

Facebook Fortunes Webinar 2

List Building (Part 1) - Offer

Daryl: Hi everyone! Daryl here and this is the Facebook Fortunes Webinar2. We also have Kerry!

Kerry: Hello!

Daryl: This week we are starting the first of our training programs all about building a list.

We use a few analogies for our list. One of them is that the list is a bit like a pot. You build your list and then you fill it with gold. You build your pot - the bigger your list - the bigger your pot and the more gold that you can put into it.

List building really is the lifeblood of your business and so having a really strong list - not only on Facebook, but also on email - is really, really important to your business and making sure that it is successful.

Today, we are going to give you an overview of list building. We are going to show you what you need to have prepared before you are able to start list building successfully and then we are going to go into the first thing that we need to know about, which is, what are you giving in return for a name and email?

Whenever we are building a list, we need to offer people something of value, in order to grab their name and email off them.

Then we are going to show you a really quick way that you can create your free gift, if you don't already have something.

Kerry, is there anything that you would like to add before we get under way?

Kerry: The thing that I really love about building that list is that it is almost like money on tap, to be honest, once you have built that list and it is really, really responsive.

Quite often, I will decide that I want to go away somewhere and I have money in the bank, but I can make the money to pay for the holiday and you can send an email out to your list and expect a good response from that and that is what we like about list building - if you want money you can send an email out to your list and offer them something.

Daryl: I think at the workshop we spoke about John Lennon being asked what he was going to do on the weekend and he said that he was going to write himself a swimming pool and a list allows you to do the same thing. You don't have to write a Beatles hit, but you can write a few emails and send them out and literally, write yourself a swimming pool, if that is what you so desire.

Kerry: Or a trip to Thailand!

Daryl: Or a trip to Thailand or whatever your heart desires!

Jot down what you would like to create from your list, guys!

Kerry: If you sent out an email tomorrow, what would it be?

Once you have built your list, when you write your emails, think of that! I find that is such a good motivator!

Daryl: Absolutely it is!

Know what someone on your list is worth and that way you can calculate it, as well. Each time you get a new person onto your list, once you know what they are worth, you can calculate that you have made "x" amount of money today, because a certain amount of people joined your list. It is an easy thing to calculate and really motivating.

Kerry: We have a comment here that says "a cup of coffee" and the reason that I want to highlight that is if you have never made money from sending out an email to a list or you have never made money while you slept - even if it is a dollar - it is fantastic!

If you can make your first passive dollar or you can make enough money if you send out an email and you get \$3 from that, for a cup of coffee, good on you and you have to congratulate yourself for those little, small things, too. That is fantastic!

Daryl: Remember that your first passive dollar online is your hardest. Once you have figured out how to do that once, you just multiple that up. Well done!

Let's do a bit of an overview and this is a recap on the workshop, so I won't labour on the first bit, too much, it is just a recap of what you learnt a couple of weeks ago.

First up the four components that you need in order to get people to opt in to your email list are:

A free gift - something of value that people will give their and email in return for.

You also need a Landing Page. This is the page where you make your offer. You will sometimes hear it called an opt in; squeeze page; lead page - they are all exactly the same thing, so make a note of that. They are not different things; they are all one and the same.

Once you have done the hard work of getting them on your list, don't just ignore them. You need to be sending follow up emails and this needs to be, at least, weekly. If it is any less than weekly, you tend to run into problems because people forget that they have subscribed and so, you start to get spam complaints.

Whereas, if you are emailing them oncer or twice/week and they know who you are and provided that you are giving them good value - we will talk about that in a later webinar (what to send them) - then, once or twice a week they are going to be really happy to hear from you and you are less likely to run into problems.

Now, of course, in addition to emails that make friends and build the relationship and have them think that you are a wonderful person, you also want to be making some money.

So, in addition to your follow-up or relationship building emails, you also want to write some marketing emails and again, in a future webinar - two weeks from now - we are going to be showing you how to write marketing emails, too

Normally, once per month we do some sort of promo out to the list. Try not to do it too much more often than that, because you don't want to be constantly selling them stuff. That is when people will unsubscribe and complain and you just don't want that.

Let's go onto - Why build an email list? We have talked a little bit about the value of this, but let's go into it in more detail.

Kerry: Someone is asking what sort of open rate you would expect sending emails once/week?

Daryl: If you are getting a 30% open rate on your emails, you are generally pretty happy! Depending on the relationship that you have, it may be higher than that, but if you get 30-40% you will generally be pretty happy with that.

So, let's get back to why we build an email list.

First of all, everyone has them. 91% of adult internet users read emails and even though you might think that emails have been around for so long and you should be contacting them on something like Snapchat as it is far more up-to-date with today, but the reality is that not everyone has Snapchat or all the other things, but in terms of adults, everyone is going to have an email and 91% of them are going to read their emails.

