

LESSON 1



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

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Foreword

Welcome to your first ***Magnetic List Building*** lesson!

I'm excited to have you as a valued member of our 12 week training program and am looking forward to seeing your own list-building efforts TAKE OFF as your community of readers, listeners and 'fans' spring to life over the next few days and weeks!

Before we begin with our first training, there are three important things that I need to mention to you...

1) Time Released Bonuses Every 30 Days!

Once a month, you'll automatically receive a FREE bonus as an active Magnetic List Building subscriber. This will appear in your inbox approximately every 30 days and will include videos, audios and resources to further supplement your efforts and create additional momentum or motivation for you! Additionally, there are some built in surprises along the way at unspecified intervals (this lets me be SPONTANEOUS). And finally, there is a 'graduation' bonus at the completion of your 12-week training...so look for that on graduation day!

2) What's In Store The First Few Weeks.

I want to give you just a quick look at what we'll be covering during the first few lessons in your training...

- ⇒ What is Your Market—How to Serve Them
- ⇒ Tools, Technical Stuff, List-Building 'Laws'
- ⇒ Touching Your List Effectively—Engaging Them
- ⇒ Setting Up Your Newsletter or Tips—what works & why?
- ⇒ Affiliates earning money by giving away free content? HOW?

...and so much more!

The first few weeks will be the basic steps in getting things up and running

(don't fret those of you that are more experienced, I've got some TREASURE buried in these preliminary lessons for you too!) and the ongoing lessons will be advanced strategies for expanding and improving the foundation of your list-building skills and ongoing plan.

3) Why You Should Never Cancel.

There are many reasons why you should stick with your course (it's great training, if you keep quitting one thing and jumping to another, you'll never make much progress. Even if you don't use it all now, you can archive it to use later.) But there is an all-important reason that I have to warn you about from the beginning. Each of your lessons is sequential and delivered by autoresponder. That means, if you decide to cancel and rejoin at some point in the future, you'll have to start all over again with the very first lesson. There is 'picking up where you left off' with this training program. I **strongly** encourage you to stick with this for the entire 12-week duration...trust me when I say that you'll thank me in the end.

NOW that we've got 'housekeeping' out of the way, let's get to the reason why you're here...the lesson!



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>

(let me apologize in advance — today's lesson is way more than 3-5 pages. I wanted to cover a lot of ground to get you started on the right foot asap! I wanted to cover ground for beginners as well as more advanced marketers. Over-delivery is my style...I hope that's ok with you ;-)

Introduction

In today's lesson, I FIRST want to talk about your business...before you know what kind of list you want to build...you have to have a clear understanding of your business model—and more importantly, your market.

Who are you serving? Who is your ideal customer?

Name him or her. Describe him or her. Specifically.

Are you new? Not sure about your market or even your business? Well, let's think about a few things:

What is a niche? Which ones are profitable?

- A situation or activity specially suited to a person's interests, abilities, or nature: found her niche in life.
- A special area of demand for a product or service

Do you already have a niche?

NO? Then how do you choose?

Consider

What ideas are inside you?

- What do you love?
- What do you do in your spare time?
- What makes you happy?
- What do you feel successful at?
- What challenges have you overcome?

What ideas are outside of you?

- What do you see people spending on?
- What magazines do you see on the rack?
- What is a hot topic of conversation on forums, social media, etc?
- What need do you see—what gaps in the market?

Then perhaps – more importantly...consider your 'audience'

- Do they have money?
- Will they spend money?
- Are they reachable online or off?
- Is there an 'enemy' – is there pain? — or
- Are they passionate & fanatical?

Keeping that in mind...

Does that change your ideas about a niche? About your ideal market?
NOW who is your ideal customer? NOW what is your niche?

Reciprocity...(Give to Get)

Our goal is to get people, your prospects, to give you their first name and email address as a way of them expressing interest in your product or service. So...how do we do that?

Easy!! We bribe them! (Ethically, of course)


So, what can you offer your prospect in exchange for their information?

- A 'special' report
- Audio interview
- E-book
- Transcript
- E-course
- Downloadable software

Typically...they will NOT just subscribe for a newsletter or tip of the week. There usually has to be an additional goodie or carrot you dangle in order to get them to 'bite.' — Something IMMEDIATE that gives you authority and/or credibility in this particular niche.

An example of this is at www.BarefootExecutiveOnline.com — that is my newsletter subscription page—but I also offer an audio interview with Willie Crawford, internet marketer and super affiliate.

Ok—I want you to THINK, really THINK of what you have right now that you can use for 'bait.' Brainstorm below:



barefootin'
tips and resources for
working at home

For tips, advice, smart systems & success stories about women pursuing their own dreams of working at home, **subscribe below to our FREE weekly newsletter—Barefootin' -- brought to you by www.Barefoot-Executive.com**

You will receive a *special report*, **7 Things Your Boss Doesn't Want You to Know About Working at Home**, as a gift after signing up!

PLUS - for a limited time -- you will also receive a complimentary subscription to a free mini-ecourse on *building raving fans and endless customer streams* -- Subscribe Now!

Get Your FREE Report & Ecourse Now!

