

# LESSON 9



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

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### Way to Take Action!

Angie Jones from <http://FitBusinessWoman.com> is a client of mine and I could not be MORE proud of how she took fast action on creating her own viral movie for list-building.

Angie is in the fitness market for women and I LOVE how [www.TheStressMovie.com](http://www.TheStressMovie.com) draws HER audience to her! Nicely done! This week you'll learn the same steps I taught her!

### Video Lessons Available At:

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

### Previous Lessons

- #1 [http://magneticlistbuilding.com/members/1-quick\\_start.pdf](http://magneticlistbuilding.com/members/1-quick_start.pdf)
- #2 [http://magneticlistbuilding.com/members/2-keep\\_movin.pdf](http://magneticlistbuilding.com/members/2-keep_movin.pdf)
- #3 [http://magneticlistbuilding.com/members/3-generating\\_content.pdf](http://magneticlistbuilding.com/members/3-generating_content.pdf)
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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



## Have you decided??

- ⇒ Did you review all the Tele-Series related lessons?
- ⇒ Did you schedule it?
- ⇒ Have you enrolled for other series to watch their systems?
- ⇒ How about practice calls? Done those?

## There will never be a perfect time...

## Introduction

We've been discussing the tele-series strategy—one of my favorites!! And I've now evolved that model into a full blown course series called the Overnight Expert where another coach and I walk you through it with more hand-holding. But what I want you to remember...is that I heard about that model on a call interview, read the transcript and then implemented it.

So...don't think you have to have it perfect. The last 3 lessons I gave you are an excellent 'primer' for doing your own series!! (But if you want more details & the call transcript, go to [www.Overnight-Expert.com](http://www.Overnight-Expert.com))

This week I'm introducing a 2-part series on viral movies and video for list-building! I love these methods because of how they personalize and introduce YOU in a very multi-dimensional way!

We will talk about no-camera video (intrigued?) and also about traditional video made no-brainer easy!

I'm so thrilled to be sharing all of this with you! Let's get started!



## But Carrie, WHY a MOVIE? — Why NOT?

Before I had a list...a group of fans, prospects, etc...I knew that I wanted to create an online community, an authority membership site and an educational opportunity for women seeking to work at home (or for those who already did to connect with other like-minded women).

### But I had no list.

In my research, I knew the list was the KEY to quick start. So, I set about building the list before I began building the business. Sure, it absolutely seems counter-intuitive, but it's TRUTH. You do NOT want to waste your time developing a product, service, site or business if there will not be an audience for it.

So. (To Recap)

Step 1: I put up an opt in (squeeze) page

Step 2: I locked myself in a room and wrote a 2 page report that I thought might incite curiosity and touch on some 'hot buttons' that dissatisfied workers/employees might have. "7 Things Your Boss Doesn't Want You to Know About Working at Home"

Step 3: I produced a mini viral movie (3+ minutes) touching heartstrings, emotional points and targeting my audience (primarily women) --  
**www.theBossMovie.com** (more on this today)

Step 4: I linked it to an opt in page at the end to funnel them to my special report and email form so I could CAPTURE their info. If this movie SPOKE to THEM, then I wanted them on my list.



Step 5: I sent the movie link to my customers in a previous business. Just a note that said, "I thought you'd like to see this. Please share it with a friend. It



will be 3 minutes that could change your day!"

Step 5: I asked other women in business that I knew if they would post it on their sites (I affiliate-tagged a version so that any resulting sales, memberships, etc would be credited to them just for sharing a warm, fuzzy movie)

Step 6: I posted in a few forums and every time, I used the movie domain as

my signature, instead of my website.

Step 7: As my list grew, I sent out a weekly newsletter, tips, etc and put a graphic and reminder about the movie in EACH ISSUE. (I still do this -- you have to tell your list what to do, they don't think of it on their own.)

## Does it work?

You be the judge. We quickly generated 12,000 targeted leads on this list in 9 months and doubled that number by 10+ months. Some are from the Ezine, some are from free tele-classes, but I'd venture to say that half of this list found us through the movie. (I don't do formal tracking or conversion-rates, etc. so I cannot tell you for sure) -- But 12,000 as of 9 months later, is NOT too shabby, in my opinion.

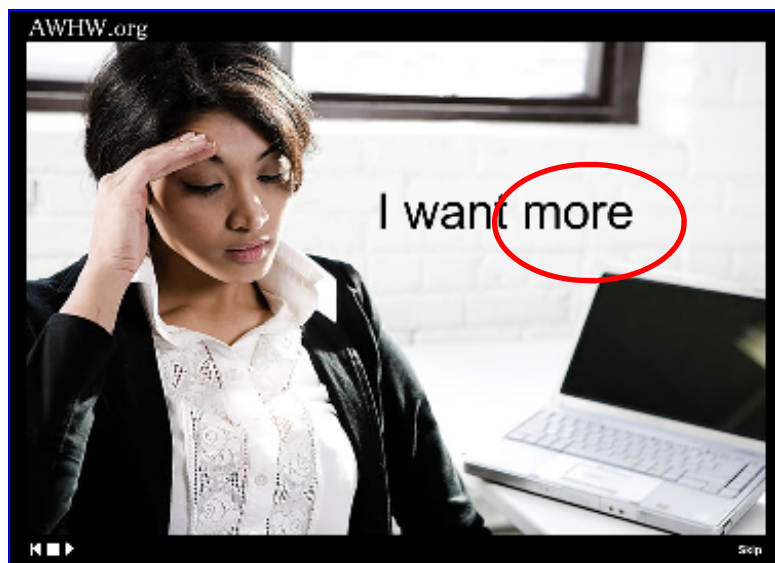
I had another Ezine for a different market and we grew that list to almost 10,000 in a short period of time with the movie concept also. That movie was [www.theNumbersMovie.com](http://www.theNumbersMovie.com) and it has also been very effective. (It is in revamp mode right now ;)