It is cheap or free to contact people, also. If you are going to be contacting people with any certainty on Facebook, you are paying for advertising. Once you have them on your email, it is pretty much free for you to contact them.

It is also really quick and easy to use with an auto-responder. If you haven't heard the term auto-responder before, can you please make a note in the question box? Just a "yes" or "no" on whether you know what an auto-responder is, so I know how much detail to go into. I think that we talked a little bit about it at the workshop.

It is something like Aweber, where it sends out emails automatically to your list. You are not just going into Outlook and "cc" everyone, because that is an almost guaranteed way to get you banned and blacklisted.

An auto-responder is a bit of software that all of your names and emails go into. You write an email to send out; you tell it which list to send it to and that message will go out to all the people on the list or lists that you have selected. It is very quick and easy.

Here you go, this answers the average open rate question. The average open rates are currently 27.2% and they are on the increase and that might be kind of counter intuitive, given that you think that you are swamped with emails.

I think that maybe a few years ago that people were swamped to emails. when it was still new an novel and you subscribed to everything, but I think that the market has matured and people are selective about which lists that they join, so if they do join your list it is because they want your stuff. i think it has matured and improved.

The spam filters have become cleverer at getting rid of the rubbish, so people are getting a smaller number of emails, because they are being more choosy and the spam filters.

As Kerry said, it adds value to your list and massively improves the asset value of your business.

You own the list. One of the risks of only keeping your list in Facebook and not having an email list as well, is the risk of Facebook deciding that they don't like what you are doing and you will lose access to those people.

Kerry: Realistically, I want Facebook to be around forever. We all think that it is going to be around forever, but Facebook owns your stuff, effectively and so, if they are not around forever, you will lose your stuff. It is very important that you get them onto your own email list.

Daryl: You can also use your email list to create a custom audience. Do you want to talk about that one, Kerry?

Kerry: We did discuss this in the workshop, but we discussed a lot of things, so it is good to come back to it so you have a really good understanding of this, but effectively we are driving people from Facebook to opt in to a list.

They opt in to the list and then we put that list back into Facebook as a custom audience. There are a couple of reasons why we do this, but one is if they don't open their email, we can remarket to them when they are scrolling through their newsfeed. Let's say that they do open their email, but don't action it, we then cement it with them when they come back into Facebook.

We find that people may not respond to a message the first time around, but the more they see it and if they are seeing it in a couple of places then it is more likely that they will respond, rather than dismissing it easily e.g. they look at an email once and never look at it again.

The great thing about having that list back up into Facebook again, is that you can remarket to those people who are people that are interested, because they are on your list.

Daryl: And you can create that look-a-like audience too, can't you?

Kerry: Yes! You are good, Daryl!

You load that custom audience of the people who have opted into your list back into Facebook and then you can create a look-a-like audience, that is really, really, really similar to your list. There is only 1% difference, or something like that.

You go from having 100-people that are hot, because they are on your list, to 300,000-people who are so similar. It really does build your potential buyers.

Daryl: It is a great way to snowball your business, but you do need to get those first 100 or more opt ins and obviously, the more targeted that list is, the more accurately Facebook can then go and find similar ones.

You don't want to get any random people to opt in to your list. Don't call up your mates and ask them to opt in because you need 100-people. Do make sure that they are targeted and they are opting in because they are interested in your stuff and this is really about getting your offer right.

Kerry: On that note, you do need 100-people on your list to create a look-a-like audience. Up until recently it had to be 100-people from one country.

So, you had to have 100 people from Australia to create a look-a-like audience of Australians and so on, for all the other countries. Facebook has now merged it, so you only have to have over 100-people in your list, collectively, and you can create a look-a-like audience in the US and UK and Australia etc. This is still relatively new and so, the jury is still out on whether it will be as effective if it is not matching up with 100 from one country as opposed to 100 from the same country.

Daryl: Keep an eye out on that one!

There are a couple of other reasons that we love email marketing and they are selling on emails is still far more acceptable than selling on social media, isn't it Kerry?

Kerry: Yes!

Daryl: It is changing and Facebook, in particular, is becoming more business orientated, it is still not a place to do really do a hard sell. You end up looking like the "Amway at the party" if you are not careful and no one is impressed with that.

At the workshop, we also spoke about the value of a list and if you are selling lots of low dollar items, \$1-\$2/name/month is about what you can expect.

If you have a little online store and everything that you are selling is under \$100 or if you are selling little info products and small packs etc., \$1-\$2/name/month is what you can expect. When you are adding up how many people you have on your email list, today, then if that is what you are selling, work on those numbers.

However, if you are selling higher level things and we talked about selling high-level coaching etc. at the event. 1,000-names in a targeted list, turns into \$1,000,000. That means that each name, in that case, is worth about \$1,000 to you and that is pretty much the numbers that we get consistently. If you are planning on doing that, then you know that an email is worth a lot more. Bear that in mind when you are doing your marketing, too.

