

LESSON 7



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

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BONUS VIDEO

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"Are You Taking Action?"
At

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Video Lessons Available At:

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Previous Lessons

Lesson #1

http://magneticlistbuilding.com/members/1-quick_start.pdf

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Lesson #4

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Lesson #5

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Lesson #6

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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



Last Week Did You...

- △ Brainstorm what other experts in your market would be great guests for your series?
- △ Come up with a clever title? Ours was the Barefoot Summit; Colleen had the Savvy TeleRetreat; Scott always uses a Makeover name like Extreme Abs Makeover or Mommy Abs Makeover. We've also done the Women's Wildfire Rally.
- △ Set a 3-4 week period to put this into place. When is it?

I know you are learning...but ACTION Rocks!

Introduction

In our last lesson, we talked about the tele-series strategy. Let me give you the results from my first attempt at that.

- ⇒ It added over 4,000 names and emails to my optin list.
- ⇒ It added 500 members to my members-only paid website.
- ⇒ It generated \$33,000 in upsells and affiliate commissions.

YES—this was a free event. (Now you're thinking...I'm going back to read the last lesson on this—I missed something!)

It's a simple strategy. Free event. Capture the lead. Offer an upsell on the information and an affiliate product. Create a box product/homestudy to sell after the event conclusion. Step-by-step-by-step. You can do this too!



But, but I don't know much about technology!

That's ok! You don't have to have a fancy webpage or even spend a lot to get started! As a matter of fact—I saw a tele-series this week promoted solely through a blog! (Yes, you can still set up free blogs)



This list-builder isn't very tech-y either...notice the script at the top that she still hasn't removed ;)

I LOVE THAT — why?? Because she didn't wait to get it perfect—she just got it out there and started taking massive action!

Perfect is over-rated. Trust me! Action trumps perfection EVERY time!

Ok—so, you need a blog or a webpage. Who can help you with that? I tend to recommend Jennifer at <http://budurl.com/WebsiteMistakes> - she has worked with many of my clients and understands how these things work. She is also affordable and has many solutions that can grow with

you. I also recommend Tim at <http://theThirdRiver.com>—However, if you are more of a Do-it-Yourselfer—you can google ‘free blog install’ or ‘free word press instructions’ and find lots of info. I’m just typically TOO impatient for that and want it done right away so I can get busy.

I did NOT go the blog route. I used:

- ⇒ GoDaddy for domains
- ⇒ HostGator for my simple hosting and
- ⇒ MicroSoft Front page for my own design purposes

...when I’m ready to TAKE ACTION NOW!
It’s the prettiest or the best code, but it is functional!

The most important thing to remember is that you are taking steps
FORWARD and eliminating **any** excuses to make progress!





I went about this the first time a little bit backwards...let me explain.

Once I decided to pursue this model, I made a ‘wish list’ of the experts I wanted to feature.

Then I built my webpage around them, with their photos, bios and the topic I had in mind.

This was all BEFORE I invited them to participate!!

This wasn’t a public webpage yet, but think of this...
When I sent them an email

	<p>Jerry Clark</p> <p>Nationally recognized Speaker and Trainer Jerry Clark is Committed to Educating, Equipping, and Empowering Direct Sales and Network Marketing Distributors World Wide... His Goal Is Simple... To Give You Insights, Strategies, Tools, and Philosophies that can Assist You To Eliminate Commuting, Destroy Your Alarm Clock, Fire Your Boss, and Earn a Least a SIX FIGURE income for the rest of your life!</p> <p>TOPIC: Is Direct Sales or Network Marketing REALLY the path to your Financial Freedom & Flexibility?</p>
	<p>Stacey Mayo</p> <p>A "Dream Queen" who has mentored hundreds of goal-achievers and empowers others to create wealth while doing something they love and shouting from the rooftop, "I Can't Believe I Get PAID To Do This!"</p> <p>TOPIC: What is Stopping You From Pursuing and Achieving Your Dream??</p>
	<p>Kathie Thomas</p> <p>Kathie has been running a successful Virtual Assistant business since 1994 and founded one of the first VA networks early 1996 which now spans 15 countries. Kathie has two certifications in the industry and knows the industry well. Her passion and mission is training and equipping Virtual Assistants globally!</p> <p>TOPIC: So, you THINK you want to be a Virtual Assistant? Insights into this fast-growing and profitable industry!</p>
	<p>Kim Duke, The Sales Diva</p> <p>She's an unconventional, sassy and savvy sales expert that shows women small biz owners and entrepreneurs sizzling sales tips on how to increase sales in a fun, easy, stress-free way!</p> <p>TOPIC: Tickled Pink: The Secrets to Attracting Delightful Customers</p>

asking if they wanted to participate, I already had a webpage to reference, they saw a group of other speakers, I seemed organized and it was professional.

It's more difficult to pitch an idea. It's much easier to sell your experts on an 'event' - especially when you have other experts already involved....at least that was their perception.

What I said was, "I've taken the liberty of putting you on the event page along with your bio and the topic I'd like for you to address. I thought that would help you see what we're up to. However, should you decline, of course I'll take you off.

No one ever asked if everyone else had already agreed. It was a powerful social proof. (and no one turned me down)

However...I have since seen another idea that I like even better. It is very similar to mine—but you add 'Confirmed' or 'Unconfirmed' by their photo so that no one thinks you are being deceptive. I love that and will implement this next time around.

Some other thoughts...

Make sure you have a FOCUS. If your thoughts are scattered or you are trying to cover TOO broad a base...your appeal is actually LESS.

Sounds counter-intuitive, but it's true! Stick with a narrow focus of what you know!



HOW TO RECEIVE HOURS OF FITNESS AND DIET ADVICE
WITHOUT PAYING A DIME!!

**TEN Health Professionals Disclose Confidential
Secrets Worth Hundreds of Dollars During This
ONE-OF-A-KIND Multi-Fitness Trainer
Tele-Seminar Series Designed for YOU!**

***"The Twitter Trainers
Teleseminar Series"***

I love this example on the previous page. Not only is Angie in the fitness industry—she is featuring trainers that are promoting their business on TWITTER!

Another great example below where their goal is to inspire people to take action—to go from Idea to Income...and this one even features JUST women!

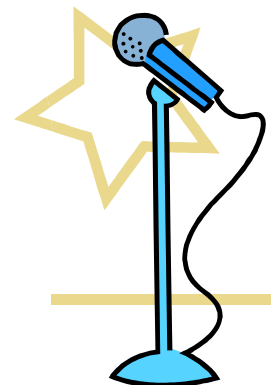


There really is NO limit to what you can focus on. Anywhere there is a crowd gathering around a topic...you can find experts to speak on their subject!

But Carrie, Where Do I Find Experts?

There are experts around every corner (look in the mirror) - but my fave spots to find speakers and call guests:

- ⇒ Twitter
- ⇒ Blogs
- ⇒ Industry-specific Forums
- ⇒ Facebook Groups



- ⇒ Amazon.com (authors love their topic)
- ⇒ BlogTalkRadio.com
- ⇒ YouTube.com

Points to Consider

- ⇒ Will you conduct your series live or recorded?
- ⇒ What will your upsell be?
- ⇒ 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?
- ⇒ What are the benefits you are offering to your guests? (You should not PAY an expert, but this should be a win/win)

**** How Exciting! Is Your Brain Buzzing Yet? ****

Assignment

- △ Answer the above questions
- △ Setup your main page (or get that in motion)
- △ Do a test call with a friend or even alone this week



You can do this!!

To your magnetism!

Carrie

Carrie Wilkerson, The Barefoot Executive TM