

LESSON 10



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

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Who ELSE Is Using Video?

I love to use video for list-building and it doesn't have to be difficult! If you check out <http://VideoMagnetism.com> you will see lots of normal people like us utilizing video to grow their prospect and client opt-in lists!

Go watch those videos and follow their examples!

<http://VideoMagnetism.com> leads to a free blog series of video examples. Fun Stuff!

Video List-Building Lessons Available At:
<http://www.magneticlistbuilding.com/mlb-vids.html>

Previous Lessons

- #1 http://magneticlistbuilding.com/members/1-quick_start.pdf
- #2 http://magneticlistbuilding.com/members/2-keep_movin.pdf
- #3 http://magneticlistbuilding.com/members/3-generating_content.pdf
- #4 http://magneticlistbuilding.com/members/4-newsletter_magic.pdf
- #5 http://magneticlistbuilding.com/members/5-newsletter_nowwhat.pdf
- #6 http://magneticlistbuilding.com/members/6-lesson_midpoint.pdf
- #7 http://magneticlistbuilding.com/members/7-summit_part2.pdf
- #8 http://magneticlistbuilding.com/members/8-summit_details.pdf
- #9 http://magneticlistbuilding.com/members/9-viral_videotips.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.

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!

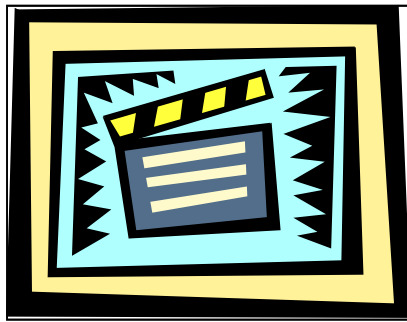
Find out why your website is NOT working for you by requesting a free report
at <http://budurl.com/WebsiteMistakes>

Homework Check Up



- ⇒ What is your theme?
- ⇒ What source are you using for your images? (Remember, they MUST be royalty-free)
- ⇒ What music clip did you choose? (Again, this has to be royalty-free) I love to use a short clip & loop it instead of cutting a big song
- ⇒ What program are you going to use to develop your movie? Are you doing it yourself or using a programmer?

Lights! Camera! Take Action!



Introduction

I am a good list-builder. I am. I have several good strategies that are very effective and summer 2008...thought I had a lot of it figured out.

But—there was MORE :)

What I found was that through the use of simple VIDEO and strategic use of social media—I could EXPONENTIALLY increase my list and maximize ALL of my efforts online.

Interested? Keep reading!

But I Don't Know Where to Begin!

I can help. Not only can I help—I can be brutally honest.

I brought in a video expert for several thousand dollars. I bought a high-end camera,. Set up a 'studio' with fancy lights and learned all the video editing software that was going to make me stand out.

And...it didn't get done. It still was too complicated.

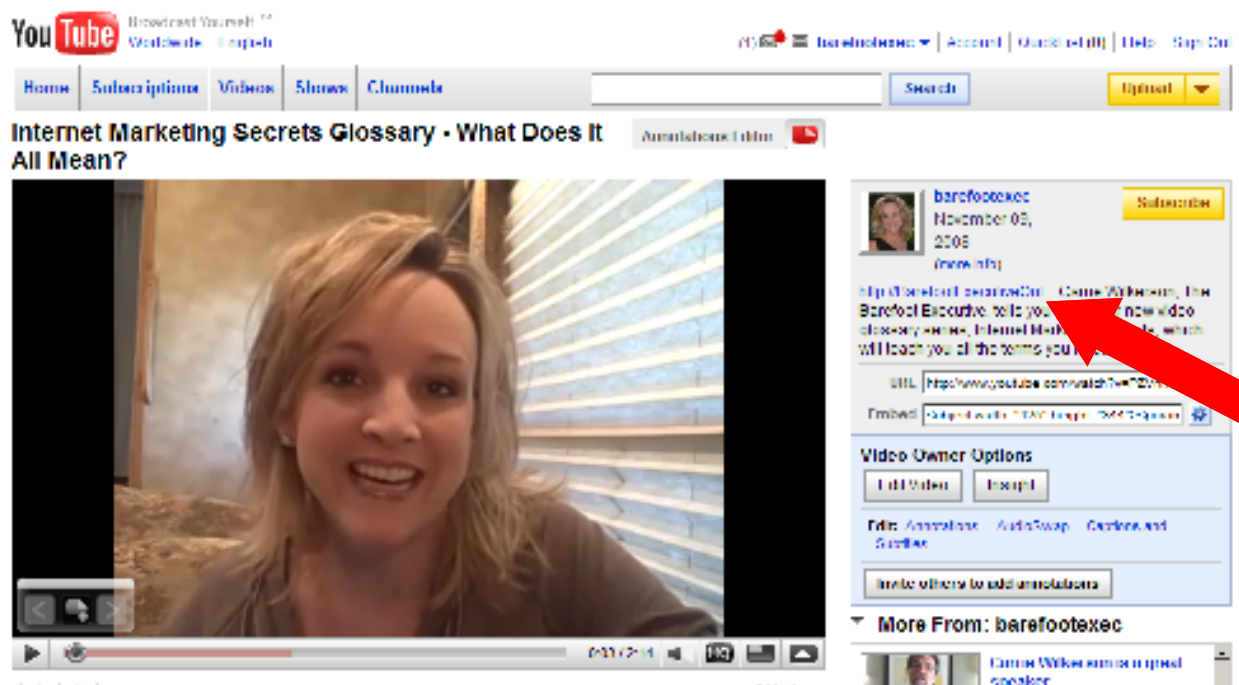
So I called Perry Lawrence, AskMrVideo.com and we chatted. I implemented a few simple strategies and BOOM—online video presence virtually everywhere!

