

# Jump into 2021-Melissa McFarlane

📅 Wed, 1/13 8:41PM ⌚ 33:22

## SUMMARY KEYWORDS

list, people, freebie, clients, list building strategy, build, nurture, building, offer, partners, activity, giveaway, business, engage, strategy, calendar, melissa, webinar, creative, content



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Hi there,



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everyone. My name is Melissa McFarlane, founder of creative successful entrepreneurs. And I am really excited to be here today, as a guest here in Sara Alepin's summit on community building.



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I can't wait



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to get started here, I want you to know, we have a lot of really good content packed into this short presentation here. And we're also going to be giving you I'm going to be giving you some examples of what I'm talking about at the very end of the presentation. So make sure you stick around for that. Really excited to be part of the summit as a participant as well, meaning an audience member, I'm definitely participating and learning a lot while you all are learning a lot in all of the other presentations. So let's go ahead and get started. Today, we are part of the community building conversation with a very specific topic that we here at creative, successful entrepreneur, train our clients in all the time and are we really excel in this content. So I'm very excited to share it with you

today. We are talking today all about how to build your list, building a list of followers getting your message heard out there far and wide through that bigger and bigger list, and prospering both the people who are on your list prospering and you prospering as well. So let's go ahead and get started now. So here at create a successful entrepreneurs, we run our clients through often over a course of about a year, we've run them through a process that focuses on three phases of growth. And it just might be kind of important for us to review those. So let's go ahead and take a look. Phase One in our three part phases of growth process here to build a business usually, are to attract clients. That's Phase One is the the focus is to attract clients. Phase Two, is to close those clients. So what did we do to attract them? That's a lot of marketing activity, right? Then what do we do to close those clients into the right package, the right price tag for the right duration? Great, okay, now that we have clients, we've learned how to attract them, we've learned how to close them into the right thing. And we've got a business that is running with the right product, we're not exhausted, we've got the right clients, they're happy, then we're ready to do phase three, that's stabilizing and scaling. And the reason I mentioned all of that is because that last phase is where this list building training comes in. So where that applies, we are looking at that whole arena of stabilizing and scaling with a really good list. So to stabilize and scale, we are saying you need a strong list. You know, you may be thinking well Do I really have to build a huge list, can I just market to a few people and obviously, you know, if you tell your friends and family and you let's say you have a list of about 500 people, all half of whom have been clients at some time or another, you've already got a business running. Sure we can milk and milk, whatever work with those clients for a while. But honestly, those clients are going to need to go on to new and different better services and products possibly, or they may, they're a portion of them will continue to buy but not everyone will, right. So we want to build a list so that we can have a little bit more flexibility, right, we want to be able to grow the pool of people interested in our work,



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we want to



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be able to increase the odds of a sale and not just keep marketing to the same people who have already maybe eaten that, you know, pepper or that dessert or tried on that pair of shoes that we sell, we want to make our launches easier and more successful with a larger ever increasing list. We want to grow our impact and influence when we have a larger list, we can do that. We want to stabilize our community, be of service in the world, build our know, like and trust factor and generally move on from the active only income

process of when I work, then I get paid to passive income. And without a really good list. You can't do that. So let's take a look at if all lists are created equal created equal, we would say No, they are not. We want a strong list. And so we want to take a look at what builds a strong list. What is a strong list? So first of all, a strong list is one that has enough people.



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So



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depending on what you're trying to sell, and at what price point to the target, you are going to need a list of either 10,000 1000 505,000 It all depends. And we will be talking a little bit later about list size and how how you should be thinking about how big your list should be. But even more than having enough people is having the right people on the list. We want to make sure that we don't have people that are on our list because they thought they could get a free iPad. And now they are on our list for no good reason. And they're going to unsubscribe, right? We want to get people on the list who are benefiting from the content that we provide, from the products that we serve who were who love us right and who get back benefit from what we do. So the right people. And then finally, we want those people to all be really engaged, those three things are the things that create a strong list. So in order to build a strong list, you're going to need a bunch of things. First of all, it lies in mindset, we really need to have a cooperative versus a competitive mindset. For many of you to build the progress that you've reached. So far, it's because you've edged out the competition with being better than they are or something like that, which is really good. Especially if you are delivering a service or product where you want your clients to be loyal fans. However, it really is hard to build and get your word out there and get your impact out there and sell a lot more if we don't have partners and a stronger list. So we want to have a more cooperative mindset. As we go into the list building arena, we want to have clear messaging, we want to have a compelling freebie, I'm going to come back to the freebie a lot in our little presentation today. So hang in there, we are going to want to have a compelling follow up offer. So a freebie and then something that they can buy. Right. We'll talk a little bit about that today, too, we are going to need to have tech to grow our list, we can't just it's harder to grow a list without some technology. So we need a way to capture people's names and emails and addresses and things like that. So we can market over and over to them and reach out and give to them things that are really going to be beneficial in the list nurture arena versus the list building arena. We want to be good at video and be able to get on video, we're gonna want a virtual meeting

platform like zoom or something like that. And we're going to need to have a little bit of time and money. So I just raced through this slide. But some list building strategies you can really do alone, it's no problem, but other ones are going to require partners. So here are some of the ones that we like that allow us to build a list really strongly. Even if we don't have any team or time or staff or any of that we can build a list pretty quickly. Pretty strong list, as we talked about earlier with some of these activities. And the first one is networking. We like to honor networking, not just because Sarah, of District bliss is hosting us today in the summit, but more because it's such an awesome way to build a list is if you're ready when you're networking, and you have a way for people to engage. Again, we'll talk about that in a minute with freebies, and low cost offers, then you have a way to list build when you're networking. And so all of these other options are really good ways to list build, when you're going after list build solo, through workshops. And speaking we love that one through Facebook groups, your own group that you set up, and then you drive a lot of really good content to that Facebook group or another group somewhere else,