Someone has just said "that's awesome" and yes, we are very happy with that. Thank you!

The last thing to remember about having your list on email as well as on social media, is that combined there is a real synergy. If you are just doing one or the other, that's good, but if you do them both together, that is when it gets really, really powerful, so here are a few statistics for you:

A Twitter follower who opts into your email list, buys three times as much as an opt in from a cold source, like SEO.

Running pre-launch Facebook ads to a custom audience of your emails list increases sales 300%, so again, threefold better if you are running both Facebook ads and email marketing and the average value of a name and email is \$1-\$2/name/month, but if they also have liked you on Facebook and obviously, you are having lots of interaction on your page, then that increases them to \$10/month. It makes a massive difference to be working both.

Before we launch into what to give away in order to get emails, one of the things that has come up in the last week or so, after talking to lots of people and going through their opportunity finders, is that not in all cases are people really finding a way to be outstanding in your niche. You need a really strong twist, story or hook - something that makes you outstanding and makes people think it is really cool and they are excited about finding it.

At the moment, we are seeing stuff that is a little bit plain vanilla and a little bit interesting, but not enough for them to give you their name and email.

If you have something that is plain vanilla and we add traffic to that, it is a waste of time and effort, in terms of traffic. I'm going to give you an example here that is one of Andrew's. It is really gross, but it will stay in your head and it will help you to remember it. Andrew often says: "Don't try and polish a turd!". I'm sorry! I know that it is gross, but I want to use something graphic because I want you to get this.

Don't take something that is really, really average and add great marketing to it, thinking that the great marketing will get you over the line. Lots and lots of traffic going to an average offer will only waste your money; it won't get you the results that you want.

Darren has said: "Don't put a dress on a pig, because it will still be a pig!"

Thank you, Darren, that is probably a bit more kosher than Andrew's one.

How do you make sure that you are outstanding and that people want to do business with you?

There are a few things that you can do to come up with something really outstanding.

First of all, if you have a great story or really awesome credibility, then promote that. I will give you a couple of examples from some of our other clients.

We have a client by the name of Helen, who owns a website called Commercial Property Journey.com.au. Helen's story is that over the last three years, she and her husband have built a commercial property portfolio, worth over \$11,000,000, which brings in a net income of almost \$900,000/year.

Obviously, Helen has an incredibly powerful story. She has done it and people look at her and people look at that and want to learn from her, but when we first started talking to Helen, she said that she had only done a bit of commercial property stuff and didn't know how good she was, because she was comparing herself to people that she has learned from, who have tens of millions of dollars, as opposed to ten million.

Think about your story from the point of view of your customer and phrase it in terms that are going to make them want to learn how to do it.

If you don't have a personal story and a lot of people don't, then you can be someone who has helped a lot of other people to do it, even though you haven't done it yourself. An example of that is, Julie Damant is a Naturopath and she helps families with children with autism.

Now, she is not autistic and she doesn't have a child with autism, but she has a way to help those people incredibly and the system that she uses as a Naturopath, is quite controversial and innovative and really gets results.

In more than 80% of kids there is a dramatic change and in the majority of kids there is some change in their behaviour. e.g. going from being non-verbal; non-demonstrative; non-communicative, to speaking; hugging their parents; participating in class. She gets incredible results. Helping other people - your clients is another great way to stand out.

If you don't have either of those two, then the other thing that you can do is talk about a unique system that you have created e.g. I think we showed this website as an example at the workshop. Jackie Coates has a system on how to paint flowers and they are this beautiful massive one giant flower on a giant canvas and they are absolutely stunning. Jackie came up with and developed a way to do it herself and she painted a whole bunch of these beautiful flowers to put into her gallery, but she has a really unique system where she can teach people how to do that, really, really quickly. Her's is all about this unique system that she has. Your system maybe an ancient secret; an new technology; a combination of modalities - East meets

West modalities meet in what you do, but a unique system that you can demonstrate is different and works really well.

If you don't have any of those, then we are going to need to hunt around for something else. You will need to put your thinking cap on and see what else you can come up with, to make your stuff stand out.

Have a look around at the businesses around you and observe what they are doing to make them stand out. I will give you one more example to give you an idea of the sorts of things that you want to be looking for. Sometimes your uniqueness can be about your guarantee e.g. Domino's Pizza hot, fresh and to your door within 30-minutes or you got your pizza free.

That made them stand out and put them right at the top of the pack in terms of home-delivery pizza. That guarantee shot them to the top, over and above all of their competitors and they stayed there. Having a guarantee can be very powerful. There is a Real Estate Agent in WA that I know of that offer to sell your house for the price initially agreed on, or better, or they won't charge any commission.

That is a hugely powerful guarantee. How many real estate agents say they can sell your house for a price and then once you are signed up, they tell you that you will have to cut the price. Having a guarantee, which makes you different from your competitors is another way to stand out. It is obviously not the only way and you may not be able to come up with something like that for yours, but come up with something that makes you stand out.

