

# LESSON 8



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

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### Why Should You Build a List?

In March 2009, I was awarded "**Internet Marketer of the Year**" at Yanik Silver's Underground Online Seminar. As the first 'rookie' and the first woman to win this award, **I was VERY CLEAR to the audience** that it was primarily due to my diligence in building a community...a LIST...for my business.

Was donating the \$10,000 prize to <http://100xMissions.org> worth my efforts in list-building? **YOU BET!!** What a banner day!



### Video Lessons Available At:

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

## Previous Lessons

#### Lesson #1

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

#### Lesson #2

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

#### Lesson #3

[http://magneticlistbuilding.com/members/3-generating\\_content.pdf](http://magneticlistbuilding.com/members/3-generating_content.pdf)

#### Lesson #4

[http://magneticlistbuilding.com/members/4-newsletter\\_magic.pdf](http://magneticlistbuilding.com/members/4-newsletter_magic.pdf)

#### Lesson #5

[http://magneticlistbuilding.com/members/5-newsletter\\_nowwhat.pdf](http://magneticlistbuilding.com/members/5-newsletter_nowwhat.pdf)

#### Lesson #6

[http://magneticlistbuilding.com/members/6-lesson\\_midpoint.pdf](http://magneticlistbuilding.com/members/6-lesson_midpoint.pdf)

#### Lesson #7

[http://magneticlistbuilding.com/members/7-summit\\_part2.pdf](http://magneticlistbuilding.com/members/7-summit_part2.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

### Have you decided??

- ⇒ Will your series be recorded or 'live'?
- ⇒ What will your upsell be? (don't overthink it, maybe just recordings)
- ⇒ Do you have a list in aweber or elsewhere yet (just for the series, not your general list)?
- ⇒ How long will your calls be?
- ⇒ How often will they be?
- ⇒ Have you done a test call?
- ⇒ Who are your guests and what are the benefits to them?



**It doesn't have to be perfect. It just needs to be done!**

## Introduction

In our last lesson, we talked about the tele-series strategy in more detail and wow...some of you are already taking serious action! (I know, because you've shared!)

Remember, it's not VITAL that you do it exactly the way that I do, or that Scott does or anyone else. Do what works BEST for you.

HOWEVER, you also don't want to skip important steps that make a difference.

Probably the BIGGEST mistake I see people making is trying to just CHARGE for access to the calls...skipping the free step.

I think this is a mistake! You need the free step to build trust, to share information, to build credibility, to educate more people. Not everyone is a buyer the first time around.



You need the series as an interviewer to build your skills, your credibility and your 'guilt by association' as an expert. (This is why I call this the Overnight Expert method! See more at [Overnight-Expert.com](http://Overnight-Expert.com))

Do NOT skip the experts and try to do your 'own' series featuring JUST you! This is a mistake!

Do not just do a free series with no upsell to the files. This is a mistake. Not only are you leaving a TON of money on the table, but a lot of people are digesters...they want the information to listen to (or read) again and again.

Provide the learning styles that are best for your audience. The more you provide, the better!

However—that all being said—whether you do live or recorded, short or long, video or audio — YOU must figure that out based on your audience and YOU!

## **NOW!! How to go 'viral'!**

YIKES!! What does THAT mean?

Ha—well in the online world of marketing...viral is a GOOD thing! That means, how can you get your promotion, your event, your registration to spread like a virus—to be contagious!



Well—you will likely have 'ok' results if you just promote your series yourself...to your list...in your newsletter...through twitter, facebook, etc. That will be okay.

However, for the BEST results...you want to make sure that your affiliates (your guest experts and associates) are also promoting! THIS way, you get your information in front of THEIR lists too!

Now...if you are a new marketer, don't be freaked out. You can use clickbank for affiliate promotions or use something simple like <http://BarefootCart.com> that will process orders, affiliate tag, etc.

The important thing is that your affiliates/experts will be able to promote your FREE event and THEN if you sell files, upsells, memberships, etc—then your affiliate KNOWS they earn a commission off of that!

## GENIUS!

They will spread the word about a free event. Win-WIN!

Another way to go viral is actually by using a tell-a-friend script.

I use [www.ViralFriendGenerator.com](http://www.ViralFriendGenerator.com) (nope, that is NOT an affiliate link—but you WILL see a video of my face giving Mike Filsaime my testimonial if you check it out.)



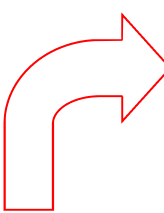
This reasonable script allows you to do a sign up (go thru the VFG page and it shows you the entire process) - and then when your new guest confirms...it pops up a page that says,

*"But Wait!! If you will tell just 3 friends about this Free Tele-Class Event...you will get this free audio available for immediate download"*

Now—this is genius—because...these are already hopefully NEW people to you sent by other affiliates, etc...now they are being REWARDED for telling THEIR Friends about you!!

And when their friends come sign up for the free event...guess what??

YEP!! Same thing! Their friends tell 3 friends, then their friends tell 3 friends, and on and on and on (am I the only one old enough to remember that commercial??)



**But Wait...**

**Tell Just 3 Friends About VFG, and I will give you a Secret Gift Sent To You Instantly To Your Email Inbox... ???**

Your Name:

Your Email:

	Friend's Name	Friend's Email
#1	<input type="text"/>	<input type="text"/>
#2	<input type="text"/>	<input type="text"/>
#3	<input type="text"/>	<input type="text"/>
#4	<input type="text"/>	<input type="text"/>
#5	<input type="text"/>	<input type="text"/>

Subject:

And, the beauty of it—is that you set it up once and it's automated! Hands-off!! Like a referral machine on steroids!! Beautiful!