Why Does Video Work?

Video lets people see your eyes, your expressions, your surroundings and it makes you REAL!

But in order to MAXIMIZE Your use of video—you MUST integrate the opt-in or sign up strategies like we're going to discuss below.

Check this out...a YouTube.com page—my channel. This is a MUST for



you. And the great news is—it's FREE!

Go sign up NOW for a channel at YouTube.com—make sure your channel name is easy to remember and has something to do with your business or your brand. **(Go ahead, I'll wait here.)**

Back? Great! Now what is important to know is that when you upload videos, you must make sure people know how to find your site, your product, your SQUEEZE page. Check out the big red arrow on the previous page. See how it is pointing to a hyper-link? When you are putting your videos on YouTube, make sure you BEGIN your description with <http://YourSqueezePage.com> (insert the name of your optin or squeeze page there) - that makes it a clickable link. That is VERY important.

I also love to include a 'call to action' in my videos. This means I TELL the watcher what I want them to do. "Visit my page at >>>>>" or fill your email in the lower box or request my free report by >>>>" See?? You have to give people instructions on what you need them to do or they will just be watching your videos for entertainment without taking action.

Where Else Should You Use Videos?

I like to use videos on most of my squeeze pages too. So, not only do I have videos on youtube for use with social media and traffic generation, but I also put them directly on my squeeze pages, like you see at the right.

I tell viewers what the page is about and give them instructions.



You can see several versions of that 'live' by going to:

www.MagneticListBuilding.com

www.Overnight-Expert.com

www.VideoMagnetism.com

But Video is So Technical!

It doesn't have to be! If it did—I would NOT be using it as much as I do!

My favorite invention EVER (besides the 'deadline') is the FLIP Video Camera (pictured at right).

This fits in your pocket. The Ultra runs on AA batteries and it's SIMPLE! No chords, no complicated instructions. Just point, shoot, upload!

It has editing software (if you want it) built RIGHT INTO the camera!



It's hard to explain how simple it is, but trust me...you will LOVE it!

This model is just \$118 on Amazon.com and mine has even been through the washing machine and YES—STILL WORKS!

At right you can see the tripod (an add-on) that helps if you are filming at your desk, etc.

However, I simply point mine at arms-length at myself a lot. (Evidence of that at www.VideoMagnetism.com)





Another option is the **Insignia** (photo at left) - it is about \$100 at BestBuy.com or Amazon.com — I love the flip around screen. However, it doesn't have the editing software built in that the Flip does.

But...what will I say?

- ⇒ Introduce yourself
- ⇒ Tell them what you are offering
- ⇒ Give them instructions
- ⇒ Tell them a story
- ⇒ JUST BE YOU!

The Most Important Things to Remember...

1. You must be genuine
2. You must give them instructions (what is the next step)
3. You must provide an optin-box or squeeze page or you are not collecting names and you are wasting your effort!

Assignment — Get Started...

- ⇒ Dust off your camera, buy one or borrow one
- ⇒ Shoot a simple video to go with the squeeze page you created in Lesson 1
- ⇒ Upload it to YouTube to your new channel
- ⇒ Use the embed code to put it on your squeeze page
- ⇒ Mention it in your newsletter from Lesson 2 (go see my new video at...)
- ⇒ Use another video on your squeeze pages that are promoting your free tele-classes from Lesson 3
- ⇒ Post the link to your new video or video squeeze page to the blog through <http://VideoMagnetism.com> so we can see it & share it!

**** Video List-Building — It's POWERFUL Stuff ****

You can do this!!

To your magnetism!

Carrie

Carrie Wilkerson, The Barefoot Executive TM

PS Next week—we're talking about Social Media...one of the greatest sources of free traffic and list-building that I am aware of. Don't miss it!

Want to keep up with me?

Free videos
Microblogging
FaceBook

www.YouTube.com/BarefootExec
www.TwitterBarefoot.com
www.FaceBook.com/BarefootExecutive