

—————ACTION PLAN!—————

How to Build Your Email List with Facebook Marketing

@amyporterfield
#FBlistbuilding

ACTION PLAN!

**How to Build Your Email List
with Facebook Marketing**

Top 3 List Building Ideas

#1:

#2:

#3:

The ONE Action Step I'll Take in the Next 24 Hours:

Notes:

bit.ly/fbworksheet

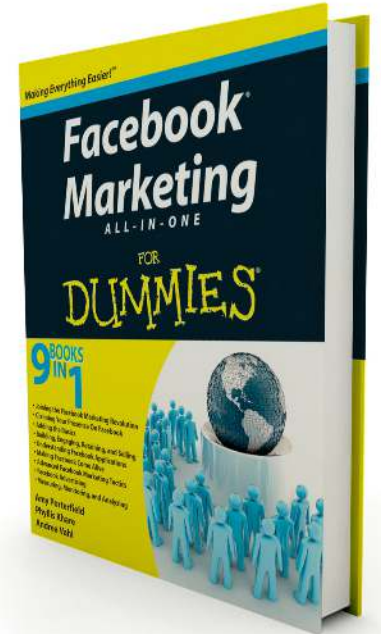
Have you made list
building a core priority
in your business?



**CONFESSION
TIME**

Here's What You'll Learn

- **Setting Priorities:** Find out what you **MUST DO** before you focus on building your email list (this one can 100% make or break your business!)
- The 3 "**Giveaway Offer Opt-In Strategies**" that WORK LIKE GANGBUSTERS
- Go "behind the scenes" of my own list-building Facebook strategies to see how I've attracted **LOADS OF QUALITY LEADS**
- Learn how to build easy to implement "**Facebook-Focused Mini Campaigns**" that will create a steady STREAM of leads on AUTOPILOT
- Easy tips (and real examples) for creating **list building video content**
- Step-by-step details to create "**List Building Facebook Ads**" that convert Fans into Leads – and **WON'T BREAK THE BANK!**



Let's Talk List Building

- The Good News: A small, *but mighty*, email list can produce solid profits for your business and create strong, genuine relationships with your community.
- The “Not So Good News” . . .



You've Got Mail

- 3 little words we no longer love to hear.
- Now we often dread opening up our inboxes because we know that a flood of new emails will come rushing in - adding even more stress to our day.
- However, we all have those “worth it” emails we almost always open. Why?
 - ✓ The content is always good. Never disappoints.
 - ✓ We are entertained, educated or empowered.
 - ✓ We want to have a connection with the sender.



It Starts With Killer Content

- If you want to grow a list of QUALITY, RAVING FANS who turn into loyal, engaged customers, start with your content.
- When it comes to content, here's what you want to ask yourself:
 - ✓ What are my audience's PAIN POINTS?
 - ✓ How can I best deliver the solutions they need?
 - ✓ What resources do I need to create the content?
 - ✓ What are the top 3 ways I am going to promote it?

You've Got Options

- The most successful valuable giveaway offers include Premium Content Giveaways:
 - ✓ Training Programs
 - ✓ 3-Part Video Series*
 - ✓ eBooks that are **not** a bunch of content thrown together*
 - ✓ Cheat Sheets, Guides, Free Chapters (PDF goodies)*
- A newsletter is not enough to build your list quickly.
- Become a content machine and create new giveaway offers often.
- Don't let that last tip stress you out! Find your groove by figuring out what works for **YOU and your audience** and from there you can: create.repeat.create.repeat.

How to Get Your Fans to Tell All Their Friends About Your Free Offer Giveaway

- To get your Fans talking about you, your content, and your business, you've got to make believers out of them. How do you do that?
- Turn your Fans into success stories.
 - ✓ Give your premium content away - and help your audience get solid results. (Or save money, learn a new trick, be entertained, enjoy a great meal, etc.)
 - ✓ Remember: Entertain, Educate or Empower
 - ✓ Make an effort to talk about your happy customers and clients. Spotlight them on Facebook. Let them talk about their experiences with you. This is how your Fans will tell all of their friends about your opt-in opportunities.

The Chicken or the Egg?



Facebook Contests Get the Like and Lead

- **Contests are a great way to attract Fans and leads** - however you must choose your prize carefully.
- Example: Eloqua launched a joint program with Empire Avenue, a virtual stock exchange. Those who "liked" Eloqua were **entered into a drawing** for virtual currency on the gaming site.
- Eloqua's contest, **because they knew what their audience would respond to**, attracted the right kind of Fans. "We had very little churn following the end of the sweepstakes, so that's a really good sign that we pulled from the right community."

