

Fastest and Easiest List-Building Strategies

The three fastest ways to build your list are:

1. Speaking at live events as a presenter
2. Creating a joint venture partnership
3. Networking with your target market

Speaking at Live Events

My favorite way to build my list is speaking at events, such as Chambers of Commerce, professional women's groups, networking events, and other peoples' live vents or workshops as a guest speaker. These are just some ways you can speak at live events.

When you go to these live events, most times you may not sell your product or service, literally. You can't try to make a sale. So, the next best thing to do is to get people on your list by offering them a free report or special offer. I actually create a handout that I give to people, that includes this free offer. The steps to build you list using a sign-up form to use while speaking is:

1. Create a special report or "kit" to giveaway
2. Include your e-newsletter as a bonus
3. Hand out the form during the presentation, and talk about it (don't wait until the end)
4. Collect complete contact information (including name, email, address, and telephone number)
5. Enter the information in your database
6. Deliver the free kit automatically via an auto responder (Constant Contact is a good beginner program)

Here's a tip: don't hand out the form before you begin speaking, and don't wait until the end of your program. The reason is before you begin, the sign-up sheet will get lost in their papers, and if you wait until the end people will leave.

Hand out your sign-up form during the mid-point of your presentation, and spend a few minutes talking about your free offer. Explain how it ties in with the topic you are talking about that day, and collect the completed forms during the presentation. Again, don't wait until the end because people will be anxious to leave, and you'll never get their form, even if they were interested.

I've included a sample sign-up form I use when speaking. And, at times, depending on the audience, I will change the offer. Note how I have the value of each of the giveaways noted.

Creating a Joint Venture Partnership

A joint venture partnership is simply a tactic where you partner with another person to deliver valuable content to their list, and they to yours. In this way, you gain access to their list, and they to yours, as well, thereby increasing both of your list sizes!

A joint venture partnership is a relationship; a great relationship that endures. So, there is a high level of connection and collaboration in this partnership that continues over time, whereby you help each other grow your businesses.

Many people shy away from joint venture partnerships (JV) because they say their list isn't big enough, and no partner would be interested. This is NOT true. Focus on what you DO have of value to offer, a specific area of expertise that would be valuable for your JV partner's list to know. And, as noted earlier, a JV partnership is enduring, it's not a one-time deal and you're both done with each other. So, the value of what both of you offer each other's lists grows over time.

A JV partnership can begin with a list-building call swap, where people sign up for a call with your partner on your website or signup box, and when you are a guest people sign up on your JV partner's website and list. Then, both of you can move to offering a program together, like a paid teleseminar series, crediting your JV partner with the appropriate sales.

To build your list and relationship, it's important to promote your JV partner, and for them to promote you, as well. Here are some ways to promote your partner to your list:

- Solo email (BEST)
- Tweets
- Blog posts
- Facebook update
- Listed in e-newsletter calendar
- Include as a guest expert article in your e-newsletter
- Add to your "Recommends" section in your e-newsletter
- List in upcoming events on your website and your e-newsletter
- Online press releases
- Send video email with EmailVideoNow.com

Also, because this is a relationship, you need to nurture it. Here are some ways to express appreciation and value your relationship:

- Send "thank you" notes
- Send flowers
- Let your JV partner know of the promo you did
- Give your JV partner enough advance notice to schedule your promotion on their calendar (3-4 weeks)
- Pay commissions on time, as promised

- Pre-write all sales copy (make is EASY for them to help you)
- Provide opt-in page, interview questions, bio, call details in advance in an organized, simple document
- Gently remind them of their promo commitment 2 weeks in advance, 3 days in advance, and day of the event
- Let them feel your appreciation!

To build a JV partner, here is a template of action items to take:

1. Identify and connect with your JV partner (identify leaders in the field you are interested in connecting with)
2. Create a co-branded opt-in page on your website
3. Seed in your e-newsletter to build excitement, talk about the event
4. Open registrations 7-10 days in advance of the call
5. Registrations go on YOUR website
6. JV partner promotes the call to their list, using the link that goes to the opt-in page on YOUR site
7. Blog/Tweet/Email about the event
8. Deliver call and record using freeconferencecall.com
9. Send "Last Chance" emails to get the audio of the call ("Sorry you missed it, you can still get it")

Let's now talk about how to now create a JV partnership, starting with a free call.