The more you can stand out and the more impressive it is, the better the traffic that we are sending to you will work.

Kerry, do you want to add anything to that?

Kerry: No! You have covered it, but can we have some comments in the chat box if you know what your hook is and what makes you stand out from everyone else and I also want to share this with you, because I guess that part of this is sometimes finding your twist, story or hook is entwined in finding what your niche is, also.

I have spoken to a few people and they just don't know what their niche is. One of the really cool ways of trying to figure this out, which then can lead onto your story; twist or hook, inside of that, is think of who your favourite client, right now.

Who is your favourite client that you like to deal with and what do they need you for? That is a really good way of narrowing all that down and differentiating yourself.

Daryl: I haven't heard that one before, but I love it.

Your homework this week is to come up with something that you think is a good twist; story or hook. Feel free to send through ideas because we are happy to give you feedback on it, but we can't come up with it for you because you know your story, situation and market much better than we do. We can give you feedback, but that is something that you guys need to be doing.

Kerry: I'd like to see you all go into Basecamp and start a discussion in there - My Story, Twist or Hook and then we can share it on with Daryl and we can have a look at that. We have one here.

Darren has come up with something: "101-Tips has generated 260-emails since the Gold Coast Seminar!"

Daryl: The one that I told you wasn't going to work! Excellent!

We need to know how many people visited the page. What conversion rate is that? The number needs to be under 800.

Kerry: it was from Facebook, too.

That is pretty good!

Daryl: That is 26% opt in rate, which is pretty good. We are after 20-30%, so that is awesome.

If everyone else can shoot them through Basecamp and then we can go through them in detail, there.

Kerry: So, like Kerry, Catrine said: "One, you need product; two you need the system; three, high demand for it; four, a guarantee, as long as they follow the procedure and are accountable for them following it.

Daryl: Catrine, you have a track record. The number of people that you have helped is amazing, I think. The other thing, and I might have it wrong, Catrine, but I think that you guys get everything paid for, for them, can't you? To me, that is the big "wow" that by going through your system they tap into a source of funding for your stuff.

Do I have that right, Kerry?

Kerry: That is what I was led to believe.

Daryl: That to me, is a big "wow"!

Kerry: I don't know the numbers, but if you do it by yourself, you get this amount of funding and if you do it with us, it triples or quadruples your funding, or something like that. Is that about right?

Daryl: Yes, for kids with autism and I think that it is hugely powerful and the one that I would be leading with.

Kerry: Yes. I mentioned that to my friend who has an autistic child and she really wants to see them.

Daryl: Immediately, people are going to want to get the program, but then they will want to know if the treatment is good and that is when you go into the track record; the number of people you have helped; the fact that your system is unique and why it is special etc.

I think there is lots and lots of stuff there that you could include, but I would lead with the fact that people can get three times as much funding through you guys, as they do elsewhere.

In terms of your twist, story of hook, whatever you come up with as your message, it needs to be clear and strong throughout your marketing. Don't just put it on page 15, where people are never going to find it.

The biggest difference between the training that we do in Australia verses in the USA, is that in the US, people are happy to shout their success from the rooftops. I think that it is a cultural thing in Australia and NZ where we are told things like "don't big note yourself" or 'you are just up yourself if you are going to brag" and we don't feel comfortable telling our story about what we have achieved and what we have done and how many people we have help!

Get over it guys! We will give you some mindset resources to help with that. You need to be telling your story about what you have done and there are certain ways to do it and not do it, obviously, but don't hide your success because it isn't the cultural thing to do. Make sure that it is strong and clear throughout your marketing.

Also, make sure that you get it right before you spend any money on traffic. We are not buying the best dress for a pig. Make sure it is not a pig by the time that we send good traffic to it, because you will get frustrated that you are wasting money on Facebook Advertising, if it is going to something that is not working.

Do make sure that you have your very best go at it before we start to drive traffic to it.

Let's have a look at what makes a great free offer.

These are the characteristics that you are after:

It needs to be specific and not just a general "here's how to feel healthier" if you are in some sort of health niche. It needs to answer a single question; solve a specific problem or give a desired end result and you will see an example that we will give you in a minute.

It needs to be quick and easy to use - a sliver bullet - and this is the reason that I told Darren that I didn't think that the "101-Tips" was going to work.

I thought he would have been better off doing a smaller number of tips e.g. the top 7-tips or 21-tips, but as soon as it gets to 101, it starts to look a bit like hard work. People want quick, easy, silver bullets.

It needs to be high perceived value and low cost to deliver. If you are offering to ship everyone something physical then, yes it is high value, but it is also high cost to deliver. You want to have something that is lower cost to deliver.