First Name:

Primary Email:

Did you come up with something? Several things? GREAT!! If not, that is OK!! My first 'goodie' was in the form of a special report called, '7 Things Your Boss Doesn't Want You to Know About Working at Home.' — It was 2 pages and isn't really brain surgery. You can download that here:

<http://www.Barefoot-Executive.com/7secrets.pdf>

I literally wrote this, setup the squeeze page, programmed my autoresponder and got it going in 2 hours. Why 2 hours? Because that's all I had! I had a newborn, 3 other kids and a husband in a hotel room and was under a self-imposed deadline. I wanted to get busy. I suggest the same for YOU!! Give yourself a deadline and don't accept any excuses!

So—if you don't already have something that you can recycle or repurpose into your 'goodie' or 'bribe' - then what can you write (like the above report) a list of bullet points that would be of interest to your market? Use these title-starters as a guide:

- The 7 Biggest Mistakes _____ Make When They _____
- Avoid The 5 Common Traps of _____
- 7 Things _____ Doesn't Want You to Know About _____

SEE? Now what ELSE can you come up with?

Ok...now that wasn't 'rocket science' was it?

Moving forward!

NOW WHAT? Good question, there are a few things you need to have in place. (Don't panic if these seem foreign to you, I will explain...conversely if these seem too basic—we will have advanced strategies for you also!)

Checklist for Getting Started: (yes, you should print it ;-)

- △ Identify Your Niche
- △ Validate Your Market
- △ Create a Gift, Bribe or Goodie
- △ A Way to Collect Names (Auto Responder Service)
- △ A Blog, Website or Simple Squeeze Page

How are you collecting names?

THIS is very important...do not take shortcuts here

- You cannot use other peoples' lists
- You cannot 'harvest lists from FaceBook, Twitter or Forums
- You should not use old lists you have on paper
- Do not buy lists
- Do NOT try to use your outlook, gmail, yahoo, hotmail for mailing in 'groups' or bulk mail

These things will ALL cause you grief, get you blacklisted and could have serious consequences.

1. Operate with integrity.
2. Follow the rules.
3. Be willing to build the RIGHT way for a long-term business.

You have to have an autoresponder service. Period.

Here are some we recommend

(We have listed our affiliate link as well as the company name in case you prefer to go through them directly)

- ⇒ **<http://www.ConstantContact.com>**
(most limiting & my least fave but there is a 60 day free trial)
- ⇒ **<http://www.BarefootAutoresponders.com>** run by Aweber
(this is my fave & what I use extensively)
- ⇒ **<http://www.BarefootCart.com>** by 1ShoppingCart
(this has autoresponders AND an affiliate program/shopping cart)

**** Need to choose a shopping cart, affiliate program, autoresponder?**

Download this free mini-ebook to help you decide

<http://www.barefoot-executive.com/cartinfo.pdf>

These services all have tutorials and are fairly intuitive on how to begin with your first optin box or lead collection. We will go into more details on the next lesson—but first you have to subscribe to the service :-)

After you belong to a service...you need to upload your goodie or bribe to the autoresponder or autoreply so that when someone subscribes, they get it automatically.

(Beginners, do NOT freak out...I'm over-viewing a bit so that our advanced builders can jump ahead some!)

Where are you collecting names?

What 'real estate' do you plan to use to park on?

- Do you have a blog?
- Do you have a primary website?

If yes, then GREAT! You can add an opt-in form (generated from code through autoresponder service) on either one of those!)

For existing sites—I suggest the lightbox or hover pop up that has the optin form (I believe the services mentioned on page 10 all have that)

If you don't have a site or are already collecting names there...then I suggest a new squeeze page!

You have to have hosting and a domain, I suggest

⇒ **<http://www.GoDaddy.com>** OR

⇒ **<http://www.NameCheap.com>**

They have simple options for easy site setup (but are sometimes difficult to edit in.

If you are somewhat software savvy, you can use MS FrontPage or Dreamweaver to create your own page (but you still need a domain and hosting as mentioned above). There are also some free html editors—go to Google and put that in the search ;)

*** Another option (my favorite) is to outsource it with a solution that will grow with your business. If you go to **<http://budurl.com/simplesolution>** they have a solution for you that can begin as simply as an opt-in page and evolve into a full-blown ecommerce site, blog, membership site, etc and very reasonably.

You STILL have to have a domain and hosting (thru one of the sources above) but then **<http://budurl.com/simplesolution>** will handle setup in a heartbeat for you!

Wheeeew!

Ok...I know this was list-building at warp-speed for you! But I wanted to get you started and your mind-spinning as quickly as possible!! I believe in delivering and OVER-delivering what you promise...I hope it's ok with you that there is a lot of information here!

Don't get overwhelmed.

Read with a highlighter, a ballpoint pen and your browser open (NOTE: do NOT USE the highlighter or ballpoint pen on your screen, MESSY!!)

Assignment!

Complete your checklist! When next we 'meet' - you should have your niche targeted, your market identified, your goodie or bribe developed, you autoresponder setup and your squeeze page done!

I cannot WAIT to see how you start drawing people to you, magnetically!

Carrie