



Session 1: Enlist Clients

Carrie: If our pitch drops too low the mike stops picking it up and that's part of the AudioAcrobat System unfortunately. So close all your extra programs you have open...anything that takes up any bandwidth. Don't be uploading or downloading or looking at pictures or videos or anything else at the time. That will crash it.

Buffering. If it's a buffering issue, Rick, it will be on your end probably; although, that's usually more on a replay.

Paul: And what we'll do, too, is we'll be turning off the video and that will allow the upstream to go a little bit quicker.

Carrie: Yeah. Normally I'm cuter for these, but as you guys read in my email this week, I've been to the dermatologist this week (actually plastic surgeon) for some spots on my face, and so I'm going really easy on make-up and stuff for the next few days. Sorry. You're going to have to benefit from the less cute me. (laughs) what you see is what you get. This is mascara and lip gloss. There you go.

That's a whole new level of transparency and authenticity right there. Saturday morning sweatshirt. Thanks, Rick. Of course, you're holding a sword. I'm going to say thank you to whatever you say, my fencing friend. Anita says I'm beautiful. Thank you. So I am a little bit more natural today. That's okay. We're buddies by now, right? We're all friends here.

Paul isn't wearing makeup either. I do wear earrings and I do have on perfume if that makes you feel better. I always wear perfume before a webinar. I have some fly-away hair.

Okay, so today we're going to talk about Client-Getting. I am going to actually turn my camera off for a minute.

Paul, while I'm uploading, why don't you run them through a recap or see who has taken action since last session or see if anybody has any questions since last session before....(Jan says the perfume makes all the difference. ☺ That's true.) So why don't you see who's having challenges from content or questions and do a little recap of when Q&A is, etc.? I'll be uploading, okay?

Paul: I'm actually going to move to my other machine just to make sure the speed goes well, so I'll be right there.

Carrie: ...neighborhood where he starts at the entry and he moves... ???

Paul: Alright. Good. Here we go. I'm over on my other machine. The audio should be a little bit clearer over here as well. So if you have questions from last week – anything to do with content or along those lines, just some challenges that you face, go ahead and type those in right now.

As you're typing those in I'll set the stage. Yeah, you're not going to be able to see me, Anita. That's when I said I was cutting off my video. I'm cutting that off so it will be a little bit easier to help with the upstream.

Here we go. If you've got any questions from last week do that, but I want to kind of frame a little bit what we're talking about today. In a list paying clients your entire business really is your list. That's your asset.

Here's the way to think about it. So if you're thinking about building a site, building a business, and you want to end up selling that business, well, what the other people are going to want to know is how many customers you have.

Let's say you go: *Well, I've got this great website. I've got a really good website.* Then they go: *What about how many customers you have? Well, I've had some people buy and when they come by my site they buy every now and then.*

Well, see, what folks really want to know is: *What's your customer base? What's your list size?* That is what your real asset is because when you end up getting your list built and your customer base built, now you've got an asset that you get to go to and sell to over and over again.

When we talk about in the second half a lot of different ways to get traffic, especially paid traffic, here's the thing...What we're going to end up doing is making sure that we're building that asset that we can have a predictable business on.

If Carrie and I only sold one product to whoever stopped by, we would have no business whatsoever, but when you're thinking about how you're going to sell long term, how you're going to create a long term business, how you're going to have a long term impact...it all comes down to building that list.

Those of you who have been with us awhile have heard us say that a long time, right? So here's the thing...now we're talking about how to convert just a list into buyers. So that is extremely critical.

So when you think about the buyers, when you think about really focusing on not just a big list...We're going to give you examples today of some folks that didn't really have big lists at all but are making an incredible amount of money.

So don't get enamored with 'I've got to have thousands or tens of thousands of people in order to have a very successful business.'

Instead, what we need to concentrate on is how do we build this business in a very strong way to create clients, to create customers, to invite buyers, instead of really making sure that you are building on that foundation rather than saying: *I'm just going to build a big list. Everybody says I have to have opt ins and a big list.*

It's so much more than that, so we're going to spend a lot of time today focusing on that and really getting revved up. Carrie, if you'll go ahead and upload your screens, I'll answer these in the Chat Room. I'll also make sure that Anita gets taken care of. In fact, I'm going to pull this over just so we don't get distracted by that.

When you're thinking about all these concepts when it comes to building your list/buyers, that's the real key. Some of you have actually been part of our list building course before and actually have some questions about how this is going to be different.

Well, this is going to be different because that was a lot more of the mechanics and we'll cover a little bit of that today, but today is really focused on making sure that we are attracting the right type of person, building the right type of relationships with them.

Carrie's going to be sharing some of her favorite free ways to get traffic. I'm going to be sharing a lot about paid traffic. We don't talk a lot about that. People are a little bit scared of it, but I'm going to try to take away some of the mystery.

I'm going to give you some numbers that are very achievable and take away a lot of that fear that people have about buying traffic. It seems like it's kind of scary or I'm afraid I'm going to lose my shirt, but we'll pull all that back because we spend money on a lot of things that are perishable that we don't end up doing anything with.

If we were to apply some of that same money to our traffic sources and especially targeted traffic sources then we would end up not with just a bigger list but paying clients as well.

You talk to anybody in the business world and their business survives off repeat business. Like car dealerships... they know how often someone is going to buy a car. Back when I used to be a partner in a restaurant we knew how often somebody would come into our restaurant.

We knew how many people we had on our customer list. We knew that on average we'd have about 1500 come through the doors each month and that was unique visitors/guests.

Some of those may come in multiple times, but you think about that. With that list of 1500 if we emailed them one time a week we could keep the restaurant filled, busy, and making money.

So that's the real focus of today...making sure that we're anchoring everything in the foundation of not simply getting in the mindset of 'let's build a list'...but make sure we're focused on building it the right way, converting our guests into clients, and making sure that we're using the best means possible of actually getting them to our site in the first place.

Something else I'm going to be doing during the second half is –especially for those of us who have blogs- I think most of us are using WordPress. I think the average person is.

Go ahead and lift your hand to let me know if you're using WordPress currently.

Some of you folks may be new. You raise your hand right at the top of the page. There's a little guy up there with his arm up.

Alright, just about everybody is using WordPress. So I'm going to cover some tactics in the second half that are going to help you get a lot more opt ins because if you're not using a straight squeeze page and you're using a blog, it's a little bit more difficult to get opt ins.

I'm going to show you a couple of tools you can use. One is paid and I'm going to show you the way that you need to set your site up to make sure that you're getting the most opt ins possible. That's going to be a critical segment as well.

I'm going to pull the Chat back over. I just wanted to get through those particulars. Any questions about content from last week? Does everybody have their issues solved as far as just connection? Hopefully all that is coming through now.

If you can suggest a theme that takes an opt in forum in WordPress that would be helpful.

Rick, Optimize Press is pretty good. It works out pretty well. Also if you're talking a straight opt in forum...I'm going to be talking a little bit about opt in bar and pop up domination and both of those allow you...well, pop up domination allows you to put that in the sidebar.

With WordPress, Rick, if you're using a sidebar -(example I'll be giving in the second half is using Widgets.) If you'll remind me, I'll show you how I have my

Widgets set up so you can actually see where I put the code there. I think that's going to help out a lot.

Good, **Jenny**. Yeah, Carrie is going to be covering some things about opt in as well and then when I cover some of the mechanic aspects in the second half you're free to ask me any questions about that whatsoever. If we need to do some Live examples I can do that as well.

Jenny, what are you using? Are you using MailChimp or Weber? Cool. That's what I use, too. It's the easiest for me to work from.

Alright, Carrie may be having some technical difficulty with the upload. Oh, I hear you.

Carrie: It's coming. I had it in the wrong format and had to start over.

Paul: Gotcha. I've done that before.

Carrie: Yeah, it was coming in the wrong format and then it changes all your graphics and stuff so I just had to reconvert and it's all good. It's coming.

Paul: Guys, mine actually had to be changed, too, so I may have a couple of PDFs that are off but I'll make sure that I upload those that way you can get it.

Carol says: *I've been using webinars to create content and build a list in AWeber and wonder if there's a way to put the names in both lists without having to do it myself.*

There is and if you're using WordPress, Carol, there is a plugin. I'm glad you mentioned this because I was not going to mention this today. If you're using GoToWebinar there is a free GoToWebinar plugin. If you will just type in GoToWebinar plugin into Google...okay, good. You will be able to use that. It's a little bit technical of getting it set up, but it does work so that they will opt in for your list...is what they will do. It will automatically add them to the GoToWebinar list as well. It's a great little plugin.

I've looked at everything out there for that and I mean like everything is \$100 or more, so it was pretty to cool to find that. It worked out really well. In fact, let's

see if I can find it real quick I will put it in there. There we go. I think this is it. No, this is one of them.

I'll place it here in the Chat Room. (Guys watching the replay...this will actually still be clickable. If you're watching the replay from Adobe Connect...if you downloaded the videos – got the Bonus package- that link will not be Live in a downloaded video.) You're welcome, Carol.

Paul, is GoToWebinar the best system to use even with a smaller group?

Sharon, I love Adobe like what we're using right now for a smaller group and then I like to use GoToWebinar for bigger groups.

Carrie: Yeah. We covered that a lot in content last time, Sharon, too. I think we even covered it on your Mastermind Day the other day, didn't we, Paul?

Paul: I can't remember.

Carrie: We've covered this in-depth recently so it was either on SWAT I or at Mastermind, but I think we covered it extensively on SWAT I. Those of you who were here in SWAT I raise your hands if you remember us covering the differences between the webinar systems. Okay, good. So that's when we did that.

So, Sharon, just go back and listen to that replay. That may have been in the Tools section or it may have been in the Live Events section.

Paul always thinks I'm harsh when I do that and I'm not trying to be harsh. What I am trying to do is say: Hey, I don't want to cover paid time today covering something we've already covered because everybody paid. I really would love to point you back to where that is so that we can cover even more stuff today. Fair enough?

Applaud if that's fair enough and you are okay with that. So I'm going to point you back to other resources if we've already covered them within this same series. It doesn't mean I'm impatient. It just means I really want us to be good stewards of the time that we have. Okay? Good.

Paul, I'm going to ask you a few questions. Are you ready?

Paul: Ready.

Carrie: Does list size always equal size of income?

Paul: No!

Carrie: Good answer. Do we know people with big lists that are not making great money?

Paul: Yes.

Carrie: Are we aware and do we even have clients that have small lists (When I say small I mean between 1,000-5,000.) that are making incredible money?

Paul: Yes.

Carrie: We have a client whose name I'm not going to tell, who has less than 5,000 people on her list. She will even tell you it's kind of an old list like she hasn't done a lot to grow the list in the last couple of years and still is making a quarter of a million dollars a year from that relatively small list and not even creating a lot of new products but keeping people in her funnel.

If you could be really excited about a quarter of a million a year or even half of that raise your hand. Okay, good.

So this means your list doesn't have to be big. I've taught a lot of list building. A lot of you have been through it. I don't know why you're not still doing it, but a lot of you have been through it; however, today I'm going to focus a little bit on list building but more importantly how to convert those people to money.

Paul, I'm going to ask you some questions that might be ouchy so if you don't want to answer you don't have to answer.

Paul: Oh, my goodness.

Carrie: Have you ever been in a position where you had a good sized list but they were not as responsive as you thought they should be?

Paul: Oh, yeah!

Carrie: And have you at any point in your business or since I've known you has that big list been not that profitable because we were lacking some conversion strategies on the backend?

Paul: Yeah, I would definitely say so.

Carrie: Guys, this is something both Paul and I have been through and it's just a matter of investigating and digging deeper and saying 'Okay, we have the list. The money isn't always just in the list. The money is in what you do with the list and how you convert the list.'

We've come up with our top 5 or 6 list building strategies that we love. Now again, fair game....I'm going to say that on some of this I'm going to say: *Marsha, we covered that in content. So I'm going to elude to it here, but for more strategies on that refer back to your content module.*

We're not Kindergarten, 1st, 2nd, 3rd grade where we have to repeat the same thing over and over when it's in the same module. So if I say create a report or a white paper and somebody says to me: *How do I do that?* Then I'm going to say: *Val, we covered that in content. Go refer back to the modalities of learning in content and the technical stuff Paul covered at the end and that will really help you know how to create that.* Alright?

Just fair disclosure in order to cover everything we're going to cover today I am going to start referring back and forth to some things that are covered within SWAT.

Now if it's something that's not in the scope of SWAT I will say: *That's not really something that was promised as part of SWAT. Here's an overview but that might be something you'll have to dig deeper on; however, this is a pretty comprehensive course but I might have to point to different things forward and backward.*

Makes sense, Paul?

Paul: Yep. I love it.

Carrie: So Paul is going to turn his audio off so we don't have competing audio and hope you guys are ready to take notes. You know I go fast and furious. I'm going

to talk about 5-6 favorite ways of building my list and then I'm going to take you through 3-4 case studies of taking your contact to cash.

These are personal examples to me, case studies that I use in my business, and most of them incorporate offline as well as online. If you think I'm just going to walk you through websites that's not the only thing.

Several of you have businesses that you're growing offline and online. If you have some kind of offline (meaning not website) component to your business please raise your hand. Good.

So you have a service business or a party plan business or you do speaking or help people with SEO or maybe you sell a product or you do things for people. Okay, that's over 1/3 of the room. I suspect if everybody was really focused and fully engaged we would have 1/2 the room.

I know the people watching the replays – a lot of them aren't here because they're actually super involved in their business. So we're going to cover a lot of things.

I think the hazard in a lot of online training right now is that people only tend to cover the online aspects. That seems to be sexy and seems to be like we can hide in our pajamas and do that, but the fact is a lot of us still function in real life. So I'm going to use some very real examples for that. Fair enough?

Let's move through this from Contact to Cash – Enlist Paying Clients. Yes, we want to build the list. Yes, we love the super sexy idea of building the list, but the list doesn't mean anything if we're not making offers, we're not converting them to clients, if we're not getting them good and solid and in our funnel.

Sharon and Rick, Sam, and Rebecca, several of you were with Paul and I all day in-person this last week for our Mini Mastermind Day. So you we really drilled down on your own businesses on this. You're going to hear even more and maybe hear it a little differently. I may call on you when we do some Q&A to chime in.

This is Baby Barefoot. One of her favorite things to do is to go fishing with her Daddy. I am not the fisherman in the family. It's not my favorite thing, but she just loves it. I do love the

dichotomy of the Princess shirt...the Princess fishing pole...and the then holding the fish. (She likes to put the worms on, too.)

It really is about Baiting to Build. I don't mean bait in a sleazy, slimy, icky way like you think of with Bait and Switch or them bringing you in with a super low offer and then changing the terms on you. I don't mean that.

I just mean if you're going to feed the fish or you're going to get them to come closer to you, you need to use attractive bait. You need to use bait. It's not enough anymore to say: 'Sign up for my newsletter. Sign up for my tips. Sign up so I can stay in touch with you.' It's just not enough.