If you are offering to have a 15-minute conversation, again it is a high cost to deliver - it takes a lot of time. Info products, generally, are the best; contests and competitions are good and we will have a look at some examples in a minute. High perceived value to the client, but low cost for you to deliver.

A great way for you to come up with an offer is to finish the customer's sentence: "I wish I could get..." Imagine you are a customer and what it is that they really want to get. Whatever the end of the sentence is becomes the title of your free gift and again, don't make it something vanilla.

It is also a good idea to have several lead magnets to cover lots of different sub-niches in your market. Don't think that you will just have one and that is it! The more that you have, the broader the number of areas you are covering. Each one is quite specific, but in total they cover a whole bunch of needs and wants within your target market.

Here is a bad example:

"Subscribe to my weekly Back Pain newsletter"

It really doesn't answer a single question; it doesn't solve a specific problem; it doesn't sound quick and easy to use; it doesn't have high-perceived value and it doesn't have a powerful title. It doesn't meet any of those characteristics.

However, if you turn it around to this one:

"[Video] 3-minute exercise that relieves lumbar pain in 87% of chronic back pain sufferers"

Suddenly, it ticks all the questions! The single question - lumbar pain; quick and easy to use - 3-minute exercise; high perceived value - works for 87% of chronic back pain sufferers. It is a powerful title. You only need to read it to know that if you are suffering chronic lumbar pain that is something that you are going to grab.

Use those things when you are deciding your offer and we can give you some feedback on that, once you have come up with your ideas.

Kerry, is there anything that you want to add, in terms of free offers - things that you have seen?

Kerry: Yes, I'm really going back to the point of not just having one. I do it myself! Sometimes, we think that one should work and if you don't get the opt ins, you think the whole thing doesn't work, but it might just be that one is not for your niche.

If possible, I have a webinar as an opt in; an ebook as an opt in and a contest as an opt in, so you can have different types of things and test them to see which one will be the best.

I don't know if you did cover contests, I may have zoned out a bit, but a contest is a good way to do it, also.

Daryl: It is on the next page. While you are there, do you want to keep talking about the best types of free gifts?

Kerry: There are all sorts of different types of gifts that you can offer. We have tried them all and I have simply done them with clients, as well, but you can have your case studies.

Lots of people like to know who else is doing it and what else have they done and what are the exact steps to them doing it, just so they know it is successful and that is why a case study can be a really good gift to give away e.g. Find out how John made \$20,000/week on webinars - the exact steps - or whatever it maybe.

Or, how I sold my marathon girl tops before I had to pay for them - step by step case study.

People will opt in for that because they want to know what exactly happens. It may be a case study of one of your clients or you. Swipe Files are really, really good. That is basically a swipe file.

Does everyone know what a Swipe File is?

A Swipe File is effectively like a template, so we might have a swipe file of my highest converting ad. It is a copy of my highest converting ad that someone else can just swap out the words and use or it might be the best converting email that I have.

You give them the exact emails that you have sent out and that is called a Swipe File, so that all they need to do is have a look at the email, use the same formula, but swap it out with their own words. These make really great gifts as well.

It might be a report; ebook; guide and it doesn't have to be really, really long. In fact, one of my clients best report was a one page report and they actually got over 1,000-people on the list, within the first month, on the one pager and it was "What you need to know before you dive with your scuba gear". It was for scuba divers and really relevant.

Now, there wasn't the need to do pages and pages and pages, just exactly what you need to know to be able to fly with your scuba gear. That was just a one pager. Be really, really specific on the niche. That example is very specific. It is not generic and something that they really want to give their name and email addresses to, to get access.

The next step that you can have is a free trial. Let's just say that you have a membership that is \$49/month or \$79/month. You can offer them a free trial for the first month and then charge them after that. It is no risk to anyone. They get to go and have a look at your great system or membership site and then the following month, they get charged. This can work really well.

Now, you can also use the good old quiz or competition. There are a couple of things that you need to know about this. I have just started running competitions again.

I actually stopped running them last year - last year, something happened inside Facebook and there were a whole lot of competition junkies out there (a competition junkie is someone who enters competitions just to win.

They have fake profiles and there is a massive, big group of them on Facebook) and we found that with competitions, we would get loads and loads of opt ins, but the list was really, really poor quality, but this year, I have found that it has changed and it has changed because of the wording that we put around contests.

I did a contest - Win a White Marathon Girl Top for you and a friend and I got them to enter their name and email address and then asked three questions. You don't have to do that, but I wanted to be a bit more specific because I wanted to know where they were.

Competitions can work really well. One of my clients had a swimwear competition - she sold swimwear - and ended up getting around about 3,000-people onto her list, in that month. that is a really, really quick way to fill up your list with people that are specifically interested in your product or service.

You might want to run a quiz, but make it fun. I prefer to use "quiz" rather than using the word "survey" and that is my little hint to you. Don't put "take this survey"! People love a quiz and you may have heard of a cosmopolitan quiz. In fact, I used to do the Cosmopolitan Quiz and they were fantastic.

