

Networking Artistry

LIST BUILDING

30 DAY BLUEPRINT

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This BLUEPRINT is designed to show you exactly what you need to do to build your list in the next 30 days.

Have you ever wondered why marketers ask for your contact information whenever you request their help? Are you a marketer yourself and never thought of the importance of building your own email list?

Why is building a list so important? Building a list of followers or subscribers is one of the most powerful tools to growing a successful and profitable business, especially online!

Building a list will solidify a relationship between yourself and your customers. Establishing a good relationship with your followers and providing valuable content, products and services allows you to get more referrals for your business. When someone has benefited from an email that has helped them in some way, they will not be quick to forget you!

Effective list building is one of the most important pieces to network marketing success online. If you are not building a list or not taking care of the one you have you might as well be throwing money out the window.

Your number 1 priority as a marketer is to build a reliable and responsive list. Once you have mastered list-building and how to effectively monetize that list, your potential for profits is unlimited.



LIST BUILDING

Week 1 | SETTING UP YOUR SALES FUNNEL

STRATEGY: Decide Purpose of Building A List.

- Determine Niche & Focus.
- Determine Your Ideal Avatar (Target Market).
Who is the Person That Wants What You Offer?
- Solution to Problem to attract Your Ideal Avatar.

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DAY 1 :

Think about what you want to sell and what your niche will be.

- 3 questions to consider.
 - Is this a market where people are actually buying stuff?
 - Do people want what it is I have to sell?
 - Can I offer value to this niche that will make them want to buy from me?

DAY 2 :

Determine who your ideal avatar is. FYI, create an ideal image of that person.

- Write out a physical description that answers.
- What is the name of your customer?
- Where does he/she work?
- What kind of money does he/she make?
- What do they like to do in their spare time?
- Do they have a family? If so, how many kids and what is their spouses name?
- What is their struggle/problem?
- What would be the 3 ideal ways that they would want this problem solved?
- How much are they willing to pay for that solution?



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DAY 3 :

Think about 4-5 ways that can solve your Avatar's problems and list them.

- How could you provide these 4-5 solutions as your "bait" blueprint that makes them want to bite?

DAY 4 :

Determine what your FREE Offer (Lead Magnet) will be:

- E-book
- Video Training
- Free Report
- Blueprint
- Secret Strategy
- Worksheet
- Checklist
- Audio

What will your "bait" be?

- If you _____ then I'll do _____!

DAY 5 :

Outline free offer (bait).

- What exactly are you offering?
- What are the pressure points for your Avatar?
- How can we incorporate those pressure points into your follow up messages?



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DAY 6 :

Put Free Offer together (Lead Magnet).

- If shooting videos, follow your outline and divide the content up into sections covering 3-5 days of purposeful FREE training videos.
- If it's an e-book, you have several options.
- Write it yourself.
- Hire someone to write it for you.
- Use an ebook template and fill in the blanks.
- If it's a checklist:
 - Map out specifics of what they need to do to solve the problem based on the niche you've chosen and the content you know they're surfing for to assist them with their struggle.
- If it's a FREE Report:
 - Create a 3-5 Page Report that highlights 3 key things related to the problem that you're solving.
- If it's a Blueprint:
 - Show them a step by step plan covering a certain period of time, 7 days should be max offer for free, charging them an upgrade fee for the rest of the offer.