You have to give them something yummy to chew on. That's a phrase you would never hear come out of Paul's mouth, but you can write that down. Give your prospects something yummy to chew on because this is how you get them convinced to do business with you.

I love this example. I use this a lot. Baskin Robbins, the ice cream store...or a lot of the Fro Yo stores will let you sample the yogurt or the ice cream before you commit to a flavor. That converts to sales. I have never been in one of those stores where somebody came in and got samples and ate off the little spoons and then turned around and didn't buy.

I have never seen that happen. Maybe it's happened. Maybe somebody came in and saw that there was dairy on the menu and they couldn't do dairy, but I personally have never seen that happen. I sure have never walked away without buying for myself or my kids.

You have to bait to build. So this is the key cornerstone of your business right now. This merits some thought. What is the bait to get people on your list? Now we're going to talk about offline and online in a minute. Is it a report, an audio, an event, a session with you, a call? Do you have something compelling that you are then charging them their email or their phone number or their mailing address for? Do you have samples? Do you have past work? What do you have?

Raise your hand if you have bait currently. Raise your hand in the Chat Room. Good. Of course Rick is going to say 'yes'. We worked on that a lot this week. Sharon...good. Okay. Lisa, Marsha, Kate, good. Jan. Keith. Awesome. Cliff. Excellent.

Okay, so put your hands down and let me see applause in the room from those of you that do not have bait or maybe are still not clear on what I mean by that. Use applause only so I can differentiate you if you do not yet have bait or are not clear.

Okay. If you're in the home party industry that would be samples or the show itself. If you're a public speaker that would probably some materials or a snippet from your book or a demo reel. If you're a coach that might be a free session with you or a mini session with you or a case study of client who has had a session with you. So let me see applause in the room still. I only saw one. Applause if you do not have bait or you're unsure of what I mean. I only saw one.

Anybody else not have bait or not sure about what I'm talking about? Great! Okay, so if we have basically one person...and she lowered her applause so that makes me think something I just mentioned struck a chord.

We're going to talk about more but this is key. Don't work on your product. Don't work on your website. Don't tweak your logo or your business cards or business outfit...get a haircut or highlights or polish your presentation skills until you have some bait to get them in the front door. It's ridiculous. You're working on the thing but we don't have a way to get them into the thing so we have to bait the hook.

You don't start fishing and worry about the boat and everything else before you worry about bait for the fish.

These are 6 (I said 5 but there are 6) and you have to love that right in the middle where it says: Title in here. I do use template slides. I'll go ahead and tell you one of my resource secrets. I've told some of you this before in other trainings but I am so bad at PowerPoint...I mean so pitiful. It doesn't mean I don't know how to do it but I don't like to do it so I paid somebody on Fiverr.com. (Just do a search on PowerPoint.) I sent some of my old PowerPoints to somebody and paid him a makeover fee. He did new graphics and charts and stuff. Basically I only have to like input the words I want, but sometimes I forget to take out things like 'Title in here'...so that's my little secret.

So these are my favorite 6 ways. The truth is each of these 6 ways branches into 10 or 15 more ways, right, Sharon? Rick? You guys have seen this. It spiders out. Don't look at this and say: *I don't want to do paid traffic. I don't want to do public speaking. I don't want to do podcasts. That means half of that is no good for me.*

No, that just means you've narrowed it down from 2,000 ways to build your list into 1,000 ways, right? So you can pick a couple of these that resonate with you and there will be a couple that resonate with you.

Again, the mechanics are going to be a lot on our last SWAT and some at the end of this SWAT. If you have questions about mechanics I'm not the one to ask. Write it down on your Notepad and save it for the Q&A with Paul on that. Okay?

Let's move forward in these. I'm just going to skim through these and give you some examples of how you could use them and how I use them.

Public Speaking. (See that format still did that to me, Paul.) Small events, large events, community events, paid events, unpaid events, workshops, or mini events. I mean things like Chamber of Commerce luncheons. If you have a Chamber of Commerce in your town (I do. They're always begging for speakers.), Kiwanis, The Lions Club, PTA – always looking for educational things that are related.

Some of this won't apply to you. You might already be saying...Kate might be saying: *Carrie, that's stupid. The PTA would never want to hear what I would have to say.* That's okay. This is why I'm going to give you a whole big list of things to pull from.

I like to create my own workshops and events. Paul, if you'll remind me when I get to the plastic surgery case study I'll tell you guys an idea that sprang from that as far as public speaking – how creating my own little workshops and events in my town and surrounding area.

So when other people in your market or niche are having events you could speak...you could do a focus group. You could do a panel. I know you've wondered why did these people volunteer to come do this panel? It's for exposure. It's for list building. It's for building your content, building your credibility.

So this may strike fear in you and that's okay. This doesn't have to be for you, but some of you really like speaking or teaching/training, and this is a really natural fit for you.

Now how do you list build there? You can do a drawing where you collect business cards and then those become people on your list. You can arrange with the event promoter or organizer that you get a contact list so that you can follow up with everybody.

That doesn't mean start spamming them. I'm not going to talk a lot about good manners. It's just like when you meet somebody in person you wouldn't start calling their house and offer to sell them something. Email is the same way. You need to warm up that relationship.

You can also have something where they sign up for a free session or for your bait. You can do this physically and it will transfer online. This is one thing that I think happens. When you start thinking in terms of online business -some of you - it really just breaks your head open to think that you can translate the offline stuff.

You can enter an email address manually into most of your email services. Weber you can enter like 5 or 7 at a time every day. If you go to an event and you come home with 20 emails it will take you 3 or 4 days to enter them into that system. If you use MailChimp or iContact you can simply upload them. Lulu is the same way. You can upload them into there and automatically start following up.

I want you to start bridging the gap. I know it sounds as impossible as unifying the red with the blue in the election but the fact is there are ways to bridge the gap in doing offline and online.

Public Speaking is one of my favorites and I know it's one of Paul's favorites, but it's just a really good way even for those of you who live in really small communities or travel here and there or want to create your own event. It just works.

Okay, the Present Event. Yeah, 2 Present Events...or you could call this 2 presentations whatever. You know I had to start it with a P. This is my absolute all time favorite and that is webinars, teleseminars, Live virtual events recorded virtual events, automated webinars (that's a little bit of an advanced strategy that Paul is going to talk a little bit about in the very end) but any kind of timed event where you get people to show up for a webinar. I know some of you are doing that already because you asked about your GoToWebinar integration.

This is my favorite. My first 2 years of Barefoot Executive I did one of these every month. This is why my list was so monstrous. I did free content. Nancy, I know from Twitter. She might say: Carrie's promoting a free call on the 3 top ways to get traffic to your website. I'm going to go sign up for that. She signs up for that from Twitter.

Now previously she may have only been in my Tweetstream. We've already talked about Tweetstream doesn't really convert to cash, right? So we need to get her to the email list. We

get her to the email list by inviting her to an event where I'm going to teach her for free. I'm going to teach her for free.

But is it really for free or did she just pay me with her contact details? It's very very important. This is my favorite way and one of the reasons it's my favorite is this is the ultimate multitasking way.

While I'm teaching on those 3 ways to get more traffic to your website I've not only gotten emails from people, I have a follow up list, but while I'm teaching I'm recording that and creating a product.

Now if you refer back to SWAT I last week we talked a lot about taking that recording, transcribing it, creating a video from it, creating some visuals from it, we added some new bonuses in the bonus area to help you with all that repurposing. So I am creating a list. I am creating content which I can then turn around and sell if I want to. Then I'm also creating cash, right?

So I'm creating contacts, content, and cash every time I do a presentation of it. Scribble that out to the side on your notes. This is a great way.

Then how am I creating cash? I could –if I'm talking about traffic- now that may not be something I have a product on, but I might know an affiliate who has a product on that. I might refer them to Jimmy D. Brown's [Traffic Mayor](#) or to one of Paul's products or to somebody else's traffic site and earn an affiliate off that or I might create a Traffic Academy Boot Camp where I'm going to lead people through a 2 week intensive course. Or I might be someone that has a service bureau or several people who work with me where I'm willing to do that for them so I could create a Done For You package.

Again, don't get caught up in the example of teaching website traffic and don't say to me: *I don't know how to do that*. I'm talking about if you are in fitness and you're teaching 3 ways to get rid of stubborn belly fat you could lead into a supplement program, an accountability program, a coaching program, an ebook series, a DVD or affiliate program of somebody else.

If you're in the coaching industry the most obvious offer is into one of your coaching programs whatever you coach about...the down sell or the other option might be into a recorded product or a home study _____, etc.(36:15)

So you're building the list with the presentation. You're creating content during the presentation and you're making cash on the backend of the presentation. That's why this is my favorite way because it keeps all those spokes of my wheel moving at the same time.

My record, I think, as far as what's the most I've ever registered for a series event was probably for The Pink Slip Series that I did a couple of years ago. Careful, Your Pink Slip Is Showing. It was a webinar series of 5 ways to create alternative income when your world has just been changed. I want to say we created 4,200 additional names to the email list.

My second record was with my Barefoot Summit which I did when I first started. It was a telesummit with 10-12 speakers. A telesummit event is also good. It's a lot of work, but it's a good event, and I grew my list from less than 4,000 to over 8,000 at that point...somewhere around there.

So my 2 biggest events have had 4,000, but very routinely I grow my list 800-1500 every time I do a call, etc. You say, 'yes, but you already had a list.' Yes, it's easier when you have some to start from, but there are ways to mobilize. Sharing to mobilize, viral nature, and then Paul is going to teach you a lot of paid traffic. We talked a little bit on SWAT I, too, on the sharing of content.

Your event is content to be shared, okay? It is content to be shared. Ask them to share the registration page. Ask them to comment on the registration page. That's how you do that. You treat it just like a piece of content. Content is the magic word. That means we covered that in SWAT I.

Now podcasts and video. I'm just going around the wheel. Look, I'm getting ahead of myself. I'm not even clicking my little slides. Okay, Podcasts and Videos. Now some of you are going to be freaked out by this. Some of you love the idea of this.

I'm going to say this about every one of these methods. Some of you will freak out; some will be uncertain; some of you will embrace it immediately.

Podcasts and Video. I love video now. I did not at first. It took me about a year to really embrace it but I love it now. Video is super easy for me to produce with my Webcam. I can create some content. I can lead them back to an opt in page. It's super shareable and you're hearing the word Content, Content, Content.

Content is the best bait. Think of the rod that Baby Barefoot was holding in her hand. She always puts content on the hook. She always puts bait on the hook. So content, content, content is what you're having to lead with.

If you went to SWAT I or if you skipped SWAT I and thought: I don't want to have to build content, then you're going to limit yourself. Content is samples. If you're in direct sales content is samples of your lip gloss, samples of the scents that you sell, samples of whatever your solution is.

You have to be sharing content or you're going to have a really hard time building your list even if you're doing paid traffic and paid list building it really requires an exchange of content. I cannot emphasize that enough.

The great thing about podcasts and video is those are short, simple, shareable content. Podcasts you can use a microphone if you want. You could call in to a recording service and use your telephone if you want. So don't use the excuse of no equipment to me. It will not fly.

I have no special equipment for anything that I do. I record video from my computer. If I don't use my computer I use a \$100 Flip camera that's not even on the market anymore. Most of you have iPhones or phones that have some kind of video built in or you have a Canon camera that will also do video.

Podcasts. Everybody has a telephone. Everybody has a computer. Everybody on this webinar has a telephone and computer that will give you all the tools that you need. They may not be as fancy as what somebody else uses, they may not be what the podcast people recommend. To heck with them. They're not paying your bills, people. Okay? Short, simple, shareable content.

I've heard of some resources like Podbean and some of those where you can just call in and leave short messages. As a matter of fact, when Paul is teaching some of the technical stuff I'll go look up a couple of those super simple solutions.

I know there's one that my friend in the UK just recommended to me. The name is not jumping off the top of my head, but you just literally call in and it sinks to the phone and then it distributes it to iTunes automatically, I think. I want to say it was either super cheap or free. I'll look that up and make a note... about that podcast tool that Dave recommended.

Now you say: *But Carrie, I'm going to run out of things to say. I'm going to run out of things to do. I don't want to be on video.* Okay, if you don't want to be on video, fine. Do tutorials or screencasts or stick with podcasts. If you don't want to do podcasts do video. Whichever one is comfortable for you...keep them short. They don't have to be an hour long.

As a matter of fact, please don't make them an hour long. Make them short, digestible, shareable. The shorter they are the more likely they are to be consumed. The simpler they are the more likely you are to do them. The more shareable they are well, that just means the more your list is going to grow and the more people will be excited about sharing those with other people.

I do not watch videos that are over 5 minutes long period. I'm sure not going to share it with other people until I watch it. I got a video across my desk the other day that actually was really good. (Paul, I need you to tell me in the presenter's chat...that one I did from My Valley....it's a public video so I don't think there's any problem if I share it with this audience in the bonus section, but do you think it would be okay for me to share the transcript of that, too, and the audios that we stripped out? Do you think that would be okay?) Good. I just wanted to make sure I wasn't infringing on their intellectual property. It's a free public video they have posted on their blog and it's really related to what we're doing here.

My point in bringing it up was it was 22 minutes. For me that's painful. I just can't do it but I really had heard that the content was great so I shot it over to my transcriber. She stripped the audio for me so I could listen. She also transcribed it so I'm going to share that with you guys. It's 22 minutes on the first hundred days of a customer relationship. The First Hundred Days of A Customer Relationship. (Paul, would you put that in the presentation so I'll remember, please? Podcast tool and the hundred days to the customer relationship.)

Mine Value is doing great things. They're doing like 8 figures in information publishing...multiple countries. I don't necessarily want you to get on their list or follow or get sucked into their funnel, but this was a Hundred Days of A Customer Relationship. Now what the significance of 100 days? Well, think of 100 days of a presidency or 100 days when you're first dating somebody. Even 100 first days of parenting...those are really crucial relationship building time frames.

They talk about their whole sequence of how they build that. I'm going to provide that to you in video, audio, and transcript.

Let me see some applause in the Chat Room if you're excited about that. Nobody's excited about that. There you go. Ya'll are on delay there.

The reason I say that is they only provide in on video. Most people that don't like video are just going to skip over that, right? They're just going to skip it. They're not going to the time or expense to send it to their transcriber, have the audio stripped, and have it transcribed. You need to make sure you're putting things in digestible content.

I would've rather they had broken down their 4 key points into 4 smaller videos of a series to keep me coming back, but again, that's just me. So podcast and video....make it short, simple, and shareable.

Let's talk about publishing articles. First, we're halfway through my favorites so we're 3 of the 6 so far. We've already hit all my favorites to be clear. The others I do but the 3 favorites I've already talked about.

Raise your hand if at least one of those has resonated with you so far. Raise your hand in the Chat Room if at least one of those three (which is really 3,000) has resonated with you so far. Okay, at least one. Okay, let me see applause in the Chat Room if you really can't see yourself doing any of those 3. Applause. I know that's counterintuitive. Applause by your name if you really can't see yourself doing any of those. It's not that you're adverse to those. The first ones just don't resonate with you yet. Fair enough.