## Beautiful things about list-building with a movie

1. When you are specific about heartstrings, emotional targets, a demographic-- you automatically will **narrow down your audience** with the pictures, music and message. They will automatically know your heart, mission and purpose BEFORE they opt in to your list!
2. It is **easier for affiliates**, list-members, friends, etc to pass around a heart-felt movie than it is a link for your product or sales page. It's compelling and it will more likely go 'viral'
3. It **can become a product**: stand alone movie or screensaver that you can sell to raving fans or offer as bonus gift with purchase later in the 'game' of your business.

## Some KEY things to remember

- ⇒ The movie is NOT about you, your family, your product or your business
- ⇒ You MUST have an opt-in form with a compelling reason for them to give their information to learn MORE about what you do or offer
- ⇒ The pictures need to be professional, sharp and attractive.
- ⇒ The music needs to be royalty-free (musicbakery.com)
- ⇒ The domain should be easy to remember and make them curious about what the movie is about -- a good title example is TheMOREMovie.com
- ⇒ 2-3 minutes MAX.  
Seriously... do not think your audience is an exception Sometimes even shorter is better.
- ⇒ Do not over-think, over-analyze, over-tweak, etc -- get it done and get it out there!





## But...my movie didn't work for me

If you HAVE a movie and it's 'not working' for you. I would suggest the following scenarios:

- ⇒ Perhaps you are not touching on the right heartstrings of your core target market
- ⇒ Perhaps you do not have an opt in box or your opt in box isn't working?
- ⇒ (maybe the offer, carrot or ethical bribe isn't compelling enough)
- ⇒ Perhaps it's too long and you're losing people before the opt in
- ⇒ Perhaps your exposure isn't great enough? You cannot just park a movie on your site or YouTube and think the 'traffic will come'
- ⇒ Perhaps your target market isn't responsive, isn't interested and there isn't really a big enough market for your services. in which case -- aren't you glad you know NOW before you spend the time, money and blood/sweat/tears on developing a business, service or website?

**Will the market have a lot of these? Sure.**

**Will it be over-crowded?**

Absolutely NOT! Every niche is different. You all have different target markets. I have 3 of my OWN and still they get tons and tons of views! And I believe if you have a product or service or site that offers a SOLUTION to people, there is an audience for your movie! I love this example by Rory Stern (another client) theADHDParentingMovie.com



It touches on the frustrations, pain and stress of parenting children with ADHD. VERY nicely done, I might add!

## Ok! I want a movie—how do I get one?

1. You can hire Scott Stratten at Un-Marketing.com -- I believe he charges \$7,000 for a turn-key movie and they help with imaging, scripting and even blast it to their huge list. (TheTimeMovie.com is his)
2. You can hire someone on Elance.
3. You can do it yourself using an editing program, Flash or Swish.
4. You can use a combination of these ideas...**I'm going to send you my very detailed notes** about step-by-step creating my movies in the next 2 days. I KNOW—most 'experts' don't share their shortcuts...but honestly, why not?? I'm happy to spill my guts for you on this topic. I LOVE these as a list-builder and you can create these on a shoestring!

## Assignment — Get Started...

- ⇒ Choose a THEME! The best movies have a 'theme' - TheTimeMovie.com, TheMoreMovie.com, TheBossMovie.com, TheNumbersMovie.com—see how they have a 'hook' for you to hang your brain on?
- ⇒ It's NOT about YOU...or business. Carefully check out the pics, music and LACK of commercialism of these examples!
- ⇒ An Opt-In page is a MUST...(refer to lesson #1 about opt-in pages). If you are not forcing a name collection at the end, you are wasting your effort. Posting your domain and hoping they will go 'find more info' - will NOT HELP your efforts!

**\*\* The Video Virus — CATCH it! \*\***

You can do this!!

To your magnetism!

*Carrie*

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

PS Next week—we'll talk about video—of YOU — with a camera! YEP—don't be scared...you will LOVE it!

Want to keep up with me?

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## Check your inbox in the next 48 Hours

Approximately 2 days after you receive lesson #9, you will receive an email with a download link for your next surprise bonus. It's my **Viral Video Cheat Sheet**—tips and tricks for creating your own mini-movie on a Shoestring!



Print it, Save it and by all means USE IT! All I ask is that you keep it to yourself out of respect for the author (me) and the others that have paid for this course.

**LIGHTS — CAMERA — TAKE ACTION!**