2 Types of Facebook List Building Strategies

Type 1: Indirect

- ✓ Showing up daily as an authority in your niche and sharing your knowledge.
- ✓ Letting your Fans go behind the scenes with you - becoming more than just your brand on Facebook.
- ✓ Answer questions, ask questions, create 1-on-1 conversations publicly.
- ✓ Encourage Fans to listen to your web shows or podcasts, read your latest blog post, etc.
- ✓ Strategically placed CTAs for likes, shares and comments (Connect *more* with Fans vs. connect with more Fans)

2 Types of Facebook List Building Strategies

Type 2: Direct

- ✓ Status updates with strong calls to action to your opt-in
- ✓ Video marketing that adds a personal touch
- ✓ Facebook contests that get the lead
- ✓ Facebook advertising

There Are Two Main Platform Strategies to Collect Leads on Facebook

Strategy #1: Internally with a Custom App

- ✓ Keeping your Fans inside of Facebook when asking for their name and email may help your conversions.
- ✓ To use this strategy, you need to create a custom app. I suggest Heyo.com and Shortstack.com.
- ✓ Important! Custom apps do not automatically show up on mobile devices. Be mindful of your options with mobile if you use this strategy.
- ✓ This strategy only works if you combine it with Facebook Ads.

Two Main Platform Strategies to Collect Leads on Facebook

Strategy #2: Externally with a non-Facebook opt-in page

- ✓ Another option (often easier/faster) is to drive your Fans and non-Fans to an opt-in offer page on your website (or any web page).
- ✓ Facebook users tend to like to stay inside of Facebook, so test both options!



5 Tips for Facebook List Building Video Content

- *Video Production:* **Go pro** when you ask for name/email
- *Video Script:* Write an outline or the actual script **a few days in advance**. This will allow you deliver the content with ease.
- *Video Length:* On Facebook, keep it **short and to the point**.
- *Video Content:* Answer this - **What's in it for them?**
(Want to keep their attention until the end? Entertain!)
- *Video Platforms:* **Upload to Facebook** (and YouTube) and post to all of your social media platforms!


Opt-In Ideas To Spark Your Creativity

Printables

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subscribe to our mailing list to receive our **most popular printables:**



Required fields are **bold...**

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Sign Up

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FREE! Video Training Series

For Yogis, Conscious Coaches, Holistic Healers,
Wellness Warriors + Spiritual Gurus Ready to Master
Mindful Marketing + Client Attraction



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Training Videos!

Create a Prosperity Plan to serve and make thousands by sharing your passion. Thousands of yogipreneurs have experienced this breakthrough training to create thriving conscious businesses {both local and global} - even while staying at home with the kids! Enter your name and email below for instant access right now.

Sign me up!

We never sell or share your information!

PDF
Goodies

How To Turn Your Facebook Page Into A Sales Machine

Download this action-packed chapter from my brand new book, Facebook Marketing All-in-One for Dummies (It's FREE!)

Inside you'll learn:

- ✓ Three proven strategies to increase your Facebook fans within just 48 hours
- ✓ How to position yourself as the #1 expert in your field (even if you're just starting out)
- ✓ Five little known ways to attract highly-targeted prospects on autopilot



FREE Instant Access

Amy has been featured in:

Entrepreneur
MAGAZINE

Forbes

FASTCOMPANY

Mashable

Premium
Content



How to Start a Podcast – Pat’s Complete Step-By-Step Podcasting Tutorial

185

Starting a podcast has been one of the best decisions I have ever made for my brand. Ever.

Since starting [The Smart Passive Income Podcast](#) in July of 2010:

- The show has surpassed **2,000,000 total downloads**. (Sept. 24, 2012 – [see graph](#))
- The podcast has become the #1 way **people who read my blog** found out about me – that’s above search, social media and links from other websites. ([See survey results](#))
- I was contacted by a Hollywood producer who listened to my show to consult as the [social media director](#) for a \$10M independent film ([See IMDB](#))
- Fox News reached out to me to feature [my story](#) on the evening news.
- I led a panel at Blog World Expo in New York this past June about the power of podcasting. It was cool to see the room filled beyond capacity. ([See image](#))
- Several other big-name bloggers have started their own podcasts, including [Michael](#)



Top List Building Facebook Ads

The most strategic list building Facebook ad strategies include:

- ✓ **Promoted Posts** (News Feed, Fans and Friends of Fans)
- ✓ **Page Post Ads** (News Feed and right-column, for Fans and non-Fans and are the most social ad type)
- ✓ **Facebook Offers** (News Feed, Fans and non-Fans, go directly into personal email accounts)



Market to Fans, Pay Less Per Click

785 Clicks, \$0.25/click, 0.332% CTR


Facebook Offers for List Building



Whole Health Designs, LLC posted an offer.