Let's keep moving. Publishing Articles. Now in the last SWAT somebody said: *What about article marketing? Is article marketing dead?* That may have also been on the Q&A call, Paul. We talked a lot about that on the Q&A call.

It's dead as we knew it. Old school article marketing is dead as we knew it meaning it's not going to be your primary traffic source. It can be an authority source, a credibility building source, but it's super slow.

The way we do article marketing now is through your blog, through other people's blogs, through industry online magazines – *Forbes, Fortune*...whatever yours are. They may not be *Forbes or Fortune*. It may be *Health and Wellness and Finance*. I don't necessarily know what your market is. *Networking Times or Success Magazine*...but you can publish on those blogs. They're looking for content, too.

Publishing articles in those places also submitting them to the article directories and getting your blog shared, doing a blog tour, doing offline papers meaning newspapers. Now one of my clients who does really really well is self-syndicated in 221 newspapers weekly. Now she writes 4 articles a month that go to the newspapers. It's the same article in all of those newspapers.

Think of Ann Landers, Dear Abby, Hints from Heloise, the way cartoons are done, the Texas Crossword Puzzle...those things are all syndicated.

Now she does not get paid for those. She is self-syndicated, but she is published in all those places. Before you get excited and ask me how to do that I'll tell you she basically bought a list of newspaper contacts/editorial contacts, sent them content and told them of her willingness to be published for free and did some serious aggressive follow up.

Now she's in 221 papers. These are not big papers like *The New York Times*. These are small community papers, but what I will tell you about small community papers is they're not going anywhere. They're not going digital. They are here to stay. These are credibility builders for her. This is notoriety for her and she leads them back to her online website.

So publishing articles which is content... *Carrie, I'm already doing this offline speaking and webinar and teleseminars and podcasts and videos. How am I going to come up with more content?* Here's the big hint, guys. It's the same content.

Have your videos and podcasts transcribed and change them into articles. Have your webinars and teleseminars transcribed, break them apart into article series and blog posts. Take your Live event, recording it with a little handheld, have it transcribed, and use it all over the place.

Two of my best list builders for years were two live audios I did when I spoke at a free event in North Carolina. They were short audios. They were Marketing Your Home based Business and Finding Your Why. Those were two of my best builders for a long time. They were recorded from a handheld recorder that I stuck inside my shirt while I spoke. It was a free event but it led to thousands and thousands of people on my list because I came home, took that audio, transcribed it, and put it on a list builder opt in page.

You've got to look at how you're going to work smart. Again, working smart was a component of SWAT I. We've stacked these in the way we've stacked them on purpose so that we're building on your learning instead of fragmenting you all over the place.

Let's talk a little bit about papers. What does that mean? Isn't that just publishing? Well, papers is a little more involved than articles. Papers is like white papers or reports or tools, checklists, plans, mind maps, those kinds of things.

Papers to me is like articles but a little more ramped up, a little meatier as far as content. I think of a few more of the higher end markets when I think of this.

Rick is in the Chat Room and he won't mind if I pick on him. He came to Mastermind Day. Rick teaches grant writing and nonprofit fund raising. Rick is a professor. His audience are going to be academics for people who aren't looking for the super hypie PowerPoint, high energy video.

These folks really are looking for meaty information how to and white paper really resonates with them. It seems more academic. A report seems more academic. Checklists on making sure your grant doesn't get thrown in the trash...those kinds of things resonate with that audience.

Again, you need to evaluate your market and know what they're going to respond to and what seems to have a high value. Then publish accordingly. These are going to take you a little more time.

Somebody I think does white papers really really well for their list building is ExactTarget.com. I heard them present in person. They have a really high end email service. As a matter of fact, it's too complex for my business and it kind of makes my head spin, but these guys are geniuses at how they do their list building and education and credibility building. Their white papers – you know, Friends, Fans, and Followers _____ (50:43) What's the Difference between a Fan and a Subscriber? Their educational white papers they spend months on the development of these.

Now I'm not advocating any of you spending months, but I just want you to go download one of those and then see the difference in a white paper and then what might be a simple report on the 7 Ways Not to Get Your Resume Thrown In The Trash kind of thing, okay? That's ExactTarget.com.

Then there's Paid Traffic. I'm not going to cover this at all because Paul has a goldmine of information...a platinum mine of information on this as a matter of fact. So I'm not going to even address it, but it is one of the favorites. I've just started dabbling in that the last couple of years. I don't do a lot of it but Paul has done this, documented it, tracked it, and really knows his stuff on this.

These are the 6 favorite ways. Now that we've covered all 6 I want to see a show of hands again on everybody that saw something that resonated with them or something they're excited about or something they can do immediately. Honestly, I almost feel like if it's not 100% of the Chat Room that I'm nervous because that covers such a variety of production and learning styles.

I am convinced that some of you don't want to build your list. You just want it to appear. Some of you just want the customers to show up. That's just not reality and DIY training is all based in reality so I'm sorry. If that's what you want to happen that's not going to happen. You're going to have to do some groundwork and at least do one if not more of these strategies.

Okay, so let's then move to the next thing. We talked about the fact that the list does not equal clients. But you know what? I'm going back to here because here I think I want to do some Q&A. Again, we're not talking about the how to set it up necessarily but we can talk overview.

If you have any questions on these 6 ways, actually 5 ways because I'm not covering Paid Traffic, that's Paul. If you have some questions, comments, or just want to say what you're excited about, this would be the time for this.

Paul must have stepped away for a second. We're going to break this recording after some Q&A.

A blog tour. That's a great question. A blog tour is where you create a series of articles that you go publish on several other people's blogs. Maybe in the summer you target some people in your market and you say: *You know, I would love to be considered for providing content while you're on vacation or I have a series based on this. Would you like to take the week off and publish my content?*

You can either lead it to an offer or not. You can just do it for content's sake but a blog tour is where you are actually...If you think of a book tour, Kelly, it's actually the same thing. You're just showing up on other people's blogs. Does that make sense?

Jenny: *Will you cover how to get people to free teleseminars?* Jenny, I'm going to refer you back to Content Distribution in SWAT I. With your existing list you tell them that it's there and please to sign up. You ask them to help you share it and you also go to all your social media networks and share it. You use paid traffic. So if you'll go back to Content in SWAT I and look at all the methods of sharing content, think of your teleseminar and webinar as content.

Also, one of your bonuses that we just added was How to Keep Your Webinars and Teleseminars Full. So I'm going to recommend that if that's the method you really want to study you download that bonus and really get your highlighter out and focus on that bonus a lot. We've given you tons of strategies with all that. Great great question.

Keith says: *Have you ever used Animoto to help create videos?* Yes. I use the Animoto Pro version because it will lead to a call to action button. I love Animoto. For people who don't like to put their face in videos it's a really great solution and I really like it. It's super easy to use and super affordable.

Sharon says: *How about contests or challenges?* That's kind of an advanced strategy, Sharon...not one of my top 6 and really works best if you have an existing list. Contests and challenges when you don't already have an affinity base can fall flat on their face. You really kind of have to be sure you have some kind of warm market already.

Kate say: *Would you say more about article directories?* I really don't want to because I really don't like them that much, Kate. I referred to this in our Q&A call the other day, I really believe the most effective article marketing is through your own self-publishing and self-sharing and paid traffic or even in press releases.

You can publish at ezinearticles.com. I love Chris Knight and what he does there, but I just don't think it's your fastest way. I would kind of put it there. I use ezine articles the way I use Google Plus. I go there every once in awhile to just kind of post something here and there that I've already got in other places.

Some of them are free. Some of them are paid. You basically put your content up there. Some people are supposedly looking for content and will find you there. It also gets back links to your website, but I really think PRWeb and some of those other places might be superior to that for now. Again, I'm going to refer you back to the Q&A from the other day. We covered that a lot more.

So I really don't want to teach a whole big strategy around something that I don't think is super effective. It's really kind of a backup strategy.

Greg says: *Is there a blog ranking site where we can see categories and preferably some rankings to help us choose where we should contribute our blog articles?* There probably is, Greg. I'm not familiar with where that is. If you're going to do a blog tour or you're going to do some big blog posting I probably would go to Fiverr.com and ask them to find the top 20 ranked blogs.

You could go to Alexa and do some searches on that, but I would go to Fiverr.com and ask some research person who would find you the top 20 ranked traffic blogs and support that with statistics so that then you know who to go through.

I also did a block book tour. I want to say – I'm trying to think of the name of the company I used. I don't remember who that was. Clearly it was a super effective promotion, right? But this is somebody who arranges blog tours for other people. She contacted 100 Mommy bloggers to do book reviews and sent them my book and had them do book reviews during a one week period of time. She did all the legwork on that

It cost me \$1,000 to do that. Before anybody goes away saying I paid for reviews...I did not...that I did not pay for positive reviews. I did not pay for them to go to Amazon. I provided a free book to 100 bloggers in exchange for an honest review on their blog.

I will be honest with you. A couple of them were not favorable. A couple did not like it. By and large they were super positive. Some of them did go to Amazon. Most of them put it on their blog for their blog community.

What I did was pay a company to contact 100 bloggers because I don't have time to do that and I didn't want to have to look them up. So that was that. I'll look up that company. (Paul, if you'll put that in my follow up notes I'll look up that company.)

For those of you that are super detailed and are wondering why I don't have this right here it's because the blog tour is something I honestly forgot that I did. It's not something I teach as a strategy necessarily. Some of this literally does come to mind as I'm training. I want you to benefit from it on the backend but I don't want you to think it's because I can't get my notes together in advance.

The other thing is I really don't like to recommend thousand dollar strategies to you if I can help it. I'm clearly in a different spot at the moment. Greg, that's my answer to that.

Anita says: *Do you have a signature speech that you do all the time or do you develop different speeches each time you speak?* Paul can address this a little bit later, too, but I tend to have 4 core messages based around my core content. My core content is Fill Your Stadium and also the Barefoot Executive Message of Your Life, Your Business, Your Way. So if I had to say I had a few it would be: Your Life, Your Business, Your Way...How to be a Barefoot Executive on Your Own Terms. It would be: Fill Your Stadium...How to create raving fans and clients to take your message into the world.

But I do have other things I can train and teach on. It depends on the audience. I would say probably all of you have 90 minutes of content in you that you're really passionate about that's core to your entire business. Your other content will off shoot from that.

Whether I develop custom content or not depends on what they're paying me and if I'm motivated to do it. If I don't want to develop custom content I won't but the truth is, it's probably 3 or 4 of my signature presentations that I tweak a little bit for every audience.

I do have several set PowerPoints when I teach on things like Escape and when I teach on things like Fill Your Stadium that those PowerPoints I can just go in and spend 10 minutes tweaking it maybe with the branded logo of the event or the company where I'm going to be, maybe with a new graphic or logo for my book or something that is now relevant. But I tend to stick to my core content.

Kate says she'd rather do press releases. There you go, Kate.

Anybody else have any questions about this? Paul, you want to pop in and let me know what I'm missing or if you have any ahas or if you want to share something about this?

Paul: No, I think all that is super good because I think we get into that kind of singular modality thinking: *Okay, this is what I'm going to do. I'm going to focus on just articles. I'm just going to focus on give-aways...*and realize it takes those multiple aspects. We talked about content last week and how I love audio and can sometimes ignore whether it's written or whether it's video. The truth is I need to have every modality in there.

The same thing is true here. Of these 6 you might want to choose 3 or 4 to really focus on. Some of you guys may be scared to death of public speaking but like what Anita was saying: *Do you use the same speech every time or do you use a different speech?*

What I tend to think about with that is to say: *What's my end result? What am I wanting to drive them to? Who is this audience and what's going to be the best trigger for them?* Each style of audience is going to have something that they really want the result from more than anything else. You kind of tweak that along the way and do it for all of these.

I think these 6 avenues we've just got to focus on, guys, because that's where we end up building this list and especially, a couple of these are easy to leverage. Like if they've seen you Live as a public speaker, to me it's a little bit easier to sell someone than just straight through a paper because you've been on display. Now that's just my personal experience....you've been on display.

You've got to think of each one and how you leverage it best giving your background, expertise, skill set, and personality.'

Carrie: Yeah, and here's another thing to remember. I like to say these are Crockpots and microwaves. You can cook something slow in a Crockpot and it's still going to be great. Or sometimes you really just need the microwave.

You have to look at these and say: *A couple of these are Crockpot methods like article marketing for sure*, Kate. That's a Crockpot method. It's slow and sure. It works, but it's in the background. It's not going to give you fast results.

Paid Traffic is going to give you super fast results. Public speaking...when I go speak no matter if it's in my community or out I'm going to come home with some contacts from the room, with the entire list, or with people I've connected with from the stage. I'm going to come home with immediate leads.

Webinars and Teleseminars. If you really leverage that correctly can be a microwave method.

You have to look and say: Alright. Let me focus on one Crockpot and one microwave. Then once you get those systems in place, then you can start adding other Crockpots, adding other microwaves.

You guys can probably tell I have a microwave personality, right? A microwave personality...If you're going to burn it burn it fast and get to the next thing. If I'm going to not like it I want to not like it fast and get to the next thing.

I would focus on one Crockpot and one microwave to start with. I don't want you to be overwhelmed.

So everybody is going to want me to categorize everything in Crockpot and microwave. Video for me is microwave because I already have a list. I already have a following. Video for other people if you don't have a list it might be like article marketing because you have to depend on some organic searches unless you point Paid Traffic at any of these things.

Guys, listen. If you point Paid Traffic at your webinars and teleseminars or if you point Paid Traffic at your press releases or your articles or your white papers you're going to speed it up a little like a convection oven. That's just fair disclosure.

If you tag an affiliate program on there and you have some affiliates helping you promote your videos, etc., you'll have more traffic, but I would say for the average person podcasts and videos will be Crockpots because you're building content, building a following, etc.

Thanks, Marsha. Evelyn says that helps because you're most comfortable with videos. Good. So do videos and then share them like crazy through social media and then give your people incentive to share them.

Okay? Any other questions on this? No more questions. No one's typing I'm going to move this over. Let's meet back here in 2 minutes. Go top off your coffee. Take a pit stop. We're going to end the recording here. We'll come back with case studies of Client Getting.



Session 2: Case Studies

We will post the audio and video for you in the Bonus area. I'll track that down out of y emails. That's something I do extra for my personal clients and my coaching clients...the folks I mentor, but you guys are going to mentor from that because that goes so well with that we're talking about.

So getting from here to there. Your list does not equal your clients. We've established that, right? Well, I'll save that for the case study. Sorry.

Now this, if you read my emails, I sent you an email the other day about how I went to the doctor and I came home with a client. So as I was reverse engineering that I thought: How did that work? I came up with the relationship, investigation, giving, trust, reciprocity, offer, and then ultimately client-getting. (I love my lower little graphics as epic content. Ya'll ignore that. See, anybody can run a business. You don't have to be perfect.)

So this is just kind of a good little checklist. Does every client-getting have to go through all of these steps? Probably not, but I think it helps. I don't think you have to over-think it. It's not something I have to consciously think of anymore, if that makes sense. It really is how I live my business. It's just how I breathe relationships. It's just how this works for me.

