
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

OPEN



American Express OPEN

Steve Jobs once said, "I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance." TRUE or FALSE?



Like · Comment · Share · 347 43 179 · Yesterday at 6:19am ·

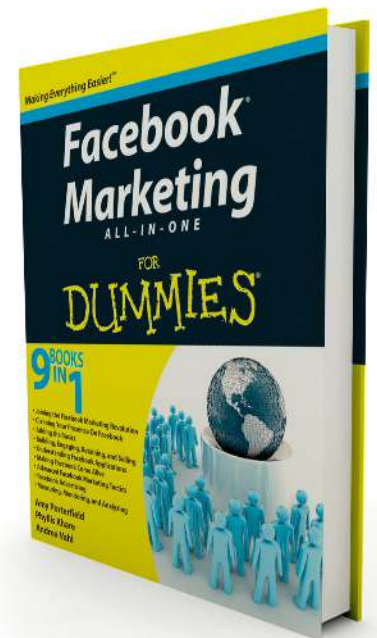
Have you made list
building a core priority
in your business?



**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?



The Lead?

The Like?

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 Types of Custom Apps

- #1: **Long-term apps** - Apps you plan to keep for at least a few months. Lead generation apps that are not timely work well for long-term apps.
- #2: **Short-term apps** - Apps that are timely, such as my live webinars. Contest apps tend to be short-term apps as well.

Long-Term App



Amy Porterfield

SIGN UP! ▼

✓ Liked

GET FREE SOCIAL MEDIA UPDATES



Sign up below and learn how to use social media to:

- Get automated leads and SALES 24/7
- Attract highly-targeted prospects who WANT to do business with you!
- Position you as the most sought out leader in your industry
- Create a vibrant community of raving fans who happily spread the word about you, your products and services.

Enter your information!

I'D LOVE UPDATES

"Amy knows the inside secrets of how to monetize social media with less effort. If you get the chance to work with her - she'll make you money!" - Mari Smith, Social Media Speaker and Trainer

Long-Term App

 Amy Porterfield ONLINE CLASS ✓ Liked

After perfecting social media with success guru **Tony Robbins** and dozens of other high profile clients, **Amy Porterfield** reveals below exactly how you...

**Using Just These Few Simple Strategies,
You Can Literally EXPLODE Facebook to
Create Traffic, Leads and Profits**

IN THIS VIDEO

I'm going to share with you... NOW you can see an

IMMEDIATE INCREASE

in your Business or Professional Goals!

Check Out this Testimonial...



"When I decided to launch Social Media Examiner's Facebook page I turned to Amy Porterfield. Not only did Amy help me build a...

Short-Term App

 Amy Porterfield TAKE SURVEY 

✓ Liked

5 Minute Online Marketing Survey

1. On a scale of 1-7 (1 being NO interest and 7 being VERY interested), what's your level of interest in learning about the following topics?

	1 (NOT INTERESTED)	2	3	4	5	6	7 (VERY INTERESTED)
Lead Generation	☐	☐	☐	☐	☐	☐	☐
Email Marketing	☐	☐	☐	☐	☐	☐	☐
Content Marketing	☐	☐	☐	☐	☐	☐	☐
Content Creation	☐	☐	☐	☐	☐	☐	☐
Social Media Marketing	☐	☐	☐	☐	☐	☐	☐

2. Which 2 people would you consider to be experts in LEAD GENERATION?

Expert:

Short-Term App

 Amy Porterfield Webinar_Changes_Alt12 ✓ Liked

The Ultimate Facebook Makeover: Three Proven Strategies to Turn Your Facebook Page into a Client- Generating Money Magnet

May 2nd, 2012, Wednesday, at 2:00 PM Eastern

During this free webinar, you'll learn 3 step-by-step client-attracting, profit-generating Facebook techniques, including:

- A BRAND NEW engagement strategy that can GUARANTEE your Facebook posts go viral with your most important fans (I've never shared this strategy until now!)
- The "Dirty Dozen": The 12 Little-Known Facebook Marketing Mistakes You're Making -- and how to fix them for more leads overnight

Register Now (it's Free)

Name:

Email:

Reserve My Spot

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!
- ✓ You likely can do more (mix things up) if your opt-ins are outside of Facebook.