FREE 3 Day Juice Cleanse!

 Get Offer · 41 claimed

Like · Comment · Share ·  2 ·  · Sponsored

Offers Go Directly Into Personal Inboxes

 **Facebook** update+ojz24os9@facebookmail.com 1:26 PM (4 minutes ago) ☆ ↶ ▾
to me ▾

facebook

 **Whole Health Designs, LLC**
To redeem your offer, go to <http://wholehealthdesigns.com>.

 **FREE 3 Day Juice Cleanse!**
Expires November 25, 2012
Claimed by Amy Porterfield

Share Offer · Like Whole Health Designs, LLC

Then its time to Juice It Up!

Join me and a group of cool people for a 3 Day Juice Cleanse. And its FREE,
too! (No pitching to buy anything, just clean, juicy fun!)

Email Address*

First Name*

Last Name

SIGNUP

[Click to tweet the juicy news!](#)

When it comes to juicing, I get these questions A LOT:

- Which is better? Making smoothies or juices?
- What juicer do I buy?
- I don't have a Juicer, so what is the best way to go about it where I am not choking down pulp!?

**AGAINST THE
GUIDELINES**



Amy Porterfield

I'm hosting a free, LIVE 'Pinterest for Business' webinar. Join me!

<http://bit.ly/L4RPc8>

Want More
Pinterest Training?

Sign Up for Our
June 20th
Pinterest Webinar.

👍 5 💬 2 📄 2

Shrimp Salad Circus
September 11

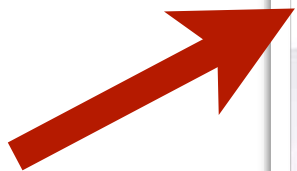
Two ways to easily add pockets to the super simple skirt project!

Tutorials: <http://su.pr/1Qg8jZ>



Like · Comment · Share

8



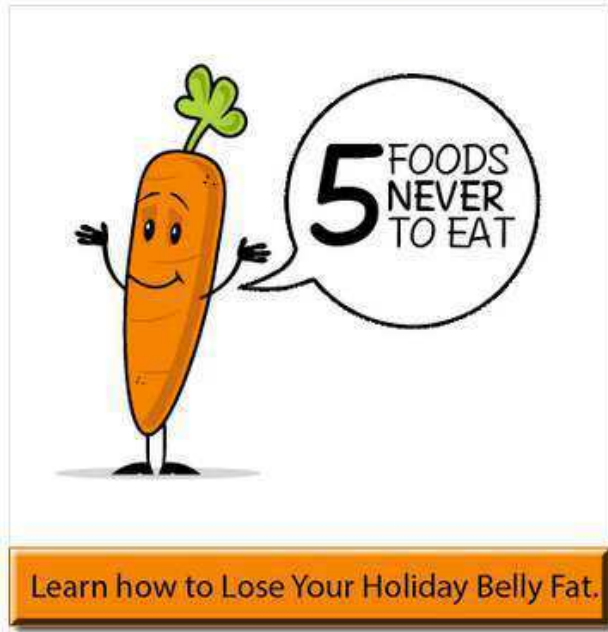


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Behind the Scenes

I started to see my list really start to grow with quality leads when I took the following 3 actions:

- ✓ **Mindset:** I made a mindful decision in 2010 that list growth was going to be my primary focus. Every time I did anything in my business, I asked myself, "How can I use this (content/event/training/interview/blog post) to attract quality leads to my list?"
- ✓ **Variety:** Each quarter I created a new opportunity for people to sign up for my list.
- ✓ **Facebook Specific:** I started to experiment with Page Post Ads, Promoted Posts, custom apps, CTAs in posts, video, etc.

WEBINARS WITH Amy Porterfield

How to Build Your Email List in 60 Days with Facebook Marketing

Thursday, January 10, 2013 6:00 PM - 7:30 PM PST - [Show in my Time Zone](#)

Webinar Registration

Here's what you'll learn in this action packed webinar:

Setting Priorities: Find out what you MUST DO even before you focus on building your email list (this one can 100% make or break your business!)

How to get your Facebook Fans to TELL ALL THEIR FRIENDS about your email list

The 3 "Giveaway Offer Opt-In Strategies" that WORK LIKE GANGBUSTERS on Facebook

Go "behind the scenes" of my own list-building Facebook strategies to see how I've attracted LOADS OF QUALITY LEADS

Learn how to build easy to implement "Facebook-Focused Mini Campaigns" that will create a steady STREAM of leads on AUTOPILOT

Easy tips (and real-life examples) for creating video content that is sure to GRAB THE ATTENTION of your ideal audience on Facebook

Step-by-step details to create "List Building Facebook Ads" that convert Fans into Leads -- and WON'T BREAK THE BANK!