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like on mighty networks,



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for example, or something like that. A membership platform. We also really love Facebook, and Instagram, live interviews and series, those are really great, you can host those, because it's such good content. And those lists those people will be also sending their people to that interview, if you're interviewing somebody who has a great list, great way for you to build that list. Great way for you to get content out to a cold list that's interested in that kind of conversation, that kind of content, and will hop on to register for that great opportunity. Or it's a place where he where we can get some engagement in that during that live interview and build that know like and trust factor. And then when we put a free offer in front of them, they will grab it, our audience will grab it. So there are also partner list building strategies that require a little bit more money, and team and time and experience. Not all of these are ones that require a lot of those things. But every one of these strategies we've listed here actually do are about partnership or require a partner to to lift it. So for example, a giveaway where you're hosting the giveaway, or you're paying to participate in the giveaway. let's just review these here for a minute. So you'll understand what these strategies are. So Facebook groups, let's imagine you host your own, you can start posting, I mentioned it in the previous slide, you can post in your own Facebook community, helping people to see what you're all about. Or you can begin to dialogue and engage in other people's communities in Facebook group that is God has

got people that are like the clientele you would like to have in that group. And so you'd go in there hang out post and we want to be really clear, there usually rules about that. So you want to be really aware of what the promotion rules are, you can talk and share and give some value without actually promoting and some places you can actually say hey, here's a free little tool that I use. If you guys want to grab it for this conversation, it might be helpful. Go for it. It's not a paid thing. If you want that go for it. You would want to be very careful about following those rules. But it is a very good way to begin to engage, build that know like and trust factor and get to an audience that you otherwise would not be able to get to Facebook and Instagram Live Instagram Live interviews and series are also a really great way, especially if you have a link in the Instagram bio. Or if you provide a link in the post and Facebook to a way for people to get, let's say, a copy of that interview, or a PDF of a really great little tool that's for free. Any kind of a freebie like that, that kind of engagement will activate list building. So a lot of all of these things that you see here and on the previous slide, are marketing activities that do not become list building, until we do something special, which we're about to tell you. But they are very good ways to get the word out about what you're doing. So if you just show up on someone else's podcast and you talk, you will not list build, unless somebody randomly goes to your website, and from having heard about it on the podcast, and signs up for a newsletter there, right. But that's a pretty slow way to get a list built. That is not what we're talking about. Here. We're talking about using a marketing strategy like these here and turning it into a list building strategy. So here's what we mean by that how you turn a marketing activity into a list building strategy is by being ready with a freebie. So marketing strategies actually help you build a list when you can easily capture the audience's contact information with permission, of course, as a result of the activity. So for example, that usually happens when you offer the audience who's listening or viewing whatever it is, you've put in front of them or talking to you, let's say in a bathroom line at a networking, you know, meeting or the prospect when you offer them something easy, some easy way for them to get something for free. So for example, I'm in a bathroom line of live networking, or on the virtual networking, I'm hanging out in the breakout room. And somebody says that was a really good comment. Can you tell me more about that, you can say you know what we're all gathered here. And I don't want to take up too much time. But I get that it's really pertinent to you. So let me give you the link to my calendar, you can hop on my calendar, and then we'll chat about that. And when you give them that link, if the link has a link requires them to fill out a an interview form to tell you a little bit about them before they get taken over to your calendar. Great. Now, I've had a chance to tell Melissa, a little bit about me. Before I get on the phone with her. Melissa has captured my email and my contact information. And I can you know if



