**Facebook Fortunes Webinar Agenda**

**Webinar 2**

**List Building (part 1) - Offer**

1. Overview of list building
2. Before you start list building – what is your twist, story or hook?
3. Characteristics of a great free offer
4. Best types of free gift
5. Quick way to create your free gift – Private Label Rights
6. **Overview of list building**

The four components you need to maximize opt-ins:

* Free gift
* Landing page
* Follow up emails
* Marketing emails

Why build an email list?

* Emails are ubiquitous – 91% of adult internet users read emails
* It’s cheap or free to contact people via email
* It’s quick and easy to use, with an autoresponder
* Average open rates are currently 27.2% (up from 22% in 2011)
* A list adds value to your business
* You own the list
* You can use your email list to create a “custom audience” in Facebook, then a “look alike audience”. Advertising to these is very targeted, much cheaper, with higher conversions
* Marketing via email is more acceptable than marketing in Social Media
* Value of a list: $1 - $2 per month per name, OR 1,000 names in a targeted list = $1m a year
* Combining emails with Social Media puts your conversion rate on steroids! Fans on your email list buy more. A Twitter follower who opts in to your email list buys 3 times as much as an opt in from SEO. Running pre-launch Facebook ads to a custom audience of your email list increases sales 300%, once you do the email promotion. Average value of a name and email is $1 - $2 per name per month. If they are also a Facebook Like, this increases to $10 per month
1. **Before you start list building – what is your twist, story or hook?**
* What makes you outstanding? Why should people do business with you?
* This message needs to be STRONG and CLEAR throughout your marketing
* Get this right BEFORE you spend money on traffic
1. **Characteristics of a great free offer**
* Specific to each sub-niche – answers a single question, solves a specific problem or gives a desired end result
* Quick and easy to use (it’s a “silver bullet”)
* High perceived value, low cost to deliver
* Powerful title – finish the customer’s sentence “I wish I could get…”
* Note: Have several Lead Magnets to cover the different sub-niches in your market

**Example**

**Bad:** “Subscribe to my weekly Back Pain newsletter”

**Good:** “[Video] 3-minute exercise that relieves lumbar pain in 87% of chronic back-pain sufferers”

1. **Best types of free gift**
* Case study
* Swipe file
* Report or guide (must be specific)
* Free trial
* Quiz or competition
* Printable poster
1. **Quick way to create your free gift – Private Label Rights**
* Google search PLR <topic>, or Private Label Rights <topic>
* Look for PLRs where you can claim authorship, where you have permission to give it away free, and where you can make changes to the cover and text
* <http://www.ourinternetsecrets.com/members/privatelabelrights/>
* Edit as necessary