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: 

Live Webinar with Amy Porterfield, Co-Author of FB Marketing All-In-One For Dummies

The Ultimate Facebook Makeover: Three Proven Strategies to Turn Your Facebook Page into a Client- Generating Money Magnet

May 2nd, 2012, Wednesday, at 9:00 PM Eastern

During this free webinar, you'll learn 3 step-by-step client-attracting, profit-generating Facebook techniques, including:

- A BRAND NEW engagement strategy that can GUARANTEE your Facebook posts go viral with your most important fans (I've never shared this strategy until now!)
- The "Dirty Dozen": The 12 Little-Known Facebook Marketing Mistakes You're Making -- and how to fix them for more leads overnight

Register Now (it's Free)

Name:

Email:

Reserve My Spot

• **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 | **GRAB YOUR SEAT!**
6pm PT / 7pm ET

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

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**



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

Buttoned Up, Inc. Download

✓ Liked

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



Required fields are **bold...**

Email Address *:

First Name *:

Sign Up

Free Video Series

FREE! Video Training Series

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



Get FREE Conscious Business
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)

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!?



Market to Fans, Pay Less Per Click
785 Clicks, \$0.25/click, 0.332% CTR

**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>



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8



Beyond Diet

Like Page

Learn How to Lose Your Holiday Belly Fat in No Time.

Click Here: www.beyonddiet.com



Learn how to Lose Your Holiday Belly Fat.

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Sponsored

How to Use Your Own Email List to Target Facebook Users (Custom Audiences)

- You can now **upload your email list to Facebook** (CSV or TXT files) and target your email list audience via Facebook ads.
- You must agree in advance that you **have consent** and agree to remove a person's data from the custom audience if they later opt-out of your list.
- When your campaign is completed, **the data is discarded** and neither side collects more information about users.

Create Audience

Audience Name:

File: No file chosen

Type: ☒ Emails [\[?\]](#)
☐ UIDs [\[?\]](#)
☐ Phone Numbers [\[?\]](#)

Files need to be in CSV or TXT format with one entry per line.

Any personally identifying information will be hashed before being uploaded to Facebook. [Learn how this works.](#)

[Custom Audience Terms](#)

Precise Interests: [?]

Enter an interest...

Broad Categories: [?]

- Activities ▶
- Business/Technology ▶
- Ethnic ▶
- Events ▶
- Family Status ▶
- Interests ▶
- Mobile Users (All) ▶
- Mobile Users (Android) ▶
- Mobile Users (iOS) ▶

Custom Audiences: [?]

☒ FB Marketing Profit Lab Past Me...

Connections: [?]

- ☐ Anyone
- ☐ Only people connected to Amy Porterfield
- ☒ Only people not connected to Amy Porterfield
- ☐ Advanced connection targeting

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.
-

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**!?

You are invited to join me and a small
group of entrepreneurs, online
marketers and local businesses
as we dive deeper into
Facebook Marketing Super Strategies.



FACEBOOK MARKETING

P R O F I T L A B

Here's What You Get . . .

- ✓ **4 Live Online Training Sessions** you can enjoy and participate in from your computer anywhere in the world.
- ✓ Plus **Live Q&A sessions** after each instructional session where you'll have time to ask me, in real-time, any questions you may have at the time of the training.
- ✓ Each week you will receive a **Weekly Planning Guide** with details of the weekly training focus, action-items and helpful resources and links.
- ✓ **Complete, professional recordings** of the LIVE trainings and Q&A sessions so you can hear them again and again and pick up anything you may have missed or use the recordings to train your own virtual assistant to run your social media for you.