Make it exciting and so that at the end of it, they can find out exactly who their soul mate is if that is your niche. Quiz's can work really well and the good thing about them is that if you have different types of clients, you can really get to see where they are at e.g. I haven't done this yet, but it is in my pipeline to run and that is a quiz to find out where people are at with their Facebook Marketing.

They have to answer a certain amount of questions and then I will let them know if they are an beginner; intermediate or advanced Facebook Marketing person and then I can tailor my message to each one, depending on where they are at, so if they are a beginner, they would get different messages to people that are intermediate and advanced.

Another one that you can do is something like a printable poster. Daryl, do you have an example of a printable poster?

Daryl: Yes! Liz Dunoon uses this really well. She gets 700-800 opt ins/day for her dyslexia topic. She has a printable poster that gives a whole heap of really interesting resources and help etc. for parents of kids with dyslexia and given the size of the problem, worldwide, she has a massive market there.

Her printable poster is something that they can print out, put on the wall and something that the families use every day and it is really, really helpful. Dyslexia Daily.com is their website, so go and have a look at that and you will see that they have a bunch of free offers. They change them all the time, but I know that the printable poster was something that worked really, really well for them.

Kerry and Catrine are saying that it sounds perfect for them. Yes! That is something that you guys could do. Go and have a look at the site I just gave you and you can see some of the free offers that they are doing.

Darren is saying: "We have just finished editing our new audio seminar "Control Conflict Now" and we will give it for free for to the first "x" subscribers. How about that?"

Darren, how long is the audio seminar? What is it valued at? So, it is 70-minutes! I think that is a little long as a "silver-bullet". I think that it would be nice as an upsell.

It is normally \$99 and what I would do is see if you can come up with something that gets them in the front and then, and advanced tip is, on the second page you can say that since they have got that free give away, would they also like your audio seminar "Control Conflict Now".

You tell them that it is a 70-minute seminar that normally sells for \$99, but they can have it for just \$39, since they have already got the "silver-bullet" thing, out the front. I think that a 70-minute audio seminar is too much for a free offer. What do you think, Kerry?

Kerry: I totally agree with that and they have to sit down for that 70-minutes.

Think about it like this! With the free things, it has to be quick - that is my take on it! Quick, easy & they can get through it while they are on their mobile phone, to a certain extent.

Not so much if it is a printable poster, of course, but if it is something like an example; guide; quiz or competition etc. and something that is really quick and easy and they get a quick outcome from it.

I will give you an example of one of mine that works really, really well:

I have a video on how to manage your Facebook Business Page in less than 10-minutes/day, because one of the things that I have heard from a lot of people is that they are on Facebook all the time and it takes them ages to manage their page and they don't know what to post and they have to go blah, blah and blah etc. It shouldn't take them that long.

They should be able to go into their Facebook Page and manage it in less than 10-minutes per day and so the video "How to Manage Your Facebook Business Page In Less Than 10-Minutes/Day For Maximum Effect" and that is free.

Someone comes to the page and they can watch that video and it is about 3-4 minutes and in it I talk about the fact that it is really important to have a content calendar at the end of the month, so you know exactly what type of content you are going to have and I also give examples of the type of content.

So, I have a template of a Content Calendar and after they watch the video, I offer that as the opt in - "Now that you have watched the video, if you want to get hold of my Content Calendar, put your name and email address in and get it here" It is a massive lead magnet and works really well.

Daryl: Awesome!

If you are thinking about all of this and feeling overwhelmed that you have to create something, don't worry. If you already have something created then that is fantastic, but if you don't there is a really quick and cheap way that you can go find some content to use for your free opt in. Don't think that you have to write a 30-page report that is going to take you a month. Don't even try it.

Julie is asking for a copy of your Content Calendar, Kerry and I am sure that is quite possible - in return for a name and email.

Kerry: They actually get it in the Member's Area, anyway, so I will lead you to that.

Daryl: A quick way to create your free gift is to use things called Private Label Rights - PLRs. Let us know if you have already heard of PLRs before - "yes" if you do and "no" if you don't!

So, most people don't know what PLRs are.

Private Label Rights or PLRs are bits of content that other people sell, which you can take and depending on the terms and conditions, because they are all different when it comes to their terms and conditions, but the ones that you are after are the ones that you can take them;

claim copyright; put your name on them; edit them; change them and you can use them as if they are yours.

They are already created. It just saves you doing a whole bunch of writing and for a little bit of editing; you have something that you can use.

There are millions of PLRs out there. The quality does vary, but generally, they are really, really cheap.

So, here is how to find them. You do a Google Search of PLR <topic> or Private Label Rights <topic>, so Kerry and Catrine would search PLR autism or PLR dyslexia and just see what comes up and normally there are pages and pages of people selling little PLRs and normally, for under \$20. It is really quick and easy to use.