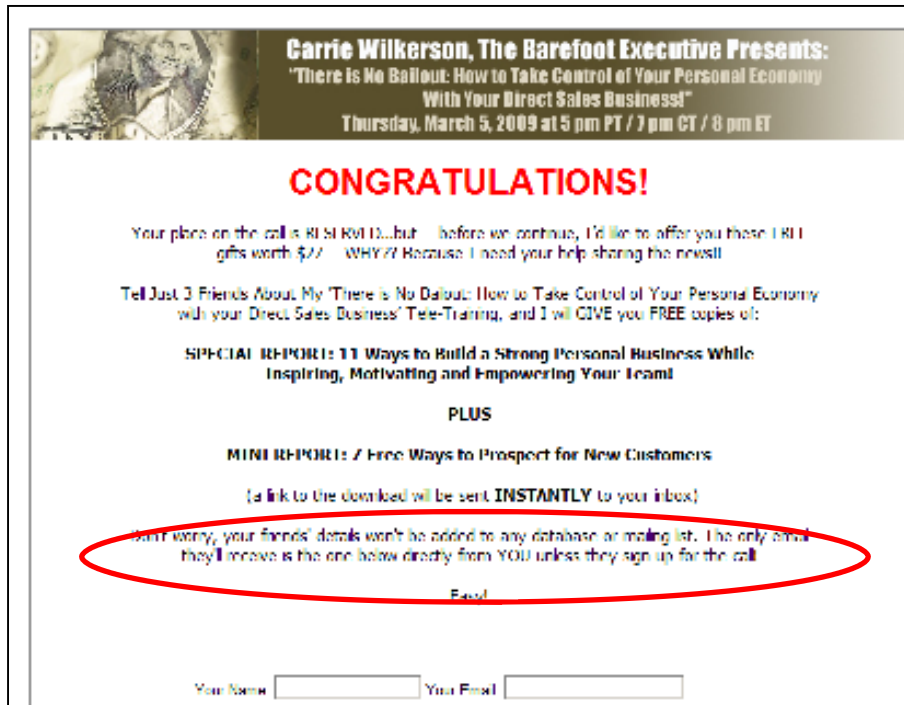
Notice that only 3 are required for the gift, but there are FIVE slots?

Most people will fill up the 5 slots just because they are there! Powerful psychology at work...

All you need to set something like that up is

- ⇒ The Software Script (<http://ViralFriendGenerator.com>)
- ⇒ A bribe or goodie to offer as a prize
- ⇒ A call line big enough to handle all these great guests!!





The screenshot shows a promotional email script. At the top, it says "Carrie Wilkerson, The Barefoot Executive Presents: 'There is No Bailout: How to Take Control of Your Personal Economy With Your Direct Sales Business!'" followed by the date and time: "Thursday, March 5, 2009 at 5 pm PT / 7 pm CT / 8 pm ET". Below this is a large red "CONGRATULATIONS!" heading. The script continues with a congratulatory message and offers a free gift. It then asks the recipient to tell three friends about the event. Below this, it lists "SPECIAL REPORTS: 11 Ways to Build a Strong Personal Business While Inspiring, Motivating and Empowering Your Team!" and "PLUS MINI REPORTS: 7 Free Ways to Prospect for New Customers". A red oval highlights a line of text: "Don't worry, your friends' details won't be added to any database or mailing list. The only email they'll receive is the one below directly from YOU unless they sign up for the call!" At the bottom, there are input fields for "Your Name" and "Your Email".

I actually just implemented this script again behind a promotion I ran on a single free call.



I had honestly FORGOTTEN how powerful it was...but we watched enrollments for the

call **triple** as the invitations go virally from friend to friend to friend.

It really IS a phenomenon.

**Privacy is VERY important!! Make sure you remind prospects about your privacy policy and that you won't spam their friends. This builds trust!**

Truthfully, you could use a tell-a-friend script behind any newsletter signup, free call opt-in, giveaway, purchase, discount, etc—we just love this model because of the mega-event and free-info nature of the promotion. It seems to convert really well into a great list!

## A few more ideas...

Something that I've found VERY helpful is when you make it drop-dead simple for people to share the news.

The above is one idea...you are telling FOR people.

But even with your guest experts and affiliates, if you give them 'ready-written' emails and newsletter blurbs with their promotional links put into it FOR them...it saves them A LOT of time and brain power and they are quite simply MORE LIKELY to promote!

Also—they are MORE likely to promote correctly!

I like to even send dates that work best. Email with their name inserted, ideas for promoting on Twitter, FaceBook, etc.

The easier you make it to do business with you... the more you will ALL benefit!

## Assignment!

Ready to plan your series? Invite your experts? Start your promotion? Go viral?

- ⇒ Review your last 3 lessons. They have all the pieces you need!
- ⇒ PUT IT on the calendar!
- ⇒ Enroll for a few series yourself to watch their processes!
- ⇒ Do a practice free call or two (from earlier lessons in the series!)
- ⇒ GET IT GOING!

## **\*\* I Call This 'The Overnight Expert' Model \*\***



You can do this!!

To your magnetism!

*Carrie*

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

PS Next week—we'll talk about video and viral movies! These have been a really great strategy for us and are too much fun!