1. Identify a potential JV partner
2. Ask "How can I help you?"
3. Ask "Who is your ideal audience?"
4. Ask "What is your specific topic that you speak about and would you like to be interviewed on?"
5. Ask "What is your Free Kit Offer?"
6. If the person you're talking with isn't a fit for your list, introduce them to another potential JV partner
7. If a fit, select a date that you'll promote your new JV partner and a date they'll promote you
8. Follow up!

Networking with Your Market Niche

Everyone's familiar with networking, so what I have here are some tips to help you network more effectively.

To begin, set a goal of attending 3 to 4 local networking events per month. Ideally, these are events that your target market is attending, or there are a number of potential business referral partners present. Some good places to begin networking are professional and trade association meetings, BNI, LeTip, and Chambers of Commerce.

Get creative ideas about where to find your target market. For example, if I am a business coach and my target market is women coaches, I would join an organization of coaches. If my target market is couples, I would join country clubs, attend charity events, and take part in dance clubs, all places where “couples” hang out!

To be where “movers and shakers” are in your target market, be sure to attend and/or exhibit at major their major trade shows. Tip: the more expensive the conference, the more high-end clientele.

When attending a networking event, you also want to make yourself memorable. Here are some quick tips to do so:

1. Look your best---dress distinctively, colorful, accessories, grooming—best outfits you can afford, if hair trouble visit a stylist, go to MAC for makeup, learn how to do for media appearances
2. Have business cards you are proud of that include website, phone number
3. Make sure your car or mode of transport is clean
4. Eat beforehand, you don't want to be starving when you get to an event or be juggling food
5. Have your elevator speech down pat---short and memorable---know how to talk about what you do---become clear on it---many formulas 1) know benefit, 2) know ideal client, 3) have a testimonial, 4) know call to action, 5) put them together---
Example: “I help women over 50 get the energy they had when they were 25. In fact, a recent client just completed a marathon; I'd love to send you free tips about how to raise your energy if that sounds good to you.”
6. Be brushed up on business etiquette---men, stand up when meeting women and extend hand. Smile and make eye contact. Greet them, “Mary so nice to meet you.” Shake hands for 3 seconds. See the book, Emily Post's Etiquette Advantage for Business.
7. Be charming, engaging, and genuinely interested in others.
8. Have a firm handshake, pleasant facial expressions, show interest in other person.
9. Listen to people, be present.
10. Conversation starters you can ask, “How did you get started? What do you love most about what you do? Where else do you normally network? I hear an accent, are you from the east coast? How long have you been in business? Are you having a good time? Have you met so-and-so? Who is your ideal client? How can I help you?” Focus on quality of conversation versus quantity.”
11. Goal at event is to make 3 to 5 great, new contacts. You'll achieve better results in the end, and will be much more trustworthy, rather than skirting through the room meeting everyone.
12. When talking, bring up things you've done, don't want to blurt out accomplishments, listen to places where an idea can be presented. Talk about your accomplishment, and then refer idea back to their business.

13. Ask permission to follow-up, so they are expecting to hear from you. “May I give you a call to talk about potentially working together? I’m so happy you’re interested in my business. I have an e-newsletter that has some great tips; may I add you to my list?”
14. Do your homework beforehand on any key people that may be at the event---speakers, VIPs.

To maximize success of a networking event, be sure to follow-up with your contacts. When you get home or the next day, prioritize your contacts:

- “A” pile---WOW! Perfect client, OMG I scored this insider connection. Or, best friends with person. Enter these in your contact management system right away, and contact. Asked to be added to your list.
- “B”---prospects, not as excited about this contact, and asked to be on your list, follow-up through normal channels, like e-newsletter.
- “C”---people you engaged with, but not likely to be added to your list, not a prospect. Send email to ask permission to be added to your list. Call or email and ask if they’d like to be added to your list. Tell how subscribing would benefit them. Have an assistant do this for you.

Make following up your job for the As and Bs. Put reminders in your calendar, or ask an assistant to schedule the follow-up in calendar.

When you attend an event, it is common for people to want to get together for a meeting. Meetings can take a lot of time, and be expensive. Time is a non-renewable resource, so you have to spend it wisely.

Tips: lunch meetings are a huge waste of time, and cut deeply into your workday. I much prefer breakfast, dinner, or maybe even drinks. Batch your meetings together all on one day. For example, make Wednesday your “out of office day,” and batch networking, 1-1 meetings, any other “out of office” activity you do all together in one day.