Now you can tell I love fall. These are my kids 2 years ago for Halloween. I even used this picture on the last SWAT, I think, but I love this and it goes with the Pumpkin Patch Case Study.

The kids, of course, are a lot bigger than that right now. My son is 6'1". He probably does weight about the same as he does there, but he's about 6"1" now and Emily is about 5'4" and she's decided to be Merida from the Disney movie, Brave. (I do love the message of that.) Mark is going to be a NASCAR driver this year and Catie, the cat there, is going to be a sock hop waitress from the 50's. Too cute. Lily is going to be Lily the Ladybug. She's got a Ladybug fairy costume.

So we'll update the picture later, but what I wanted to talk to you about was I wanted to go through 3 different case studies of different kinds of businesses and how we walk through relationship, investigation, giving, trust, reciprocity, offer, and then ultimately client gain.

We go to the Pumpkin Patch every year and I've written about this on my blog. Some of you may be a little familiar with this overview. It's the same Pumpkin Patch every year so it shows we have relationship, right? We were referred to it by other people who have gone, so other people that have relationship.

We go in and it's free except we take a can of food for every person in the car. So the only entry is something for someone else. That kind of goes into reciprocity and trust. It doesn't necessarily go in order, but look at how the goodwill and the cause related marketing and all that.

Once we go into the Pumpkin Patch there are lots of different areas of things we can do. There are some vendor booths. There is face painting and there are mazes to go through. There are bounce houses for the kids. Again, everything but the shopping is free. (The food has a cost, too.) There are hay bales and a hayride absolutely free.

If you think about it, having a variety like that is investigation. They're pulling you in and seeing what you are most interested in. Then the vendors are placed around those different areas. So the kid vendors tend to be around the bounce houses and the little

train ride. So that's where the people who charge for face painting and charge for little kid art and those kinds of things are. There are little costume areas.

All the little vendor areas are appropriately placed and that helps them know what you're interested in. What you're interested in doing free is probably something else you might be interested in doing more money for. Does that make sense?

Then they're actually giving you these activities and giving you so much fun and enjoyment and enrichment to your day. There are pumpkins laying everywhere. There is food. You smell apple cider and hot chocolate in the air, etc.

They're giving to you so that builds trust with you. Reciprocity means you want to do something for them or you feel obligated to do something for them in some cases and you just turn in buy.

You can take your own snacks into this place and we do sometimes. We just take in some little bitty snacks to tide the kids over. I have such an age range of mine, but the reciprocity is you're spending with them. You're becoming a client of theirs and you wouldn't dream of going to any other pumpkin patch.

The pumpkin patch right next door has an \$8 admission. I would love to see the statistics of how many fewer pumpkins they sell and how much less business their vendors do.

What I do know is that our pumpkin patch is always flooded with people and the other pumpkin patch is less busy. So just by volume alone they're probably doing less business, right?

Then they make the offer of the pumpkins. When you're leaving you get all the pumpkins you needed and it's very nonthreatening and natural and we always leave with a wagon full of stuff. That's another thing I just love.

On the giving part and the trust part, everybody can get a wagon when they come in. There's no charge. It's like those big Fisher Price wagons. If your kids get tired or you want to stack it full of loot you can. It all works into the client getting.

So their goal is not just to have this free pumpkin patch for people to come mooch off of, right? Their goal is to sell their pumpkins, fill their vendor space with people paying to be there who are also hopefully going to be doing business, and to keep people coming back because of relationship year after year.

How does this apply to you? Getting people in free, the exchange of the Pumpkin Patch experience for a can of food...that's basically the bribe. You're asking people to give you their email in exchange for what? In exchange for admission to your pumpkin patch.

So I want you to write down this question: What is my Pumpkin Patch? (You guys know I'm a little unorthodox, right? What is your skunk? Where is your plane ticket going? You know I ask these random questions. Today I'm asking what is your Pumpkin Patch...and yes, I misspelled that on purpose. I'm aware that pumpkin has an 'm' in it and a 'p'). Okay, so what is my Pumpkin Patch? That's the question I want you to ask.

What is my canned food? What am I asking an exchange for? The answer should be: phone, email, or mailing address. It really should be something you can follow up with.

What is your hayride? What's your bounce house? What can they do or experience with you to build trust? What are you giving them? The information? Great. What about community and social media?

A lot of you I connect with in social media. Social media is my pumpkin patch. Social media is where I'm spending time with my community. It's where we're going on hayrides and I'm giving free advice and leading people to the resources and to other people. That's where I'm building a lot of trust in part. Also, my emails.

Love this from Doug the other day. I sent out the email about me going to the doctor for the spot on my face and he said: *I even love Carrie's marketing emails because she manages to teach and demonstrate value at the same time as she's making an offer.*

So how are you doing that? How are you building trust with people?

Reciprocity. Are you giving enough that they feel like they need to be doing business with you or they want to be doing business with you or even that though owe you to do

business with you? I know that sounds extreme but it's all part of the Pumpkin Patch model.

Then there has to be an offer. The pumpkins all very clearly have crisis written on them. Nobody apologizes for that. There's a whole big stand full of little bitty pumpkins and full of homemade pumpkin bread and pumpkin cupcakes and pumpkin butter...all that kind of stuff. They don't apologize for making the offer.

Why would they apologize for making the offer when they've been giving and giving and giving you this incredible experience? So what is your Pumpkin Patch? What is your hayride? What is your bounce house?

Then as far as down in the offer what is your pumpkin bread? What is your pumpkin offer?

Raise your hand if this is making any sense and you're seeing some parallels in your own business so far. I'm doing a couple more case studies but on this one particularly does this help you break it down a little bit? Good.

You can do this with email marketing, too. You begin by giving them whatever it is they came in for...the experience in the Pumpkin Patch. You can connect with them in social media. You invite them to free calls. You send them articles, coupon codes...whatever it is you let them see a little bit into your personal life with stories (which we talked about a lot in SWAT I) and then we make the offer.

Sometimes this cycle in email marketing is short. Sometimes you go through a relationship, investigation, giving trust, reciprocity pretty quickly.

Investigation – that's going to be a lot of what you question. What about investigation? Sometimes the investigation is just as simple as the fact that they came to you to solve a problem. If your niche is targeted enough like getting back your pre-baby body or recovering from a divorce or whatever, sometimes your niche is enough that the investigation came in the fact that they clicked on your site period...end of story.

You can take investigation a little further with surveys or with interactive webinars and teleseminars like Paul and I do where we do polls. That's investigation, too. You could do like Paul and invite people to reply to emails or to ask questions on the blog. That's all investigation.

I like my blog posts as investigation. I'll ask questions at the end of the blog posts and the comments help me with investigation. It all matters. It all builds into that cycle.

You raised your hands and said the Pumpkin Patch example made sense to you now let's go to the Plastic Surgery example. This is the one I talked about a little in my email. I'm going to talk about it from a couple different ways.

This should say Plastic Surgery Case Study. The other day I had this spot on my face. It's been bugging me. My family grew up on the Coast and are all sun worshippers and so I thought I needed to go have it checked out. My dad has had several skin cancers removed and so has my father –in-law, so I asked Dad some things to look for and he said: *No, yours isn't anything to necessarily be concerned about. Just go see your plastic surgeon and have her do a little peel or laser or something. Yours is just cosmetic at this point.*

I was super relieved to hear that, but this is somebody I'd done business with before so I went in to see her. I called the day before and said: *Is this something you can handle?* They acted like I was a long lost friend. I've not seen them since 2008. Long lost friend. Gave me directions to the new place and were so excited to see me. They even said: *Come in about 10 minutes early.* (They didn't say for paperwork.) They said: *Come in about 10 minutes early so we can catch up with you.* I love that different framing. I love it.

Now I knew it meant paperwork and checking my address, but I loved it. When I got there – now I am in a small Texas town and this is a town over, but I'm just telling you when I got there they called me to go back and the nurse came out and gave me a hug, told me how great I looked, and asked about the kids. Of course, those are things in my file. I get that; it's all part of relationship.

Then we went into investigation mode. Investigation mode is really common when you're at the doctor or dentist or hairstylist or when you're ordering a cake, having a dress made... Think of all the times that you're in investigation mode.

She had to ask some questions to find out why I was really there. It wasn't just about 'Oh, I want this spot removed.' It was about 'Tell me when you noticed it. Tell me when it seems worse. Tell me about your history.' Investigation.

But we also did investigation on each other as far as catching up on our lives, catching up on our families. Her kids are much older than mine... those kinds of things. When she talked about my business I turned around and talked about hers, too.

Now I'm in the business of helping businesses grow so my questions were around that. 'Tell me how business is.' She told me they were opening up a new branch. 'Tell me about clients.' 'It doesn't look real busy around here now. (I got in the next day.) Tell me about clients.' 'Well, we're good. We're fine, but we really would like to be even more booked.'

So I then said: *May I give you some free business growth advice?* Now those were probably some magic words because with that one statement (May I give you some free business growth advice?) I addressed the fact that she wanted to grow her business in there.

I also asked permission instead of seeming like a know-it-all. I also made sure instead it was free advice so she would know even subconsciously that normally I charge for advice. Do you see how that worked? *May I give you some free business growth advice?* That also highlighted the fact that I was listening to her.

I then gave her 2 or 3 really good ideas of things I would do right then. I offered to connect her with the vendors that helped me with those things or to help her figure out what would be best. She then opened up. She was so excited. She's taking notes. It stopped being about my face at that moment. She started telling me what she's spending on X,Y,Z and why she's not getting returns, etc.

Now this is all while she's numbing that area of my face. She's just working while she's doing. She trusts me. Why? Well, she's known me for awhile. She's watched my business grow a lot over the last several years, and I'm also giving her money. We're in this great reciprocal relationship right there.

I'm not going to gain anything from this at this point. Does that make sense? I'm just giving and building trust. So then the reciprocity was in exchange for the advice I gave her and she then marked my procedure down like half...What she did on my face was like half.

Then I proceeded to fuss at her and said: *You need to never ever turn your laser on for less than this much money. Let's talk about your pricing.* I gave her more free advice and then apologized for it. I said: *I'm so sorry. I know you didn't ask me in here for me to diagnose your business. I'll stop now.* Then of course we both laughed and she said: *No, don't stop.*

By the time I got to the front checkout she was overflowing with ideas and trust and reciprocity. *Carrie, bring me a proposal. We want to work with you on growing our business.* Then we sat there and visited for about 15 minutes on ideas she had and ideas I had. I took notes. We sat an appointment and then I left.

That's the Plastic Surgery Case Study. Relationship, investigation into each other's personal stuff as well as business concerns, giving trust, reciprocity, and then making an offer. I can promise you those will not be cheap offers I take for her.

She didn't ask me to do anything for free. I had already done something for free. She wouldn't have asked again. She also didn't say: *Hey, let's barter for other stuff.* It was very clear.

When I'm writing a check to her and saying: *You need to never charge this little.* It was clear I have value on what she does and I'm going to expect she puts value on what I do.

Well, Carrie, how does that apply to me? It's like the Pumpkin Patch Case Study. How are you building relationships? Just this past week we had the Mini Mastermind. Everybody in the room had experience with us coaching or had been working with us for awhile except for one person who neither one of us was really that familiar with.

Her first purchase from us was Escape. She went from Escape then into the Mini Mastermind Day which is a full day with us. Basically she was coming to build relationship because she was looking for a new business mentor. She wanted to build relationship and she wanted us to do some mutual investigation to see if we were a good fit to work together on a long term basis.

In and among the Mastermind that we did we did our normal Mastermind and I made sure and tailored several examples to each person in the room which is extra giving, right? During the day we built trust. I even had her come up and teach one of her funnels and made her the star for that moment. It was really a genius funnel. It was great.

At the end of the day she was the one that made the offer to me. *I want to work with you more on a long term basis. How do we do that?*

That's flipping the model on its head, right? That's client getting just by starting the process and then she kind of took the wheel. You will sometimes have it work that way for you, too.

Now on the Plastic Surgery Case Study or even on the Mastermind Case Study I want you to ask yourself: *How am I building relationship online or offline? How am I doing investigation?*

Again, I use social media for some of this. I'll make notes and remember things about people and bring it up later. It really just kind of blows their mind when you remember.

How are you giving even relationally or example wise? A lot of you know that when I teach this I'll say: *I know that Kathleen is in X,Y,Z market. So Kathleen, here is how you would apply.* That's extra giving.

Do you see how I could just teach this generically or I can say: *Now, Ann, I know you're in the direct sales industry...or Ann, I know you're helping build local marketing for local businesses. You're helping build their websites and create their materials...or Sharon, I know this what you do...or Rick...*(I love the fact that Rick is a competitive fencer in part-time with the sword and the whole bit.) So even just those little mentions and that little pulling out...that's building relationship, too. That's also building trust.

How can you do that in your webinars and teleseminars? How can you spotlight clients in your blogs or articles? Do you see how this all ties together? That all works together to build trust.

If Prudence sees me doing that with Kelly – I do tease Kelly a lot and say: *Okay, before Kelly asks, I'm going to go ahead and say: What's the URL for that website?* That shows that Kelly and I have history, relationship, and trust. She's smiling in the Chat Room. That's shows we have that relationship.

So for the people in the room I don't know as well or the people that don't know me as well, people that haven't seen that say: *Wow. That's trust by association. If she knows her clients like that, if she has a relationship like that with her clients I want in on that.*

Okay, does that make sense? Raise your hand if you're seeing how either the Pumpkin Patch or Plastic Surgery can work for you. Are you having ideas? Does one model work better than the other? Is this helping? Good.

Okay, so let's move to the next one...The Party Plan Case Study. Now you may not be in a party plan that's fine. You may be in direct sales or you may be in home parties, but whatever, this is the same drive as the test drive on the car at the dealership. This is the same as seeing new homes as a realtor.

A lot of the giving and investigation will have to do with getting something in their hand or their mouth or their nostrils. It's the physical integration of that. So there are lots of different things. Let's talk about the part plan model just in overview right now. Again, this may not be the model for you, but even if you're a coach there are things you could take away from this.

The Part Plan model is where they don't sell their product in stores. Let's use Scentsy® Candles. Okay, they don't sell their product in stores. It has to be sold through independent representatives who make commissions on their sales. We won't talk about this as much but she also earns a commission off the people that sell underneath her, but let's just talk about how she keeps her product selling.

She has to get into people's homes or get them into hers or get them to come out to the parking lot and shop in her trunk. However she's doing it she has to lead to the content of a presentation. She has to have several levels of relationship.

Her primary relationship is going to be what's called a hostess or somebody who is going to partner with her on that. In the Internet marketing world in the online space you might think of your affiliate this way or your joint venture partner as this way or somebody who is going to let you be on their blog this way. Your relationship is with the one person.

Your investigation is how is this going to benefit you the most. Let's say that Susan is in Scentsy® and she says to her hostess: I would love for you to hostess a get-together for your friends. (Again, I'm not going to go through official scripts. I could teach you all that but I'm not.) I'd like you to host something for your friends or I'd like for you to affiliate or whatever.

