

LIST BUILDING

Protect Yourself

There's only one way to assure that you keep the leads you get from your social networks.



Don't be left out in the cold if they shut you down.

IS YOUR FACEBOOK PAGE REALLY YOURS?

If you answered yes, then you have a lot to learn. At anytime Facebook can flip a switch and take away all your hard work. When that happens what will you do?

It happened in the blink of an eye, Facebook flipped the switch and turned out the lights on The Official Real Estate Referral Group.

And this wasn't just any Facebook page, check out these stats:

- 47,000 + members.
- 1,419 referral provided.
- 21 months old

I'm not bragging, just making a point of how valuable this page was to it's community.

Think about this, if Facebook can flip the switch and kill a community like this, it could happen to you. This report was designed to help protect you from being a slave to the Facebook Overlords.

Don't get me wrong, we're not just talking about Facebook here. We're talking about all social networks, including Twitter, You Tube, Active Rain, Linked In and every other one you can think of.

Over the next five pages you're going to learn the strategies and tactics you need to implement right now to make sure you're not a prisoner of ANY "Social Networking" platform.

REMEMBER: The data on your social network doesn't belong to you. Don't believe me? Read the Terms of Service.

This guide is your first step in taking control of your marketing online.



[Jonathan Rivera](#) 
Founder of
The Real Estate Referral Group.

LESSONS LEARNED FROM THE WINTER SMOSET



It's chilly out there by yourself. Here are 3 ideas to keep your list warm.

CROSS POLLINATE

If you have influence in one network, find those contacts on other networks and interact with them there too.

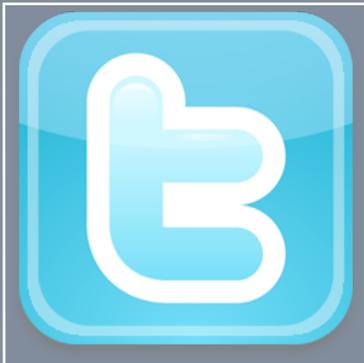
BUILD RELATIONSHIPS

The numbers don't mean a thing if you don't have a real connection with your network. Take the time to get to know people.

BUILD AN EMAIL LIST

Social Media is great, but the only thing that is truly yours is your email list.

SATELLITES



Satellites revolve around a planet.

Followers, viewers, friends don't belong to you inside the social networks.

The only option is to move people from these networks into your email list so you can follow up with them

Social Media isn't the Point

It's easy to get caught up in the glitz and glamour of the social media phenomenon, but if you don't realize that it's just one piece of your marketing funnel you're going to miss opportunities and waste time.

Winning friends and influencing people is the name of the game, but if you want to be a successful marketer you have to keep in mind what your end goal is. **My advice to always start with the end in mind.** What are you trying to do?

- Build your brand?
- Build your list?
- Get more business?

These are the questions you should ask yourself before you start your campaign.

When you finally figure out what you want to get OUT of your Social Media Marketing campaign you can decide what you're going to put into it.

After you've decided what your goals are with social media you should choose which networks (satellites) you're going to focus on for your campaign.

Keep in mind that you want to focus on the satellites your target market is using, some of the most popular networks today are Facebook, You Tube, & Twitter.

Keep in mind, these networks are just satellites revolving around your main marketing pieces which should be your **Wordpress Site** and your **email list**.

The main strategy I recommend is to use these satellite networks to **push traffic back to your blog and eventually into your email list.**



Are you
wasting time
on Social
Media?



List building:

List building is how you get good qualified leads.

If you're trying to get more business online, then you need leads, right?

List = Leads

The next couple of pages are going to give you formula to start building your list today..

This strategy can be used on ANY network online.

If you want more leads online, pay close attention.

The 4 step formula to building a killer list of leads.

There are only three things that matter when it comes to your online marketing. **Number one:** how many people are on your list, **Number two:** are those people opening your emails and **Number three:** Are they taking action on your offers?

In this report we're going to focus on Number one: "How many people are on your list." I want to share some strategies you can use to get people's permission to contact them with your offers, a.k.a. "**Build your list.**"

Today everything is about permission marketing. **When someone opts in to your email list they are giving you permission to**

contact them. Compare this to the old days of interrupt marketing where T.V. commercials interrupted your favorite program to bring you marketing messages for crap you didn't want or need until you saw the commercial.

Today it's easier than ever to ignore things. Think about it, we DVR television shows & listen to satellite radio or podcasts just so we can get away from commercials.

