

*(fyi that is a bogus link...do not email us saying it doesn't work, we know)*

## **A newsletter is such a 'tired' idea!**

I will tell you that I credit my newsletter with building my list (and retaining my list) more than any other strategy I have. This is why I teach this portion first.

Please do NOT think this isn't applicable to your market or business. I promise you are leaving names (and therefore dollars) on the table if you do not implement some form of newsletter or tip of the week immediately

## **What will YOU use? Newsletter or Tip of the Week?**

## **I don't want to generate content!**

Writing for your weekly mailing isn't as difficult as it seems. Go back to your niche or your market idea.

What are 5 questions either YOU get asked a lot or that you know are relevant to your prospects.

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_

Now...you can answer those questions in your next five issues! (And my guess is that you thought of way more than 5 and will continue to over the next several days!)

## **Assignment!**

- △ Will you do a "newsletter" or "tip of the week"
- △ Have you decided to use html or text format?
- △ Do your sample issue using mine or AskMrVideo as a guide
- △ Calendar your next 5 topics (as listed above)
- △ Choose a day to publish

**\*\* NON-BEGINNERS —>** If you are already publishing, GREAT! Chart out your next several issues.

Make sure there is a directive in there, "If you enjoyed this and found it valuable, please share with a friend. Hit forward but take off your unsubscribe info so they don't get you unsubbed on accident. Oops!"

Also, make sure there is a personalized element to it. Next week we'll talk LOTS more about not only building your list—but getting your list to LOVE

you and to KNOW you.

There are several MUST-do strategies for endearing your readers and audience to you that are vital.

We'll also talk about the best days and times to publish. Appropriate lengths. Content generation ideas and a variety of media to use in your content.

Don't skim these or dismiss them, I know that these tactics work—and they work IN ORDER!! So please, go back and re-read and more importantly, IMPLEMENT!

Have you seen the video series?? Make sure you check those out too. They will enforce your learning in ways reading alone cannot.

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

See you in 7 days!

To your magnetism!

*Carrie*

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

P.S. Don't forget to check your inbox in 48-72 hours for the download link to the special bonus audio, "6 Figures in 12 Months or Less!"

## PREVIOUS LESSONS:

Lesson #1

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