Most people are pretty private. They don't necessarily want a lot of people in their home. They don't know who is going to come. They don't want their friends to think they're going to sell to them. So what she has to do is really investigate and find out what's going to motivate Patty, the hostess, to have a party. Does she want free product? Is she excited about getting people together? Does she just need a night out?

Is she excited about investigating this business for herself so she wants to see if her friends are receptive? Does she want a discount on future stuff? What is it? What's the investigation there? You need to know what motivates her.

I have to tell you, free product doesn't really motivate me. I'm not going to open up my home for free product. I just sometimes love to have a bunch of people over and that's just a good excuse. That's just a good reason. Everybody's reasons are different.

Then how do you give? Well, that's on several levels in this plan. They get usually a little bribe or a little goodie (There's that word again.) for agreeing to have the party. They get little incentives for how many people come, a little incentive for having their party on the agreed upon date, little incentives for how many sales, and then usually X amount of free product based upon a percentage of the sales...so there's giving there.

But what if you gave your hostess some samples or said to her: *I'm going to go ahead and let you have \$50 of your hostess credit free that you can choose right now so that you can go ahead and be burning this Scentsy® burner that I know is your favorite between now and the party. I'm going to go ahead and let you use this.*

Now remember, if you don't meet your goals at the party that I'm either going to have to charge you for this or repossess it. You could think of a cute script for that, but build trust with her.

When you say: *I'm going to call and follow up with you...* When you say: *I'm going to get your guest list...* When you say: *I'm going send you this...* Do those things or you're eroding her trust in you.

When you say: *I'm not going to be slimy and slick and pushy with your friends...* don't be. But do follow up with them like you said you would or send them invitations or postcards or whatever.

Then when you're so good to her and you treat her so well the reciprocity is on several different levels. She wants to be good back to you. She doesn't want to buy from anybody else and she's going to encourage her friends to do business with you because you're friends now. You have a relationship now.

At the end of your party or the middle of your party or however your party plan suggests you do it, you make an offer not only to her, everybody there, but also you're going to

make an offer for the future relationship of the 'maybe a hostess', too. This is what keeps your funnel going there.

Some of you may be attorneys, accountants, realtors, financial planners, this model – the Party Plan model- you may like it or not, but it fits so many of your models when you need to have the relationship with the influencer not necessarily the end user.

So this is a little bit different case study than the other two we talked about, but again, what's the Pumpkin Patch with your influencer? What's your pumpkin offer? How are you building that trust and reciprocity?

Okay, so raise your hands if that suits your model a little more or you can see bits and pieces of every case study that fit. Okay, good.

So we talked about the Pumpkin Patch and how that fits. We talked about the Plastic Surgery. Now we talked about that from 2 different levels. While I was there at the plastic surgeon she did talk to me about being an influencer and a referrer. She did also talk to me about several other offers not just what I came in for. We talked about ongoing relationship of some other products or services I might consider in the future.

So she was working her end of the client getting at the same time as my client getting kind of fell into place.

With the girl that came to the Mastermind I used client getting to get her there at the Mastermind with sales letter, content, videos, etc. Then when we were there she flipped the client getting around and she decided she wanted to be a client – how should she do investigation, etc., and asked for the offer with me. So there's that.

So we actually have kind of 5 case studies that we've covered here and then the Party Plan Case Study. Let me clear the Chat for a minute and then I'm going to bring it over.

The important thing to realize is I want you to write down this checklist. I want you to say: *Am I building relationship? Do I have an investigation component?* Some of you do not. You just think you know what they need and you don't care what they want. You're going to sell them what they need, dadgummit. That's how you've approached your

market...not to mention your offers. Some of you need more of an investigation component.

I get this question a lot and I know Paul does, too. *'I think I'm giving away too much.'* Well, I don't know. If you're giving plus building trust and reciprocity then you make the offer.

I have people that will sign up for products that I know I have probably given away too much or given too much counsel to, so what does too much even mean. It's only too much if you're not closing the offer, if you're not putting out the offer. That doesn't mean there aren't people who will take advantage. There will be people who take advantage so you do have to have a good balance of that.

Okay, Lisa says: *What if you're good at investigation and not so comfortable with the price points and the offer?*

So are you not comfortable with the price points or is your audience not comfortable with the price points, Lisa? When you say you're not comfortable are you just not comfortable asking? Are we talking about your offline marketing stuff? Give me a little more. (See, guys. This is investigation that I'm doing with Lisa.)

They always want it for a lot less. Okay, Lisa, I'll tell you that this client where I was knows that when I come back it's going to be 4-figures-a-month minimum retainer plus expenses. I'll probably take her 3 different offers. I'll probably take her a \$1,500 a month, a \$2,500 a month, and a close to \$4,000 a month retainer offer for her offline marketing.

So I would say (1) maybe you need to up-market in who it is you're marketing to or (2) I want you and Sharon Tannenbaum to connect. (Sharon's in the Chat Room. So you guys Private Message each other about connecting offline by email or phone.) Sharon I know has dealt with this, too.

Sharon has decided to move out of service totally and just move into education and is having good luck with teaching them some of those things to implement, but if you really

want to do the service for people then I would say you need to go to people that have more discretionary budgeting income.

Lisa, if you do want to do some service price them for what you really know you need to be making and then you need to go after that audience.

Kathleen, the best way to up level the audience is to only market to that audience. I wouldn't have marketed this to a regular dentist. This is a plastic surgeon. This is somebody who has an elective practice who I know has a marketing budget. I would go to a cosmetic dentist. That would be another elective...somebody in this specific market.

So you up level by up leveling your marketing materials, your message, and also by raising your price point. Then you've got to kind of suck it up and swim through it when it's not as fast as you want. You need to hold out for that.

So Lisa, there's that. You don't lower your prices, Lisa. You don't go discount. Don't coupon. If they want it for a lot less then they're going to be dealing with a lot less clients and that's fine and: *I understand, Mr. Business Owner, that you don't have a budget in place for this; however, for less than this I can't deliver the clients through your front door that you want.*

Okay, does that make sense?

Kathleen, a mentor in business for me one time said: *If your friends aren't buying because all your friends are broke then you need to change your friends.*

That was a harsh statement but what she means is to stop holding home parties in neighborhoods where you know they aren't going to have the money to spend and start focusing on those people that intimidate you.

A lot of times we're just afraid to market to people that intimidate us. So get your chicken list out and start marketing in those places. Paul talks to you about Paid Traffic...you can just market to a different level of people with your demographics that you want to be serving.

One of the things he and I are developing...We've radically changed the target market we're looking at and we'll be looking at paid traffic and social traffic in those areas of the up level brand. Our prices will also reflect that.

Kathleen says: *Less clients for more revenue is a happy me. I agree.*

Jan says: *So I clicked on the PM button to do a PM but nothing happens. I'm sorry. That used to have a drop down where you could pick Private Messages but I can't answer questions and also do that, so Paul, if you could figure out how to do that that would be awesome.*

Okay, if you right-click on the person's name and the participant name it will do that, but they don't see the list. So I don't know how to do that.

Kathleen says: I'm not afraid to market to higher end; I've served them in other business. It's more figuring out where to find this new ideal client.

I can't really help you with that, Kathleen, but if you think about Facebook Groups where they might be or publications they might be reading or podcasts they might be listening to, or ezine lists they might be on, or businesses they might frequent. So if you're in the first class of the airplane the magazine in the pocket looks radically different from the American Way and the back of the magazine, so where are your people sitting on the plane? Where are your people hanging out and where are they already spending their dollars?

Anybody else? Good questions. Really good questions.

Okay, now here is what I would like to do. I would like for you to pop into the Chat and tell me something super helpful from this section, from the list building section or from this section...something that has shifted your thinking, more importantly, something that has shifted your doing. What will change because of this? What are you excited about?

Sorry, **Anita.** *Do you have a particular template that you have to prepare proposals?*

No, I don't. You just kind of have to make it up according to your business or your

service. You could Google proposal template with your market in it whatever that looks like. I don't know what your market is so I can't really suggest one, but no...

I just kind of made it up according to who we are, what our goal is for this company, what our objectives are going to be as far as what I discussed with a client and what I would like to add to that, and what I will do (how I will fulfill that), what their expectations of me are, what my expectations of them are, my price, and 3 options.

I will give them 3 price options that are all favorable.

Marsha says her thing she got out of this was providing less service at too low of a price and offering more information education. Yeah, that's definitely an option, Marsha. That's what Sharon did. She started switching from a service model to an information model and is doing really well at that.

Kate says: I'm going to focus on my giving pieces and my email sequence. I've had too much focus on my website content and technical stuff. Kate, that's super common. I always say: *Stop working on the thing and get it out there.* Start working on the thing.

Email sequence. Paul's going to talk about that a little bit, too.

Rick says: (You know what? I just have to applaud Rick and Sharon and those of you that were at Mastermind. Kelly. Because you guys have already been like super entrenched with us and you're still here learning and interacting. Kudos to you guys, really.) Rick says he loves the idea of thinking of the email opt in as being the purchase price for the potential customer. Yeah. Looking at it from their view is useful. *Is the bribe enough of a draw?*

That's true. I usually quantify when I say 'free'...the price of admission is their email address.

Sharon says: *Bringing something to help others for entrance.* Yeah, like the canned good for the Pumpkin Patch. Good.

Jenny says: *I'm going to work on more free samples. I only have 2 worms on your hook right now. Great, Jenny.*

Sharon, another thing about that is remember the other day we talked about the free webinar that really wasn't free...maybe \$5-7 and it went to Habitat for Humanity or a cause you're passionate about.

Scott says: (Now this is the investigative piece.) *Taking more time to understand what the client thinks they need versus what I think they need to know.* True. Scott, here's the reality. I call this broccoli and chocolate. If they only have \$5 to spend and \$50 to spend and their 2 choices are broccoli which is what they need or chocolate which is what they want, what are they going to buy on every time? They're going to typically buy the chocolate.

Sometimes it's a matter of selling them what they want and bonusing what they need. We'll cover that with the Prefect Offer next week.

Carol says: *Building relationship example. I met you at NAM's in the elevator and you remembered me when you signed your book for me. See, Carol? That relationship stuck. It works. I'm glad we met. I hope you enjoyed the book.*

Lisa says: *Thank you for the introduction to Sharon.* You're welcome I think you both went through ecoaching with me at the same time, too, as a matter of fact. Sharon does local search and search marketing and all that, so Lisa, a little of yours overlaps and a little bit doesn't. That will be a really good connection for both of you.

Paul says: *Chocolate covered broccoli encrusted with bacon.*

Paul, now that's just nonsense. Ya'll ignore him.

Kathleen says: I love the idea of using recorded pieces for articles and putting more bait out there. I tend to make it more complicated than need be.

Kathleen, this is to everybody. We tend to over-complicate, over-think, and part of that is procrastination masked...masked imperfection. Part of that is also we just get really

caught up in the admin. We just think it can't be that simple, but it can. It really can. I am living proof, breathing, profitable proof of that. Okay?

Anybody else? What's an ah-ha? What's something you're excited about? What's something you're going to do right now? Write that down, **Larea**. I love that.

Procrastination masks imperfection. It's true.

Perfection is nothing but a delay tactic.

Kelly says: Not me. Never over-think. Never. (laughs)

Kelly, I have no comment to that.

Jan says: I need to make better use of each piece using one thing in different modalities. Yes, ma'am. So, Jan, you go back to SWAT I, refer to Content Working Smarter, and that will give you several different ideas.

Anita says: *I like the 6-part breakdown. I see that I want to focus on the 2 R's...Relationship and Reciprocity. Good. Good.*

Kate says: I'm pondering how to microwave at the start over point of my biz.

Kate, sometimes everything's a little bit of a Crockpot until you add some paid traffic or you add a hostess or affiliate or something. You can microwave and there are some waves and this is not a plug at all but sometimes Kate, the best way to do that is to really sign up with a coach or somebody that specializes in what you want to microwave and say: *I really need an intensive 6 weeks on this or I need a microwave 3 weeks on this.*

So if that is something you really need then you have ecoaching with us for the next couple of weeks so throw some ideas in there. Throw some questions in there and say: *How do I microwave this? Who do you know? What can I do? Do I need a coach? Etc.* That's just really honest, transparent advice. I'm not trying to sell you anything.

Anita, I'd say the same for you. This is a great start, guys. Being here in SWAT is a really great start. A lot of times people say they want to microwave but yet they're not shutting the microwave door and pushing Start. They want to microwave but they really are having a hard time getting off Go.

So if you're going to commit to action then ask some questions in the ecoaching and we can point you in some right directions, okay?

Paul, move that Chat over. That means we're done. That was how he tapers down. We done with that, Paul?

Paul: Yeah, we're done with that.

Okay, so here's how the rest of today is going to go. We're going to shut this recording off. This is the first half.



Session 3: Wordpress

What I'm going to do is cover some super basic elements of Word Press Opt In and then we're going to talk about Solo Ads and Swaps, Renting Email Lists, and Physical Mailing Lists. So it's going to be a lot to cover, and I'm probably not going to be able to answer every question today but it's something to think about. Write down questions to use on the Q&A later this week.

I'm going to do a separate recording for this first one because we probably won't do a transcript to it and then the last big section we'll do that. Hopefully we'll still be done around noon or slightly after. Usually that's our time frame. I hope we will cover all this. Let's get started.

Most of you guys said you're using WordPress. This is my Platinum Presenter site and this is all about getting the opt in. On your average WordPress site what I tend to see is an opt in over in right sidebar that just says Name and Email with a very small Submit link. That's just about it. There's nothing to invite them to actually do something.

So here is my first opt in. When you first go to PlatinumPresenter.com you'll see a drop down. I've already got this link in the Members area. This is called Opt In Bar. So you see that little X to the right. They can click that and then it will scroll back up.

This is not a pop up, but instead it stays right there at the top of the page all the way down the page. Even as they scroll that will still be there. In fact, I could...let me see if I could pull that up. I'll show it to you real quick. We'll go online just really quick and see this.

Raise your hand if you can see my screen, PlatinumPresenter.com. Okay, that's good. Just wanted to make sure that was coming up. Here's my little drop down. Free report. Avoid Becoming a Human Tranquilizer. Then even as I go down the page it will follow me down. Then if they want to get it out of the way they can just press the X but it always stays there. That's #1.

Then #2 is making sure that in the right side I have something that looks pretty attractive. So see as I scroll down the page that free report stays there and then I've got an image that looks like a DVD – How To Avoid Becoming a Human Tranquilizer. Engage. First Name. Your Email. Send My Report.

Now what I need to change that to is Send My Video. But when I did it originally I did a report and then I tested against this and this got a higher opt in rate so I kept it, but I need to change that to Send My Video. That's the second place they can opt in.

Third place they can opt in is at the bottom of my sidebar. I've got it at the top of my sidebar. I've got it at the bottom of my sidebar. I want it to be the first thing they see in my sidebar and the last thing they see in my sidebar.