The only way to ensure your message is received is to make sure the people on your list are looking forward to it. Below you'll learn the 4 steps to building a permission based marketing system.



| THE 4 STEP FORMULA | STEP ONE | STEP TWO | STEP THREE | STEP FOUR |
|--|--|--|---|--|
|  | <p>Setup Networks Set up satellite sites where your target audience is.</p> | <p>Make an Offer Offer your network something of value in exchange for permission</p> | <p>Get permission Set up a landing page where your prospects give you permission</p> | <p>Deliver Now that you've gotten permission, it's time to deliver value.</p> |

Step 1: Setup Your Networks

Although we briefly covered this earlier I thought it was important to reemphasize beginning with the end in mind when you're setting up your networks.

In order to run a successful marketing campaign (either on social media or offline) **you have to figure out who you're trying to reach and what kind of value you can offer them.**

By starting out with the end in mind it makes it easier to draw a roadmap from where you are to where you want to be.

Here's a little secret: If you identify your target market before you launch your marketing campaign it's going to make it a whole lot easier to speak to the people you're actually trying to reach.

Some things to consider when you're building your networks are:

- Who am I trying to Reach?
- Where can I find them?
- How can I help them?

The simple fact is that you should always be focused on your target market and how you can benefit them. If you always bring value, chances are they're going to be paying attention.

Conversely, if you're always trying to sell with no regard for the people in your network they will see right through you and tune you out.

If you get tuned out online you may as well not be there.

Step 2: Make an Offer

The biggest mistake I made when first started was making offers before I actually identified and built my network.

If you make an offer too soon people may not be paying attention. The best way I've found to get people to pay attention to me online is to first pay attention to them.

Once you've made a real connection with your network they will trust you. **Trust is the key to making sure people take action when you make them an offer.**

Making an offer can be as simple as saying, "Hey, check out this report on building a list." When your audience trusts you they will take that first step (which is clicking the link) to see what you're offering. Think about it for a second, if you didn't trust me, would you have clicked the link to this report?

Step 3: Get Permission

The simplest way to do this is using a Landing Page.

In the old days marketers didn't need our permission to speak to us. They paid the radio and television networks to run their commercials interrupting our favorite programs.

That made sense to the networks because they were providing us value in the form of entertainment and we repaid that "value" by tuning in and listening to their commercials - and if

they did a really good job we'd even buy the products.

Fast forward 60 years, **today attention is scarcer than ever and most of us have gotten really great at tuning out advertisements.** Online it's even more difficult since all we have to do is "CLICK" away from anything we don't like.

The only way to ensure that someone is paying attention to your message is to ask their permission to deliver that message. But even after we get their permission we have to live up to our promises or we can easily be tuned out.

So the question is, **"How do we get their permission?"**

This is going to be some ground breaking stuff, so you may want to take a seat (if you're not already sitting.) The best way to get someone's permission is to **ask for it.**

This can easily be accomplished by using something like an [aweber](#) form on your blog asking people to opt-in (read-give you permission to deliver) a free report.

If you skipped steps one and two, this might seem like a daunting task. I have to admit, when I first started out this was one of my biggest road blocks.

But if you've laid the groundwork properly, this becomes one of the easiest steps in the process.

BUILDING YOUR LIST

Using trust and permission based marketing will ensure your success online.

Step 4: Deliver

This is all for nothing if you don't deliver what you promised. When people give you permission to contact them you should cherish this gift and be sure to not only deliver what you promised, but add even more value so they feel they're the winner in the transaction.

Everyone wants to get a deal and no one wants to be sold to. **Our job as marketers is to make our prospects feel as they're the winner in every transaction** they have with us.

Whether it's opting in for a free report and we add a video to go along with it, or selling a product and adding a bonus. The idea is to make your customer feel as they got the better end of the deal.

The real power in this type of transaction is your customers ability to spread the word virally. See, there's

no more powerful form of marketing than word of mouth. No matter how good your product or service is, **no amount of marketing can spread the word like one satisfied customer.**

Seth Godin says, "Be remarkable and people will talk." When you've over delivered people can't help but spread the word about the great deal they got. And when people hear that from a friend they can't help but check it out. If you know someone that could use this report, why not email it to them?

What's Next?

Now that you know the 4 step formula to getting leads online it's time to put what you learned to use.

All you need now is a landing page so you can start building your list.



Still need help building your Landing Page?

Then I've got just the thing, it's a 10 chapter training course with 2 videos that'll take you by the hand and show you exactly how to build your landing page.

Plus you'll also learn **how to build three types of landing pages that'll get you leads right away.**

[Landing Page Strategy Guide](#)

It's called the Landing Page Strategy Guide and you can grab it right now by visiting <http://LandingPageStrategyGuide.com>

Remember...

If you liked this report, why don't you share it with a friend? I'm sure they'd be grateful and you might even be their hero....wouldn't that be great?

In our Next issue

- Letter writing tips
- How to captivate your audience
- When to send out
- What to send out
- AND more....

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