

How to Build Your List!

*** Please listen to recording – details live there ***

- Small List-Building
 - Networking
 - Speaking
 - Social Media
 - Organic Opt-ins
 - Being a guest on podcasts, webinars etc

- Big List-Building
 - FB Ads (or other ads such as google ad-words)
 - Telesummits (Online events)
 - Giveaways

- FB Ads:
 - Can be anywhere from \$3 - \$8 a lead
 - Agencies are \$750 - \$2,500 a month
 - So this can be a pricey option – but may be better for the busy entrepreneur or one who does not know a lot of people for a giveaway or summit

- Telesummits and Giveaways:
 - 6 months out:
 - Create a name and topic – be sure this is a wake-up in the morning problem – NO CUTE NAMES HERE!
 - Start inviting guests to participate
 - Guests must have a list of 5,000 or more
 - You can pay people to research finding guests with 5,000 or more names
 - Get your guests confirmed
 - Hire a summit manager or a VA to manage the process for you
 - Can help you research who you are looking for
 - 3 months out:
 - Start to build out your pages for your event:
 - Home page – lists the topic + speakers (or contributors)
 - Thank you page – where they go after they opt-in
 - Recording page – where the recordings or free gifts live

- 1-2 months out:
 - Summits - Start recording your interviews
 - Giveaways – Start collecting the free gift opt-in pages from your participants

- 2-3 Weeks out:
 - send out your contributor or speaker packets – these will have the 1-3 emails that they are sending out + any information they need about the event

- During the Event:
 - Have an assistant there to make sure all recordings play smoothly.

 - Summits: Each day:
 - Morning email – here’s what’s coming up today!
 - Evening email – here’s a re-cap of what happened & here’s what’s in store tomorrow
 - Recordings stay up for 24-48 hours then they stay on the page, but are not accessible

 - Giveaways:
 - Each contributor sends 3 emails during a 3-week period.

- Interviews:
 - Start with an into on the event itself
 - Be sure to do an informal + formal introduction
 - Ask 1-3 standard questions for every interview
 - Be sure that the participants send you questions
 - Ask good clarifying questions (even if they aren’t on the list you were sent)
 - Really listen
 - Clarify anything that is vague – remember that you are on the side of the listeners
 - Give the pitch at the end at least 5-7 minutes for the upsell