If I've got a huge sidebar...it runs all the way down the page, all the way to the bottom, then I want to have another one of these in the sidebar. I want it to be pretty obvious that the #1 thing I want them to do is to opt in...so pretty critical.

Next is all the way in the footer. So when they get to the bottom of the page of any page and they get to the footer there it is again. Same image. First name. Your Email. Send my report.

I don't do this on every single page but on a lot of my articles at the end of the article I'll place the opt in there as well. I could do it at the end of every single one, but understand

that if you've got this at the end of an article that you're wanting comments or shares on that it could depress that.

They could get at the end of the article and go: *Oh, there's an opt in. That's it. I don't even need to go any farther. There's nothing else to do on this article.*

So if you're trying to get comments you don't want that there because you want them to be able to get in there as quick as possible. I'm using opt in bar and then I also am using the Widget area of my site and just putting my standard opt in there.

I'm going to go into my Widgets – the Widget area of my site. Notice that it says Text. When I bring that down there is my AWeber opt in form HTML code. I could put my JavaScript code in there and that would be fine, too, but on my laptop for some reason with Safari my job description doesn't show up and I thought maybe that happens on other people's machines, too. So I've started doing the whole HTML instead of doing just the JavaScript.

So there's the text right there. Here it is at the bottom of my Widget area, my sidebar. Then the footer...there it is in the footer.

These settings over here are certainly going to depend on the theme that you're using in WordPress, but basically all you do is grab one of these little text areas and drag it over to the side. Put it there and then you place your code right in that area and click.

Alright. I'm back. That kicked me out right when I was coming offline. But that's basically it for the overview of what to do there in WordPress. Let me share my presentation one more time and then I'm going to bring over the Chat Room and see if you have any questions about opt ins on WordPress before we get into all of the buying traffic elements.

It's called opt in bar. It is a plugin, Jenny. I've got a link inside the Members area under the Bonus section that says Resources. It will be right there.

Did you say the video is working best for you? Yeah, Jen. As far as the opt in, I've had more people opt in with that video image than when I had a report image. I think that it might look like a product to them in their mind.

You just went out when you drug over the text box. What did we miss? Only where I was placing in some of the code. You should have seen that right before it kicked out, but it will definitely be on the replay.

How do I get those nice images? I actually make those in Photoshop with something called Cover Action Pro®. It's fairly expensive but I'll put the link to that in the Members area.

The other thing that you'd want to do is go to Fiverr. I know it's our answer a lot of times, but type in graphic design or ebook design or product design, product graphic, and there will be people there who do that for you for like 5 bucks. You could show them an image like that and say: *I want my image to look like that.* And they can do that.

Any other questions about that? It was kind of an overview, but what I wanted you to see was that you cannot think that having one opt in is going to do it if you're on WordPress or if you've got a blog. You have got to put as many in there as possible.

Alright. Let's see. A couple more folks are typing. I'll wait just a second just in case.

Is there a difference between using HTML versus Java and the Widget?

Evelyn, there really isn't. You just want to make sure it shows up on as many machines as possible. In general you're going to get a higher view with HTML than the Java and the Widget area.

Hey, Anita, and with the coming in and out the audio on the replay should be pretty clean.

Even on a product page, Jenny, (this is a great question) on a product page I would do multiples as well, especially if it's an opt in page. Rick who is actually having to step away said something interesting this week. He said: You know, what I've noticed is

when my opt in...I've got my opt in to the right, but then he's got a lot of text on the page, but he didn't have an opt in at the bottom.

I said: Look, you want the opt in on the right even on your squeeze page and then all the way at the bottom you want to make sure that you have another opt in for them right there.

Are we going to have a checklist? I have so much trouble communicating some of this to my website guy?

Sharon, one thing that you could do is just let him watch it.

How does your funnel work once they ask you about coaching?

Well, it depends. This is not really related to WordPress but it depends on what I've got next. Do I have a VIP? Do I have something of a higher level? Coaching to me may be the end of my funnel. That could be it.

Alright. I'm going to stop this recording real quick and then start the new one as we get into Paid Traffic.



Session 4: Paid Traffic

Almost all of my lists have been built from paid traffic. My youth ministry site that you have heard me talk so much about that has 3,000 members paying \$10 a month is all based on Google AdWords.

I'm not doing Google AdWords today. The reason is I believe it's more advanced and it's more expensive than what I am showing you. I may look for a guide out there as a bonus or something, but I would not start there. I would start with the things that I'm going to be talking about today. That's a great way to build your opt in list.

It's certainly not used as much as it should be. It's great for joint ventures and getting experience, contacting other people in your niche. This is pretty important, too, because we often talk about what won't work, but we often are not doing it.

I've talked to people before about paid traffic and I'd say: What you need to do is contact people and find out if they've got a list that they're willing to either rent or do a reciprocal swap on. Then they'll contact 2 or 3 people and not get a response and say: That doesn't work. Well, that's not true. It does work. It may just take a little legwork.

Some of these things are going to take a lot of legwork and some are going to have a couple of shortcuts that I'm going to show you.

Solo Ads. You pay someone with a list to promote your squeeze page ad for you.

Let's say that Carol has a list of 500 people and someone contacts her and she's thinking: *Well, I've got this list of 500. I'm making a little bit of money off of them, not too much.* But somebody contacts her and says: *Hey, Carol, I'll give you 100 bucks if you'll mail X to your list.*

You look at the product and you think it's pretty good. You're not even thinking that your list is going to convert real well off it monetarily, but you don't mind your list getting in that person's space. So for 100 bucks...you do the mailing for them and they never own your list. If they get an opt in they get an opt in, but otherwise it's just a straight shot, right? So that's what you're asking other people for.

It's a great way to get people who have already opted in. This is what's important. We're talking today about paying clients. When you're talking about Solo Ads - it's going to people who have already raised their hand and said: *I'm interested.* They've already put their hand up in the air and said: *Yes, I want this.*

So think about this. If I go to Google AdWords and put an ad up who is going to see that ad? Anyone who is searching for that topic. In Carol's case they're searching for organic recipes or organic food. But one could be a student doing research for a paper, right? Another could be someone who is wanting to cook something that night. Another could simply be bored and thinking about changing their diet and typing that in.

They all see Carol's ad over there in Google AdWords and they go: Oh, let me click that. And it costs her say \$1.50 a click. Two out of the three were not even her market. See how risky that is and how expensive that can be?

Whereas on the Solo Ad she finds someone who has an organic eating site and has 1,000 people on an email list. That list can be valuable and can have paying clients because they've already said: *I'm interested. I'm not just out here searching. I've already put my email in.*

With the Solo Ad the prices can range \$30-1,000 or more. When I started my public speaking site I rented an email list for \$2,500. (Some of you have heard me tell this story before. Here's the uh-oh.) On the day that my ad went out I'd forgotten to renew my domain so my domain name was gone. This ad went out to about 10,000 speakers or more. I had to contact the guy and say: *Hey, I'm sorry. Can you give me a discount on mailing again?* He said: *Man, I'll mail it again. That's no big deal.* I ended up making my money back which was pretty cool but I rented my first list for \$2,500.

I know people gasp and say: *I don't have the money to do that.* But what about a lower range? What about \$30? What about \$100? We need to look at this as a possibility.

Pricing is going to depend on several factors – the size of the list, the quality of the list. Is it an active list or a safe list? This means these are people who are currently paying attention and the list owner mails it very regularly.

A safe list is a list where people have raised their hand but it could be older or it could be where it was gathered from multiple lists so the quality is going to shift there.

Guaranteed clicks...you could actually rent a list and the people will say: *I guarantee there are going to be 500 clicks to your site - so 500 actual visits.*

Then who are you buying the ad from? How many ads do they do regularly, etc? That's going to depend on the market and the marketer.

You want to work within your budget and gradually grow it. I would always do a small test first...never with a Solo Ad. If somebody goes: *Look! You can rent my entire list for \$1,000. Say: What could I send to for \$100? I just want to test your list and see if it's a fit.*

When you're doing the Solo Ad you do not want to send people to your sales page first. A lot of times they won't let you. You want to send them to an opt in offer. You want to build your list. Less than 1% of cold traffic will buy, but you can have a 3-5% conversion rate once people have opted in....big difference.

Solo Ads and special offers so that once they opt in then you want to immediately try to generate revenue. So you're got your Solo Ad and it comes to your site. They opt it and they land on the page. There's your first offer.

So a converting special offer is going to help you offset that cost. You don't simply want to get them on your email list and then in message 7 or 8 give them the offer. You want them to opt in, go to a Thank You page and on the Thank You page there is your very first offer to them. Then you can put it in the follow up email as well.

So there's your process. Message goes out. Opt in page. Thank You page with a specific offer on it.

Here's an example of some general numbers. Solo Ad may cost you \$100. You take 3 them to a squeeze page. There are 300 visitors (let's say) who hit the actual page. Say you convert

around 30%. Now that's pretty high opt in rate, but guys, you can get to that level if your squeeze page is strong enough. Your squeeze page does not have to be enormous.

To me this is what's helped me more than anything else. It's what I call the #1 solution. What is it that your market wants the most? What's their biggest problem? Then you promise a solution on that.

Let's say that I am selling a coaching platform and I am wanting to help people better their business and I am going to be their coach. Well, if they land on a page that says: Hey, I want to coach you, they're going to turn around and run. But if I say: The #1 way for you to accelerate your results and multiply your income...enter your name and email address below.

Sure, some people are going to say it's a scam and run away, but other people are going to be going: The #1 way to do it? Yeah, I'm kind of interested. I'm intrigued by that. Then what would the offer be? My coaching. That's be a tough turn right off the bat but it could be there.

New subscribers generated are 90. Special offer price let's say is \$17 and you have 3 sales of that just slightly over 3%. Instant revenue generated \$51. You're going: *Wait a minute! I just made \$51 off of \$100? That's not even worth doing!*

Now you've got your follow up email process. Let's say out of those you convert 2 @ 17. You might be thinking: *Well, that's just not going to happen.* Well, you don't know if it's going to happen or not until you test it but second of all some of you guys have taken the upsell that Carrie and I had for SWAT –you'll see these numbers next week- it's gone extremely well...a much higher conversion than I thought it would be.

In this example the average subscriber worth is 50 cents a month. So that means that if you had 1,000 people on the list you could probably expect to make about \$500 a month from a list of 1,000. That seems like: *Man, is that really possible?* But if you think about it and think about the example that Carrie gave earlier about her client having a client list of 5,000 and making a quarter of a million a year...that's just about that rate, right?

So if you had 5,000 that would be 2,500 a month and it would be about \$250,000 for the year...maybe a little bit more than that. I guess it's 300. So your long revenue – 90 subscribers times 50-45 a month, assuming they stay on your list- 45x12 is 540. So the total profits from 100 dollar investment – 540-85= 625 minus the 100 is 525, okay? So you made 5x your money back.

Notice what's critical. There are ongoing efforts to sell. It's not: I'm going to rent an ad. I'm going to send them one offer and hope I make some money. Sometimes in our mind we start multiplying it and thinking: I'm going to make a boatload.

The reason you've got to have your follow up is there is a pretty good chance that you're not going to make any money off the initial ad, but over the long term of the relationship you're going to make money. You might be going: *Paul, I want to make money right off the bat.* Well, think about all the time you're putting in trying to do free traffic.

Let's say your hourly wage is 20 bucks an hour. You can spend 5 hours on free traffic for what you could buy an ad for. That free traffic may not even send 300 people to your site and the ad will. The free traffic may not even be targeted to buyers but the Solo Ad will. So let's not get into the free mindset of free is necessarily better.

Free could be costing you so much of your time that it's really not even worth it. Think about your time as your money not simply: *Oh, I didn't have to pay for that.* You had to pay for it. You had to give up part of your life for that. To me I'd rather give up some of my money and keep my life and pay somebody to send that out for me than for me to lose my life on free options that may not make me any money.

How do we find these Solo Ads? You look for a list owner in your niche. Contact the list owner in your niche by email. You get a price quote or they'll tell you they don't do it. I'm going to give you a resource to look at. It's a paid resource but I'm going to give you something to look at a little bit later in an example.

Contact the list owner for verification. Look at your results and you repeat it.

So you're going to contact them and basically say: I'm in the same niche as you. I'm wondering if you ever send out promotions for other people. I'm more than willing to pay you for it. That's really what I've used a ton. What are your current ad rates? I'm also in the same niche. I was wondering if you ever send out promotions for other products or for other people? I'm willing to pay you for it. What are your current ad rates?

They'll either send back that they don't do that or I get this a lot: I've never had anybody ask me that question. Well, what do people generally pay? Then I'll say: Well, it depends. How often do you email your list? What percentage of click-throughs do you have? Sometimes that confuses them because they don't know. How many are on your list?

Sometimes I get back: *Well, I email them once a month. I've got about 500 people on my list. I say: Well, I'd be more than willing to give you \$50 for that...or I might say \$30 for that if my goal is just to give them 50. I like to think about 10 cents of the list size.*

So if it's 1,000 people on the list I'll pay about \$100. If it's 10,000 I don't mind paying \$1,000, but at 10,000 I start thinking that the bigger the list the less personal the relationship and I'll sometimes cut it. At 10,000 I'll often say \$500.

Article Directories are a good way – I'm going to show you an example in a minute. They're still a good way to find list owners. Online forums, ClickBank Marketplace, Facebook Groups or Pages, Directory of Ezines (which I'll show you in just a moment), Google or Yahoo® searches.

When you search you'll have the name of your niche. I respect your privacy. This usually gets you to their privacy page where their contact information is. So if I put 'weight loss and I respect your privacy' I would come up with a lot of pages where people are giving their Privacy Statement and usually with the Privacy Statement they are told that they've got to list their address or have to list their email...their contact information. So that's where you find it.

You're like: *Well, they don't have a Contact link on their site and I can't find anybody to talk to me.* You know, it's right there. That's a good way to find it. (I know that nobody would whine and say that. That was hypothetical.)

Let's begin with the Directory of Ezines. I've got this link in the Member area as well. It will be an affiliate link if you decide to do it. Carrie and I would appreciate that but you don't have to. You can just type in Directory of Ezines. I use this.

Here's an example under Food and Drink. What this is is a directory of ezines that offer advertising in their newsletters. There's ArcaMax Chef. It's got a circulation of 82,000. There's Cheap Thrills Cuisine, 77,000. Worldwide Recipes, 29,000.

Now notice it says Solo sponsor. That means they offer both Solo Ads and sponsor ads. So ad types offered- Solo. DOE discount meaning that if you're a member of the Directory of Ezines you get a rate that is lower than the published rate.

The published rate is \$1,000. Going out to 82,000 it would be a small test of that. The full ad – full run of 82,000- is \$3,500, but you're going to get a DOE discount. So when you contact them you're going to say: *I'm a member of Directory of Ezines. I know that your full run Solo Ad is*

3500 bucks. *What is the offer for those of us who are members of Directory of Ezines?* You get a special price based on that.