Can't wait to see you there! - Amy

* First Name:

* Last Name:

* Email Address: 

• **NEW WEBINAR!** •

How to Build Your Email List with Facebook Marketing



Free Workshop Reveals FB List-Building Strategies
(spaces will fill up fast!)

Enroll Today
(It's Free!)

You've Got TWO Date/Time Options

Thursday, Jan 10, 6pm PT / 9pm ET
GRAB YOUR SEAT!

Friday, Jan 11, 10am PT / 1pm ET
GRAB YOUR SEAT!

Here's What You'll Learn in This Action-Packed Webinar . . .

- Setting Priorities: Find out what you **MUST DO** before you focus on building your email list (this one can 100% make or break your business!)
- How to get your Facebook Fans to **TELL ALL THEIR FRIENDS** about your email list
- The 3 "Giveaway Offer Opt-In Strategies" that **WORK LIKE GANGBUSTERS** on Facebook
- Go "behind the scenes" of my own list-building Facebook strategies to see how I've attracted **LOADS OF QUALITY LEADS**

Facebook-Focused “Mini Campaigns”

- These mini-campaigns include a combination of indirect and direct list building strategies.
- When getting started with them, plan to do one each quarter.
- They can take place for a few days or a few weeks, depending on what you’re promoting, the length of your marketing cycle and your goals.
- **The point here:** Consistently make a concentrated effort over a specific period of time to offer something of value to fill your list with quality, interested, engaged users.

Facebook-Focused “Mini Campaigns”

Here’s what a “Lead Generating Facebook Mini Campaign” might look like for your business:

- ✓ **Choose a Theme:** Choose a focus to build on during your mini-campaign.
- ✓ **Offer:** Create a “gotta have it” opt-in offer giveaway. Make sure your opt-in page is professional, inviting and branded.
- ✓ **Supporting Content (Indirect):** Create blog posts, videos, and images related to your giveaway offer. This will allow you to post “value-add” content to support your promotional efforts.
- ✓ **Promotion (Direct):** For a specific period of time (14 days is ideal) regularly post opportunities for your Fans and non-Fans to sign up for your offer.

Do you see how
powerful Facebook Marketing
is for your business
when **done right!**?



www.AmyPorterfield.com/summit

David Siteman Garland, The Rise to the Top



How To Create Compelling Content With Expert Interviews

In this high-energy session, David Siteman Garland—host of The Rise to The Top and author of Smarter, Faster, Cheaper—reveals why interviews are the 'perfect storm' for creating amazing, sticky and sharable content people love.

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Ann Handley, CCO of
MarketingProfs



5 Tips for Creating Epic Content That Breaks Through the Noise

Ann Handley—co-author of Content Rules—
will explore what it takes to create content
that's truly epic.

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Michael Hyatt, *Platform Author*



How to Build Your Platform and Get Noticed in a Noisy World

In this presentation, Michael Hyatt reveals a five-step process to build a successful platform leveraging the power of blogs. You'll gain practical, actionable steps you can immediately put to use.

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Pam Hendrickson, Tony Robbins' Content Queen



Turning Your Passion into Profits: How to Create Quality Courses that Sell

In this session, product creation expert Pam Hendrickson will share her tried-and-true model for turning your knowledge and expertise into information products and online courses.

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Pat Flynn, Smart Passive Income

How to Use Multiple Platforms to Reach More People and Grow Your Business

In this session you'll discover how to effectively utilize multiple content platforms to become a part of people's lives that would have never found you otherwise.



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I'll also be presenting!

How to Create Social Videos That Drive Traffic and Leads

I'll show you how to use short videos to attract high-quality leads and even more exposure. I also reveal my proven blueprint to creating videos that showcase your products and services.



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Event Highlights

- ✓ Discover the best ways to market your business with content! (no guesswork... you benefit from the wisdom of those who've gone before you).
- ✓ See how successful content producers operate and how you can achieve similar results (examples from other businesses will inspire you)
- ✓ Pick up new content marketing strategies (you'll discover proven marketing strategies you'll be able to immediately apply to your business)
- ✓ Discover how to grow a loyal following via blogging, video marketing, podcasting, email marketing and webinar marketing
- ✓ Uncover how to sell your products and services via content (you'll discover the ins and outs of turning loyal fans into paying customers)

Why an Online Summit?

- ✓ Attend in your spare time and eliminate travel (you participate via the Internet in live sessions that are spread over multiple weeks—plus recordings and transcripts are included!)
- ✓ Ask live questions and get answers (you speak live to the experts)
- ✓ Network with your peers and share experiences via a private and exclusive LinkedIn group



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