You need to check the Terms and Conditions and you want something where you can claim authorship, where you have permission to give it away for free and this is often the hardest one to find, because often they will give you everything except you can't give it away for free, but also where you can make changes to the cover and text.

If you are doing it as an ebook or report, for example, you want to be able to put your picture on the cover and tweak the text etc.

In Our Internet Secrets we have a whole bunch of PLRs. I will show you a couple of quick demos.

Kerry: While you are loading that, Daryl, I have just sent through the link to that page on How to Manage Your Facebook Page in Less Than 10-minutes a day for maximum results, so you can have a look at the sales copy, video and then grab a copy of my Content Calendar.

They are in the Member's Area, so you don't have to opt in through this list, but you can if you want to. That is just to give you an example.

What you are seeing on the screen at the moment is a whole bunch of PLRs, in Our Internet Secrets and you will see that they have all sorts of goodies in here. There are a few hundred different things in here - all different types of topics etc.

Some maybe relevant for you and some not, but go through and have a look at them. You have permission to use these; modify them; put your name on it; give them away; to do whatever you want. As I said, there are a few hundred in here that you can use and modify and cut down and combine with others, to create some free opt ins for you.

The other way to do, as I said before, is to go to Google and do a search. I have a couple of examples here. I did a Google Search on PLRs on healthy diet and weight loss for teenagers because we have a client in that niche and these are the sorts of things that I got: Healthy Diet And Weight Loss For Kids PLR Ebook - product price is \$6.95.

So, you have a look at what information they give you. This one gives you a little bit of marketing copy that you could use for your opt in page. It shows you what is in it and like I said, you may not use all of it.

You might pick out one or two chapters in this that work well - Halloween, Slumber Parties, Birthdays - Sometimes It Seems Like Childhood Is One Humongous Food Fest - that might be a chapter that you pull out and you give that away, at this time of year. It is coming up to Halloween in The States and kids are getting bombarded with sweets and lollies etc. and so how to deal with that.

There is a sample of the content, so you can see how well it is written and if someone has written it with English as a first language.

Then there are the details of the other things that you get: 13 Article (TXT); 2 Ebooks (PDF, DOC), 52 Pages; 27 Graphics (JPG, GIF, PNG); 1 Salespage (HTML); Year Released/Circulated: 2011; File Size: 5,232 KB.

Then, here are the License details and what you can and can't do. You can edit it; put your name on it as an author; break it down into articles; you can't offer it as a bonus or give it away for free! These are the two that are going to cause problems for us with this particular one.

It wouldn't work for an opt in, but it may work as a bonus for something else or you may find that by the time you combine it with something else it is different enough, anyway. It is still probably worth buying, just to get some ideas.

Another example here is only \$2.48 and it again goes through what you have. There is even some sales copy and this is suggesting that you sell it for \$30.

This is not what you are buying it for, you are buying it for \$2.48, but they are suggesting that if you wanted to sell it as an ebook, then you can sell it for \$30 and there is your sales copy to do that. You need to go through and look at the Terms and Conditions, in the way we just did.

Hopefully, that has given you a bit of an idea. Take maybe an hour to hunt around and see what you can find in terms of PLRs. Know that you will need to edit them, but at least you are not starting from scratch, with a blank page. You have something that you can take and modify and combine with other things, to come up with something fairly special and it means that you are not working in a vacuum because you have a whole bunch of different ideas there that you can work with.

I think that is all about all for today.

Kerry, is there anything that you would like to that? If there are any questions from anyone, please put them in the questions box.

Kerry: I would just like to add and again, I know that I mentioned it at the workshop, but not everyone will remember that. This is how I kicked off Run Marathon Training. I built the list up to over 1,000 in that first month using PLRs. It was a big book on running, because there was nothing specific on marathon running and I just want to share this with you because you might need to do this yourself.

I couldn't find anything to marathon running, so I found this book about long distance and ultra running and it had a section in it that was about three chapters on marathon running and what you need to do before you run a marathon, so I basically cut that bit out and tweaked it a little bit. I would have spent about half an hour, maximum, on tweaking it - cutting it out and tweaking it - and then I used that as my lead capture and I still do.

I haven't really modified it much. I have done a different version that is specifically for the marathon girl, so I swapped out "marathon" for "if you are a marathon girl and a woman running" etc. There's just an idea!

I like to do things nice and quickly, by the way. You can get too bogged down in the weeds, with this sort of thing. If you don't have anything right now, then PLRs or getting someone else to write it for you, rather than you spend the time doing it yourself and being precious about it - get something out there.

Afterwards, once you have something out there, then go and get precious and sit down at night and spend all of your night writing something, if that is what you want to do.

I want to have freedom and make money at the same time, so if making money and having freedom means that I have to buy or modify slightly and get stuff out there, then that is what I am going to do. It may not be perfect, but it is ok and that is what I am going to do!