So all this information is pretty cool and in there and you don't have to go out searching for people in your niche. It has a money back guarantee. If you get in there and feel like your niche isn't well represented you can get a refund. So this is a huge shortcut.

These other ways are not as fast. If you've got a VA I would put them on it because it can be fairly exhausting.

Here's Ezine Articles at the bottom. You've got a link to the article writer's site. You can also look at their profile and see if they've got contact information there and you contact them with that script I gave you just a few minutes ago.

When you're visiting someone's site in your niche look for the Contact tab. Most people will have this and it's pretty important that they have it somewhere on the page because Google will dock you ranking points for it not being there. So look for the Contact and simply fill out the form.

If they don't have it in the Contact fill out their opt in form because what have they got to have with every message that goes out from their auto responder? Yep. They've got to have their contact info on there. It's fine to even mail them something. It's a little bit more expensive, obviously, than email, but if it's really good good list, it may be the route you want to go.

I personally think you ought to be on everybody's list in your niche anyway to see how they communicate, to see if they have any special offers, to see how they're selling things or if they're selling things at all, to see if they ever mention how many subscribers that they've got. That way you can really stay in tune and in touch.

As far as forums go you type in the name of your niche and forum. So here's dog training forums. Once you type that in and you're looking at some of the posts then there is usually a signature file at the bottom of posts. See where that red arrow is? That's a link to that particular person's site and also the profile of the forum member. Contac them. *Do you ever ever send promotions for other people? I'd be more than willing to pay you for it...*things along those lines.

You don't have to get complex. You do not have to tell your back story. You don't have to say: I got started in business in 1982...You don't have to do any of that...real basic.

Go to ClickBank and then go to the Marketplace. Where I like to go is to the actual affiliate page. Sometimes on a product page it's hard to find contact information or it's more support information, but often on the affiliate page they will have direct access or direct contact. I hope that makes sense. Where they're promoting their affiliate side of things they want to talk to people who want to try to make them money.

They usually don't want to talk to somebody who's bought something that might have a support issue. I've seen that over and over again.

If you go to Facebook and type into the search. Say dog training and you want to look for pages and then you want to Message that person. A lot of people don't like that but I go ahead and contact people that way. *This is my personal message board. You're not supposed to be contacting me on it.* Well, I'm sorry. They probably aren't going to pay attention to me any other way if I contacted them another route so usually I'll do that.

Some people are really against it, but for the most part I've had some pretty good luck going through Facebook. To me it's one of the faster methods. It's a little bit faster than doing the online research and then trying to contact them via email. This might be one of my first steps if I were you.

Dog training and end quotes like I mentioned awhile ago. I respect your privacy. It will lead you to those privacy pages with that contact information. So contacting. I'll give you some tips on that and then I'll pull the Chat box over.

This is an email statement that you would like to pay them to send out an email on your behalf giving away a free and valuable product to their subscribers. Now I said that in general I would name the product and then I would also include the link to the offer. I want them to be able to see it and I want my page to look good. I want them to feel like: Man, I want my folks to get this.

I've got this in here but sometimes I'll leave this out. This is for the follow up email but I would test both. If you're interested, what's your list size, how soon can my offer go out? What is your price for a Solo Ad Blast? I do like putting in 'What is your price for a Solo Ad blast?'

Say 'Look forward to working with you soon. What is your price for a Solo Ad Blast? I will put this PDF in the Members area. I know I've got a lot of text today but I felt like this is kind of new information for a lot of people.

In fact, let me do a quick poll. Raise your hand if you are regularly using Solo Ads. I've got like zero hands that went up. Alright. I was hoping this was going to be new.

Now on the follow up you send any swipe copy so that they get to see it. That way they get to see exactly what you're going to send. I would include a couple of subject lines and a couple of swipe copies for them to use because some people like a longer email to go out to their list and some like a shorter amount. So have a short version and a longer version of your email.

Again, your email's to send people to the opt in page. It's not simply to sell a product. You are wanting to give something away to their list for the opt in. So you've sent it with a couple of possible subject lines. You confirmed the greed upon date for them to send the offer out. You request for them to send you a follow up after the offer goes out, but what I would probably do is actually get on their list because I like to see it. I'll go: Hey, I'm on your list. I didn't see it go out.

Express your appreciation and be professional because people you buy Solo Ads from could be great JV partners in the future.

Now personally if I can rent their list and get a great response I'd rather rent it than be a JV partner. Everybody kind of acts like: If I can get somebody to mail for me and they get 50% of the profits...well, what if they can mail for you and you give them 100 bucks and they would've made \$500 on a JV deal? I'd just as soon pay for the ad and get the opt ins.

So Solo Ad warnings...That all sounded super easy. Make sure it's somebody you've checked out. Get a screenshot of their subscriber proof if possible. Get them to send you evidence that they've actually got that number of subscribers. Look up their name in Niche Forums and in Google. If it looks too good to be true it probably is.

If somebody says: Hey, I'll send it out to 100,000 people for \$50. Run! Someone with a list that size wouldn't sell his spot for less than 500 or even a 1,000. Generally 100,000 is going to be \$3,000-5,000 if it's a decent list. Even if their list checks out ask how they got their subscribers. Did they opt in at your site or did you buy this list? Pretty important.

Okay, before we go to Ad Swaps let me come back over, clear the Chat. Questions about Solo Ads.

When do you pay for the ad? Good point, **Anita**.

Usually you pay for it ahead of time. You can negotiate afterwards. If you can negotiate afterwards I would do that. My very first list rental with TeenLife, my youth ministry site, we actually paid everything on the backend except for the list rental itself. We paid \$500 for the list and spent another 800 on printing, but we had 60 days to pay.

Yeah, Carol, it's a little overwhelming. So you'll need to go back and listen through this again. That will give you a little bit of time for that to settle.

On Facebook how do I find the owner of the page in order to Message them? Sometimes they'll list it on there, **Keith**, and if not, I've gone and researched them on Google before and found that information to see that these two accounts were tied together and Messaged them through their private list. Sometimes I've even put a message on their board...on their actual board itself. But I wouldn't say: *Hey, I want to rent your list.* I'd say: *Oh, I really love your page. I've got something interesting to run by you. Could you Message me?*

Jan, yes. Solo Ads are one of my favorite methods.

Why would someone rent their list to you if especially if someone might end up buying your product and service instead of theirs?

Well, it depends on if they're profit-minded or not. If they feel like *'You know what? I'm not selling a bunch of stuff right now and there's \$100 I didn't have. There's \$200 I didn't have.'*

There are a lot of people who aren't even thinking: *Wow. They're going to get over there and leave me and buy all that other person's products.* Some people just go: *'You know what? I've got these people on my list. I'd be willing to recommend Paul to them, but he's willing to give me 100 bucks. I think I'll do that.'*

Good. **Sharon says** the Fan page has a Message function. Awesome, Sharon. I thought it did, but I wasn't sure not looking at it straightaway.

I wouldn't worry about page rank, **Lorea**.

Is the swipe copy sent with initial contact or once you've made the agreement? I send it once I make the agreement.

So they don't need to see your sales page just squeeze page and link to free download? That's right, **Jenny**. Sometimes they'll ask for it but most of the time I've just had people want to see the free offer.

Anita, there's not really a way to do that. They either see you as their competition or they see themselves as a person that's just serving the market and you're one more way. You can't go in and convince them you're not their competition because you are...technically.

The way I frame competition is that I think everybody just buys in a market. I think they do buy one person but I think they also buy multiple persons.

The truth is, the more you can get your market to buy even if they're buying somebody else's product the more they're going to buy from you, too, because they're just out there buying. The less people are buying the worse it is...the harder it is...to get anybody to buy any of your stuff.

Now out of everybody I hit with Solo Ads I definitely would recommend Directory of Ezines just because it's going to save you the most time overall. The other ways are a lot more difficult because it's just a shot in the dark trying to get people to respond. That way if any of you who do have a VA I would highly recommend that.

Couple more folks typing. The link to the Directory of Ezines is in the Members area.

Anita, I'm not sure. Let me look real quick. It used to be – I won't say what it used to be. It's 197 and that's a lifetime membership.

I was looking online real quick. Let me come back over. We'll pull that back out and hit Ad Swaps.

Ad Swaps are a little bit different. There is no payment for this. You pay for it by sending the list owners offer to your current list. It only really works once you've got about 200-500 subscribers. You can start with Solo Ads if you're starting out or you can then get up to this level and do swaps. Basically you're agreeing to mail for each other.

It doesn't cost you any money out of pocket. It does take time to find a great ad swap partner, but it's worth it once you find a good mutual relationship where you basically end up building each other's list together.

You want to make sure that from the other side if you're going to be mailing for somebody else that their product is super good and you do not mind sending your people over to that other person. I think it requires even more investigation than Solo Ads because you want to be in this person's space and know that you're making a valid recommendation. But if they're great and

you really like them and the work they're doing, then that means that their list is going to be better too. The swap is really going to benefit you a lot.

Apply the same methods for finding Solo Ad partners going for swap partners. You could even use Directory Ezines and say: You know what? I don't want to do a Solo Ad. Do you ever do swaps? So you're going to do a swap instead of saying: I'm going to pay for an ad.

Send them the dates that you could run their ad. You ask them for dates but I would also supply dates so that that way they could see you're ready. You've got dates set.

You may have to actually explain what a swap is to them. This will be brand new terminology to many people. *I've got 500 on my list, I don't know how many are on your list, but I'm more than willing to mail my 500 if you would mail 500 of yours. Here are some dates that I could send your ad out to my people.*

Matching Clicks. I'm going to hit this again in just a minute, but Matching Clicks or list size is something that will likely be asked from the Ad Swap partner. Either the list needs to be matching as in 500/500 or the clicks need to be matching. I'm going to send you 300 clicks. My list is 10,000, but only 300 of those are going to click.

The other person says: *My list is 1,000 and 300 of mine are going to click.* So it's matched. The list size is unequal but the click size matches.

So if someone with a 10,000 member list (if you're going to do list size match) may only mail to 1,000 if your list size is 1,000. That's just completely fair and ethical. You can't expect somebody with a 10,000 person list to mail out to their list while you're only mailing out to 1,000 people unless you're doing the per click deal.

The matchup is where you've got matching clicks. This is a little bit difficult to do, but it can be really mind securing from your side and their side. You're willing to match only up to a certain number of clicks. Since you know what your list usually produces as far as clicks go, then you can tell them that. *On average I get 100 clicks so I'll match up to 100 clicks.*

It may mean that you have to send out more than one time. Let's say you mail for somebody and they got 80 clicks but what did you promise? You promised 100. So you're going to have to mail for them again to get those other 20 clicks. That's something to think about.

The positive is on the opposite side they may have to do the same thing, too. They promised you 500 clicks...got 300. So they're going to have to mail their list a couple more times to get to that 500. Now you've gotten in front of their list 3 times instead of just one time. It still costs you nothing.

Warnings. Very similar. Be careful who you're dealing with. Make sure that you promote at the same time. There are occasions- I haven't had this happen to me but I've had some friends that it has happened to. - where you do a swap and the other person does not mail. You mailed out and they didn't mail out. What do you do? You chalk it up as a loss or you mail your people and say: *I'm so sorry. I should not have introduced you to this person.* That's bad, too. So you've got to be really careful and definitely do your research on this and just realize common sense. Somebody with a list of 50,000 or more is just not going to swap with you. So don't get upset or have your feelings hurt. I have people contact me and say: *You know I can't get ahead. I found somebody with a 50,000 list and they won't mail for me because I've only got 200 people.* Well, that just makes sense. So common sense is in play with the swap as well.

Before you agree make it a point to check out the link. Make sure you're checking everything they're doing. Check out the promotion, the squeeze page. If you've been in their list for awhile check all their follow ups. Make sure things aren't hypie. Make sure it's not crazy.

Make sure they're not using the language that you don't use or doing anything that you think is unethical because your credibility to your subscribers even if it's 50 is more important than promoting a bad experience to them. One bad mailing, one bad recommendation, can hurt your overall list and not give you the gains that you're really wanting. So there is that warning. It's a little bit scary but that's the way it is.

Here's an example with Ad Swaps. Let's say traffic on your squeeze page is 150. You get 30% opt in...45 new subscribers generated...special offer price is 10 bucks and you sell 3 @ \$30. So what did you make? You made 30 bucks. Follow up sales... $2 \times 10 = 20$. 50 cents per month. 45 subscribers. Total revenue is 270. So there you go. You made 270 bucks off that one swap.

I'm just using low numbers because I don't want anybody to go: *Man, Paul was talking about tens of thousands of dollars. I've got to do this.* These are probably real average numbers.

These are things that can be done. It doesn't seem like a ton of money until you start multiplying that and you get your list bigger and bigger and you're able to do bigger and bigger swaps. It really moves you into a whole new area.

Let me pull the Chat back over. Any questions about swaps? This is definitely a little bit of a different beast and really not done a lot. I do tend to rent more lists than swap lists because I don't like to put my people in other spaces too much. I can just pay the money and be done, but a swap is really good for rabid markets where people tend to consume a lot. It works out really well in rabid markets. Fitness. Foodies. They're competing on recipes. They don't mind doing that.

*How do I find out the number of clicks that opted into my site from someone else's list? You'll use a tracker, **Keith**. It could just be what's in your Control Panel. I would actually use a link that I provide to them. I could put this in there as well. I'll put this in the Members area. I love Easy Redirect and that's where I do all my tracking. I make all my links in it.*

Jenny: *Won't work for me right now. I have no list. Will you be covering renting a list? Yeah, I will in just a few minutes, but also doing a Solo Ad is renting a list. Solo Ads are list rentals because it's a solo ad. It's not going out as a sponsor ad. I rarely if ever do a sponsor ad.*

It depends, **Lorea**, sometimes it's 10%. Sometimes it's 50%. You're welcome.

I just want to be clear. So you rent a list, provide a free offer for the opt in and then put up a low cost offer on the Thank You page. *Where does the free offer come in?* The free offer is right there at the opt in just like you said.

You rent a list, provide a free offer for the opt in. That's your free offer. Then they go to a low cost offer on the Thank You page. I use low cost examples but I've got Thank You pages setup where it's \$200-500 right off the bat. That depends on the list.

How much are these people currently spending in this market...is the question you have to think about. What are other people currently selling and what are their rates? That's how you find that out. When you're on somebody's list and they're doing promotions and they're always doing a \$10 promotion well then, guess what? Do a \$10 offer on your Thank You page. If they're always doing a \$200 promotion, guess what? Do a \$200 promotion on your Thank You page.

Scott says: *So when you say it's not a sponsor ad does that mean that the recipient does not know that it was from a list where they were subscribed? They only see your info?*

No, a sponsor ad is like in a newsletter where you see a banner or say this newsletter was sponsored by...so that the email is sent out by the list owner and often what I will send out is ...Sometimes I'll have that person say something along this line. Here's a swipe file. I may say

something like: *Hey, this is David Ricklin over at Selfgrowth.com and I wanted to introduce you to Paul Evans. He's got a fantastic offer today that I really believe you need to take advantage of and it's absolutely free.*

The email goes out from the list owner and they're recommending me. That's the way that I frame that.