4 Full Weeks of Personal Support

- ✓ During the entire 4 week training, you will have your own personal forum page to ask me any questions you have. **I will personally answer every single question you post in your personal forum.**
- ✓ Discover exactly where your Facebook marketing efforts can be **improved the fastest.**
- ✓ Ask and have answered **any questions** you might not want to ask during the live trainings.
- ✓ **Get my feedback and insight** on your opt-in strategies, custom apps, fan growth opportunities and overall marketing plan.
- ✓ Get information **specific to your niche** and your individual business.

Here's How You'll Get Results

- ✓ **Engagement:** We will go beyond just the basics and dive into more advanced ways to get your fans talking and coming back for more.
- ✓ **Monetization:** We will map out your personal opportunities for developing revenue streams within your existing social networks
- ✓ **Integration:** These strategies will eliminate wasted time and energy and ensure that Facebook is working for you - and delivering consistent leads and profits.

Snapshot of Your Live Trainings . . .

- ✓ **Super Optimization:** Build a Facebook Platform for Real Action
- ✓ **Facebook Profit Plan:** Discover where your profit opportunities are on Facebook and implement your personal “Profit Kick Starter”
- ✓ **Genuine Leads Strategies:** How to Turn Your Facebook Page into a Lead Generating Machine Using Custom Apps, Ads and Organic, Free Exposure
- ✓ **Client Explosion:** Client Attraction and List Building Engagement Tactics That Generate Instant Results
- ✓ **Action Taking, Raving Fans:** Transforming Your Fans to Super Fans Who Want To Buy Everything You’re Selling
- ✓ **Personalized Facebook Ads Strategy:** How to Create and Set Up the Specific Ads That Convert and Sell for Your Unique Business

How is this program different from FBinfluence?

- ✓ **We'll Go Deeper:** FBinfluence is an A-Z training where we touch on everything that's important to know about Facebook Marketing. The Profit Lab coaching program gets more laser focused on the core strategies you must build out when promoting, launching, building your list and growing your community.
- ✓ **It's More Personal:** The goal of this program is to focus on YOUR BUSINESS. Facebook Marketing Profit Lab is less general and more personal.
- ✓ **Total Immersion:** I planned this program to give you a very concentrated period of time to get your Facebook plans and campaigns ready to go. If you want something to really work for you, you have to take the total immersion approach. That's how you REALLY get things done.

Are you a perfect fit for the Profit Lab?

- ✓ You are an entrepreneur, online marketer, coach, consultant or local business with a product, program or service to sell.
- ✓ OR you are working on a program, product or service that you plan to launch soon and want to use Facebook as a core platform to do so.
- ✓ You are not totally new to Facebook, but would like to start seeing bigger results with your Facebook efforts (bigger community and more exposure, leads and sales).
- ✓ If you are someone who is ready to take action, but know you do best when you can model someone who has already seen success, and you know you will find value in my feedback, insight and personal resources along the way, this is the program for you.



How to Tackle Your Social Media Overwhelm (\$147)

FACEBOOK MARKETING
P R O F I T L A B

**STREAMLINING
YOUR ONLINE
BUSINESS**

Top Business Drivers

1.

★

★
2.

★

★
3.

★

★
4.

★

★

7 Quick Tips *To Keep Moving Forward*

- ✓ Plan your day the night before.
- ✓ Use a system that works for you to track your daily tasks.
- ✓ Schedule your daily social networking time chunks.
- ✓ Schedule your email management time chunks.



Training Workshop (\$97): How to Create Webinars That Convert



Recap . . .

- ✓ FOUR online live training sessions with live Q&A sessions (\$2,997)
- ✓ One full month of personal strategy and planning support from me, 24/7 access (\$1,997)
- ✓ High-quality recordings of the LIVE trainings, professional transcripts and all my slide presentations (\$1,344)
- ✓ Members Area with 24/7 Access (\$297)
- ✓ BONUS TRAININGS! Tackle Your Social Media Overwhelm and Webinars That Convert (\$244)

Total Value: \$6,179

Total Investment: \$497

Are you ready to face your
Facebook marketing challenges
head on *with my personal support*
and start 2013 off right?



www.AmyPorterfield.com/coaching