Daryl: Remember the way that it breaks down and I think that we spoke about this at the workshop - you should be spending 20% of your time focusing on your content and 80% of your time focusing on your marketing. Great marketing with good content always, always, always, always outsells great content with ok marketing. Do not focus on your content at the expense of doing your marketing. You may have brilliant content, but no one will ever see it.

Kerry and Catrine are asking: "Is there a percentage of change to the content you have to make, to make it yours?"

No, provided that they say you can in the Terms and Conditions. It is not like the copywriting law, where you have to change it 'x' amount, they are actually releasing the copyright, providing it says that in the Terms and Conditions, so check that when you look at them.

If there are any other questions, please write them in and if you have no questions, please let us know that.

Darren is asking: "With my 101-Tips, what is a better title?"

I gave you that at the workshop, didn't I? 21-Tips was my suggestion and Darren, honestly, it is a test and measure. Every market is different, but typically, something shorter and sharper and more of a "silver bullet" is going to get them over the line, more than something that looks like hard work and my gut feeling tells me that 101 will feel like harder work for them than 21.

Darren just asked if that was 21-Tips each week.

No! Not 21-Tips each week. We probably need to have a chat about how that works. Your offer should be:

"Here is my report with 21-tips" or "each week you get a tip to whatever". It needs to seem really, really simple and quick!

Kerry: Darren, can I give you an idea on what you can do with the maths. Daryl, what is 101 - 21?

Daryl: 80!

Kerry: So, here is what you do with your other 80-tips, Darren. You could hold Facebook Live Videos, where you could go through some other tips each week or whatever else.

One of the things that I have been doing and I have been suggesting it to a few of you, if you want to put your face to your business, Facebook Live is working really, really well, right now.

Facebook Live is where you go live once/week. You pick a time e.g. Thursday's at 2:00pm I will be going live. This week I am going to talk about this tip, but if you want to come on and ask any questions, I'm "live" for 15-minutes, so ask any question about the said topic.

Daryl: Cool! Excellent!

Julie Abraham is asking: "Where could you get a poster like the dyslexia one designed, it looks great?"

Everyone write down Fiverr.com. Fiverr is your friend. Anything that you want doing, these days, can pretty much be done for 1-2 G for just \$5-\$10 per G, on Fiverr. The question to any of those sorts of things is Fiverr and if you are using Fiverr, make sure that you are picking someone who has done a lot of jobs and has a 4.5-5 rating, so you don't end up with someone who does an average job, because Darren has just pointed out that there are a few there that are not overly good, but it is fantastic.

Another question is: "What does Fiverr do?"

Fiverr is an outsourcing site, where hundreds of thousands of people are there, ready, willing and able to do jobs for you. Go and have a look at it and see all of the things that people will do. If you need something done, then go to Fiverr and get it done.

It really is a very quick, easy and cheap way to get things done.

In the past, you have probably heard us talk about rent-a-coder; or v-worker; or e-lance; or up-work; or o-desk; or any of those - they are all outsourcing sites and they are all fine.

I think that as of today, they have all been combined into up-work.com, so if you have a bigger job that needs doing e.g. an entire website that needs building or something that you would spend a few hundred dollars on, then up-work is a good one.

If you just want something quick done - little graphics; little opt in page built - something that is going to be under \$50, then Fiverr.com is generally the best place to go.

Another question is: "Can you access Facebook Live on a page or profile? Never done it!"

Kerry: Yes! I'm really excited Darren, because I just got access on my page. You can do it on personal profile or your page. It has been rolled out and I just discovered that I had access to it on my page, this week.

You know how I usually say, "don't do business on your phone", this is the one instance where I say to do business on your phone. If you have an iPhone, you download the pages manager app and not just do it through your personal profile and what you can do is you can go onto a page and if you go "publish", it will come up with four little symbols at the bottom.

One will be a camera; one will be a person with two circles around it's head; a smiley face and check-in - you want to push the one with the head and shoulders and the two circles around the head - that is live and then it will go through a series of steps and then, go, but what I suggest that you do before that, is to let people know that you are going to go live e.g. I'm going to put out an advert or video, in the next few days, telling everyone that on Thursday afternoons, at two o'clock, I will be going live to answer your questions on Facebook and this week's topic is going to be XYZ.

I hope that helps, but if you haven't got it on your page yet, it will be rolled out soon.

Daryl: Excellent!

Hopefully, that was all useful for you today. Make sure that you get really, really clear about what your way is to be outstanding - to differentiate - so we are not wasting traffic driving to something that is plain vanilla or average and then, start looking for what you can give away that is going to "wow" people and have them wanting to give you their email

We will see you next week. We will be chatting to a few of you in between, if you have sent in you Opportunity Finder and we haven't chatted to you yet, otherwise all communication will be through Base Camp!

Have a great week! See ya!

Kerry: Bye!

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