Hey, Linda. I'll look one up but basically after they opt in it says: *Thank you for opting in. Click here to download your report or watch your video. Then right under that it says Special Offer.* Thank you for opting in I'd like to give you a special offer. It's that simple.

Good, Anita. Good, Scott.

The Special Offer is on the Thank You page as far as what I'm selling. So they send out the email. The reader clicks the link. Goes to my page and opts in and once they opt in they're transferred to the Thank You page where it says Thank You. *Thanks for opting in! I'd love to give you a one-time special offer opportunity. Usually this is \$500 but today it's only \$197.*

I like using a coupon code for that so that they get to see it really was \$500.

How often does someone mail an offer to someone else from their list if it is not all they do?

Sharon, it's really up to them. I rent lists from people who mail to their lists every single day an offer that...It's all they do. Their entire business is renting their lists. They don't really have a list per se other than they've got people to opt in for the purpose of receiving offers about X.

Jan, send them the free download link in their first auto responder email as well.

Yeah, Sharon. Like that. A lot of people in WarriorForum that do that. Those of you who don't know don't ask what the WarriorForum is. That's a Carrie answer. (laughs) Don't get distracted. No, it doesn't matter, Sharon.

Alright, Jan is typing and I've got just a couple more little quick sections.

She'll go broke. That's funny. Well, you won't if you don't spend anything. Alright, I'm pulling over. That's good.

Okay, so this is BuySellAds.com, and I do these as well. I'm going to try to go online again and go here to show you some things, but if I conk out I'll be back.

You should be seeing my screen now. Raise your hand if you're seeing my screen. Perfect. Okay, so we're at buysellads.com. and you've got all kinds of things that are on here. Browse Ad Channels, All Things Apple, Food and Drink. So let's click Food and Drink. Say Recipes has 5.69 million visits a month. I click on that and they've got a 300x250 ad run of the site. It's available. It's \$1.50 per thousand impressions. Alright? You've got to watch it. You get crazy.

I can click Buy Now...oh, it wants me to login. See? That's kind of expensive, right? So I'm going to go back. Ummm, the Cupcake Blog. Only 225 monthly visits. \$70 for 30 days. Estimation 115,000 impressions. Right sidebar ad. It's 125x125. Large right sidebar ad 300x250. It obviously does not go through all the site. 35,000. \$50 for 30 days.

It tracks the clicks for you inside Buy Sell Ads. So you'd get to see. Definitely go over here and check these out. Basically what it is is that you're buying ad space on blogs or on websites. So if you're into Family and Parenting, etc., there you go.

There we are. Let me pull back my...I don't have the link in the Members area for this yet. I will add that. That was BuySellAds.com.

This is InfoUSA.com. This is pretty expensive, but let me use Cheryl for example. So Cheryl works with high end companies that make a million to 5 or 10 million a year. So what Cheryl would do is that she would go in and select mailing list and leads or even email marketing and then it allows you to segment. I have to login to do all this. I may do a video later if you guys really want a lead through, but it's pretty intuitive where you would go in and select CEO or Owner and select sales range and then that would become your filter.

She could even do that in her area that she lives in...a large city. She could really whittle it down to a precise group. She could select email or direct mail and put it right in ye old mailbox. That's InfoUSA.com...a little bit more advanced.

Then print magazines...I've used *Entrepreneur* as an example because they've got a print media kit. Usually the way you find somebody's media kit is at the bottom of their site where it says 'Advertising.'

You might be thinking why in the world you would even want print ad magazines. Because they have subscribers. They have people that spend money every month and they know how much their people spend on ads inside the magazine.

Now I'm not saying to get an ad in a magazine. They're too expensive, but you can rent their subscriber lists. So what you would do in this case is you would call one of their offices. I might call Chicago and say: I'm interested in renting your mailing list. Who handles that for you? Chances are they don't handle it themselves. There's an outside agency that handles all their subscribers.

They'll give you the name of that company and then you contact that company and say something like: I want the people who have subscribed in the last 2 months. You want the hotter list. Or you could say: I want all subscribers who have subscribed for 5 or more years. You want the dedicated. You want the people who are always interested and stay.

Let me give you an example of that. This is *Group Magazine*. I rented this list when I first started TeenLife Ministries before we had a membership site and we did things that were physical. We printed stuff out and sent it out in the mail. So they are handled by Bush companies out of California. Called them up and said I wanted to rent their mailing list.

They said they had 17,000 on their list. I said I don't want to rent your mailing list. That's too many. They said they had 10,000 buyers. I said that was still too many. They said they had 5,000 that have bought in the last 3 months. I said: that's the one that I want. See over here to the right where it says Spending? \$29.95 was their average order. Back when I got it the first time it was \$38. It shrank by almost 10 bucks, but the average order is \$29.95.

So what would be a great price point for me to send out to those people? Yeah. \$29.95 because that's what they're familiar with. I would actually be renting a buyers list. I could rent the email or I could rent the mailing list. We rented the mailing list and they literally send you the mailing list. They've got a couple of dummy addresses in it so that if you mail it more than once they go 'caught you!'

I'm not simply renting a wide open subscriber list. I'm actually renting the names of people who have spent money recently. That is extremely valuable. You're not wondering if they spent money. You know they spend money.

This is another cool thing at a lot of mailing list sites. They give you related lists...Children's Ministry Magazine. Churches with youth programs. Group Publishing Resource Buyers. Look at that. I need to rent that again. Youth Worker Magazine. I like that. CTA Christian Tools of Affirmation Product Buyers. Anything with buyers in it is not necessarily negative.

And they give me the profile. Average household income which is \$35,000, which shows I can't be charging them a lot of money, can I? Eighty-five percent are paid professionals in churches with more than 600 members which is pretty cool. It means they need resources.

So there is a lot of information that you find out from mailing lists.

Alright, I'm going to come back and bring the Chat Room over. Any questions on that last section? That's a little bit more advanced...renting the list, renting email lists from print areas, Buy Sell Ads and USA.

There's Carrie Wilkerson! Who is she? There she is. I'll make her a host. Hello, Carrie Wilkerson. Is there a site similar to DOE where we can find magazine e-lists? Oh, I'm sorry, Carrie.

I have not found that, **Anita**. There are directories of just magazines. So if you type in magazine directory you will find that. What it won't have is list rental data. You'll have to go to the individual magazines and get that.

When you contact a print group ask for a list rental, at what point do you get to see their demographics?

Usually you can see that right off the bat. It's usually immediately available. Sometimes I will contact them and say: Send me your rate card with profile information.

How did you find the Group Magazine mailing list? Yep. I typed in Group Magazine Mailing List. That's exactly what I typed in, **Jenny**. That was it.

You can do some variations...mailing lists for rent, etc. That works out.

Now I know that some of this stuff ...most of this was new, given that nobody raised their hand saying they were using Solo Ads regularly. How many of you feel like this was super helpful? Raise your hands over there. Really kind of gave you a new insight on how to rent lists and possibilities? Excellent. There's always a delay on this side. It makes me nervous when the hands don't go up.

Out of the things I've mentioned which one do you feel pretty comfortable in at least experimenting in? Good, Jan.

Write down your favorite one...the one that looked the most hopeful for you. Alright. Solo Ads. Yeah, Keith, good. Colleges and Universities will rent out their list if somebody else is handling the list rental for them. Good. Good.

Carrie's got a great point there, Keith. Do also some scholarship lists, ACT/SAT tests. Excellent. Yeah, always start low. You do not have to get the maximum. Yeah, Megan Dorsey.

Carrie, I don't know if you can turn your mike on as we close out today.

Carrie: Yep. Here I am.

Paul: Hate your babies are sick.

Carrie: Strep is going around out here. It's so cold and marching competition is like 6 hours out in the cold. We just had to make an executive decision so next week I think the weather will be a little better and it will be closer to home...so the teenager is on her own today which I'm a little sad, but I have a lot of friends there so they're going to watch her for me today.

Paul: Yea!

Carrie: This is really new info from what we usually do because we are so about building on a shoestring usually and the truth is, if we had taught this weeks or months ago, this would've been premature for a lot of you.

It's still premature for some of you. If you don't have your offer right, if you don't have your site together, if you don't have your funnel in place, then pouring paid traffic is just like flushing money down a toilet.

So this is actually excellent timing, Paul, really excellent timing.

Paul: Hey, Susan. It's actually going to be the same place...

Carrie: Sorry. I was just going to say it's actually a better coaching question or customer service question rather than for the recording of people that are coming in later. I lost Paul's audio.

Paul: No, you didn't. I wasn't saying anything. Thanks, Jenny. Good.

Carrie: He says it sounds scary, but Jenny, if you have your funnel tested and your offer tested, and it all is in place it's not scary. It's a matter of knowing if I spend \$10 I get 100 back. It's only gambling if you don't have your funnels in place on the backend with proven tested traffic.

Greg, we don't have a test and marketing calendar. Our marketing calendars look very different from each other. That's something we lead private clients through...like their own marketing calendar, but really if you don't have a list I suggest your whole calendar look like list building. This is a little bit about what we taught in Escape too as far as a little bit of a balance between everything, but I think there is no perfect rhythm. I think sometimes it's a builder list initiative put them in your funnel. But your funnel has to exist first or you have to be doing affiliate offers or content offers. But because if we have 250 people in SWAT or 150 people in SWAT then there 150 different markets and niches and approaches and there is no suggested formula for a marketing calendar. Sorry.

Paul: Yeah, and some things are just cyclical. There are certain times of the year where my youth ministry stuff...I know where the boom is. So my calendar for it is going to look vastly different than my calendar for my public speaking and different from my calendar for my online business.

Carrie: Okay, these are really good questions from Jenny and Cheryl. Jenny says she's new so she hasn't tested anything. Cheryl says it's a little of the chicken and the egg.

No, it's really not, Cheryl. This is where I refer to *The 4-hour Work Week* by Tim Ferriss. He has one little section in there. I don't always recommend the whole book but there is one section where he talks about testing his headline, testing the offer for the Italian Gondola shirt where he talks about before you fully commit to something you can do like a \$20 budget or a \$10 a day budget test – what gets clicked on the most, what gets converted the most, etc. You can do that with super teeny amounts of money or your own social traffic or even collaborative swap traffic with somebody here.

For instance, I just suggested that Keith connect with Megan Dorsey. They could test offers to each other's list even on a free basis if they are willing to do that,

track their conversions, track how many people came in the funnel. You know, 1,000 people saw this, 100 people came in the funnel, 10 bought.

You can know your numbers really specifically so that you know...okay, then so if I go buy traffic I can guesstimate this as an average and use \$100 budget first. Those percentages are wildly off base then you tweak your funnel, you tweak your conversion, and you go back and say: *Okay, for \$100 now my percentages are much better. Now let's test that \$250. Let's test that with \$500* - and you're still in a positive return.

So it's not chicken and the egg. You do have to have a way to monetize it on the backend before you pay traffic. I'm never going to suggest you pay to build your list before you have a good solid converting offer. You convert your offer to your own small list, your own social traffic, or to teensy tinsy amounts of paid traffic per Pay Per Click. You may have covered this, Paul, while I was dealing with the girls, but it's not chicken and the egg. Jenny, you don't start the paid thing unless you have a funnel that you've at least tested with small amounts of traffic.

Paul: Right on.

Carrie; Does that make sense, Paul?

Paul: Yeah. Good. Alright. *Do you recommend Facebook ads? If so, how do they fit in the paid traffic strategy?*

I didn't cover that because I haven't really had any good returns on Facebook ads. I'm not saying you shouldn't experiment with them, but to me they're not as easy to guess the outcome as a paid Solo Ad.

Even if you can whittle all the way down to a specific demographic you just have to test it. It's just not really easy as it really sounds as far as the Facebook ads go. To me they're a lot closer akin to Google AdWords which I said at the beginning of all this is a little bit more advanced and you can spend a lot more money on that before you get a lot of buyers.

Carrie: Sharon's an expert in that and she says to stay away right now because they keep changing.

I have had some good luck with Facebook ads but it's never to an offer. It's usually to an opt in. So if I want to expose a lot of people to a message about a free call or a free webinar that then has an offer on the backend later, Facebook...social ads are good for relationship building, but again, I want you to be at a point of profitability first before you do that.

Jan says she's assuming this will work when your product is a donation to a non-profit. I'm not sure what she's asking, Paul.

Paul: Let's see. Yeah, that can be fine. It will still work, Jan, but you've just got to make sure you select the correct list and that your initial opt in offer is something that's going to trigger that heartstring for a response or donation down the road...or even a donation right there on the Thank You page if you do that.

I think that hits everything. Alright. Next week we're going to be talking about The Perfect Offer. Exciting. To me that is a lot more fun than talking about a lot of the details we've talked about today, but they're all essential.

This is going to strengthen your opt in. It's going to strengthen that initial offer after they get the download page. So we're going to help with all of that. Yeah, we'll even talk about free offers in The Perfect Offer as well, Jenny.

Carrie: Jenny, if you're talking about the Bribe or the Bait, I know I keep saying this but I want you to go back and review again the content section of SWAT I because frame it around Bribe or Bait. I think a lot of times I tease some of you guys about this that have worked with me a lot...there is no perfect prescription for what your audience is going to jump to for the bribe.

Go back to the content and say: Am I comfortable with audio? Am I comfortable with video? Am I comfortable with report? Really, the best thing as far as your bait...I would like for everybody to come next week with their bait done. I really don't want next week to talk about your bait. We can, I guess, since you want to, but the fact is, I would think your bait would be done by next week.

Next week I want to talk about making some money and filling your coffers with money so that you can afford paid traffic and so that you can get some help with delegation and so you can really focus on some of those things.

I don't want you to sit on the idea of a free offer all week. I really would like you to go back and review SWAT I for ideas on that and also show up for the Q&A call. I think everybody qualified for the Q&A call. Show up for the calls and don't just come and say: *Okay, let's talk about free offers.*

Show up with some ideas. Show up with your market and we can do some individual diagnostics on those calls. That's what those are in place for.

Persuasion on the squeeze page. Okay, so you're talking about sales copy? Okay. We're going to talk about psychological triggers and sales copy, sure. For the Q&A call I would suggest you show up with what it includes. Tell us a little bit about it and we can do some copywriting brainstorming while we're on the call. That would be an awesome use of that for you. Yea!

Paul: Cool. Deadlines matter. No doubt.

Carrie: Yeah, deadlines are the greatest human invention ever next to hairspray.

Paul: Next to hairspray....

Carrie: And lip gloss. Thank ya'll. You're so sweet. Don't bring your bait to the Q&A. Bring like a verbal description of it or type it in the Q&A forum. We're not going to be reviewing your whole bait. We're just going to talk to Jenny a little bit about it. She says: My market is makeup and this is what the title is and this is what it includes....then we can just brainstorm a little some copy for her.

Anymore? Anita, let's wrap this up.

Look at Scott trying to sneak in there.

Paul: Awesome. Good times. Anita, I got you upgraded in there. You'll be able to get it. Alright, well thanks for everybody coming out today.