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it's you, I've clearly agreed sure I'd like to get Melissa says she seems smart. I'll go ahead and get that great. And I filled out that great little survey or whatnot, that helps me realize, Wow, those were really good questions for Melissa. And now she's going to know more about me, I'm glad I answered them before our conversation, then I get on Melissa's calendar, that's a great free opportunity. I also get the list build from that. So a networking, marketing activity turns into a list building activity, when we add that freebie of a little form, capture, and then some time on my calendar. So usually that's how marketing activities are turned into list building activities and strategies. And with a really attractive freebie or offer, people will just add themselves to your list via sometimes a text or a link. And we're going to show you a little bit how to do that at the end of our training here. So hang and hold on to your bootstraps for that or not your bootstraps, hang on to your whatever, hang in, and we'll get there at the end. So we'll show you exactly how that works. Often, even while you're presenting information, or you're giving you know something for free, you can or you're just hanging out with people doing a live interview with people, even while that's happening, you can have people jumping on your list because of those freebies that you are able to give out those really great pieces of value as you're moving along in whatever activity you're talking about. So as you're moving through posting in an in a Facebook group, or you're at an event, and you share something into the chat box, or you pass out something live at the event as an event sponsor, right there on that live pass out, there's a little way to engage a link, they'll be sitting at your booth right there at the event, typing in that link on their phone, grabbing that freebie while they're talking to you. You can even say Listen, why don't you grab that freebie, it'll be actually really helpful for you. Oh, really? Thank you. Yeah, and it'll give you a chance to get on my calendar or it'll give you a chance to tell us if you have more questions and you can just type it into the forum. I always answer those. Make sure you fill that out person type set in right while you're talking at that event, and boom, we've got them on the list. And they're really excited because now we're they're getting a bit of really good value for their effort. So it's a very big win win win. To turn a marketing activity into a list building strategy we tell our clients never be in a market. activity that doesn't have a list building strategy attached to it. Always, always be list building with your marketing activity. Now, we all often get the question does size matter? Right? And you know, it does, right. But does it really matter? It depends on the size of your list depends on what your goals are. It also depends on how engaged how strong a list that is, as we talked about earlier, and we just thought it might be helpful to share some of the parameters we give our clients. So we encourage our clients to start with a goal of 1000 clients on their list, then to move to 5000. When you get to 10,000, strong list where people are engaged, and they're looking for your stuff, and they like you, when you get to that place. Boy, you're in a place where you can move that active income to passive income that's really possible at that kind of number. So those are, that's a little bit of information about size. So let's get into the skinny about a freebie very important. We

want you to choose your freebie based on the stage in your growth of business and on your audience. So let's just take a look at the stages of business that we share with our clients here at CSC three stages. The first stage is bootstrapping. in that stage, no list, no capital, you don't have any money to spend, you don't have any list or not very much of a list. And you have no tech, and you may not even have any team members. If you are in the ready to grow stage of list building, that means you do have a little list or some list. Maybe it's not a strong list, but it's a list. No capital or low capital, some tech, but not a lot of tech skills or actual capability. Maybe you don't even have the software or the membership



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or whatnot that you need. And no team or a very small team. And then finally, you're ready to scale you're in that stage of growth. If you've got a list, you've got tech, you've got capital, and you've got a team. All right, so let's take a little bit of a deeper look here at which one you're in. So just think for a minute, which category Am I in bootstrapper, ready to grow ready to scale. If you're a bootstrapper, your best practice, the first thing you should do to build a list. If you can, if you have tech, for example, or you have a little time is to build a quiz or an assessment or a little free tool that you can give out to people when they give you their information when they grant access to their information, right. So that's a best practice strategy. But let's say you don't know anything about tech, and you just are you're overwhelmed by that idea you've got, you don't have time to build the thing. What you can do is the fast entry bootstrapping strategy, and that is a webinar or a signature talk. And I have to tell you, that's where you would self hosted, you would offer it in you know, let's say on Eventbrite or meetup, any one of a number of platforms where you can tell people that you're teaching something, you can notify various groups on Facebook, you can let your own little small listener, you can tell that other people that you have a webinar and a training and you'd like to send it. So anywhere where you have any relationship, Instagram, followers, LinkedIn, any of the social media platforms, that's a place where you can just start right away, offer really valuable talk and have people hop on your list when they register. So a really good example of our use of a bootstrapping strategy would be the creative business blueprint, which you can grab by asking our we don't actually have access to that through this training, but I'll let I'll just tell you how you can get it. You go to support at creative hyphen, successful hyphen, entrepreneurs, and ask them for the creative business blueprint. It's a five page document that shows exactly what to do and each of the five different arenas of business building, and how to do them in what order so that you can stay on track with the business. It's a super useful tool that our clients really love. So that bootstrapping strategy, best practice and fast entry is an example. Let's go forward and look at ready to grow. If you are in that ready to grow stage, a really easy way to get in a really fast entry list building strategy would be to swap



webinars. Hey, Melissa, you got a webinar you can offer to my community. I've got one I'd like to offer to yours. Why don't we each offer them at different times. Market yours, you market mine and we're good to go. It's free, the webinars free. That's actually awesome. Here's something really cool about that fast entry strategy. When you do that, you know, offer to interview Melissa to your list, Melissa will interview you to her list when you do that or you do a webinar swap. Sometimes at the end of those free trainings, free engagements, we have a dog barking when you have the free engagement. Sometime at the end of that what you get is also an opportunity to sell something which is actually



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awesome. So that means that when I'm done with my webinar, I may actually make a little offer to my to my posts community of a pays something paid. So here I've given a free webinar, I've given a lot of value for those people who are interested, they may find that they actually want to stick around with Melissa a little longer learn a little something else. And so I'm going to offer, let's say, an event ticket, or I'm going to offer a course that they can purchase. When my hosts audience buys that course, then my hostess or host gets 50% 100% 25% of that sale. So not only have they increased, have I increased my list, but they've gotten the sale, which is a really great thing to do. So that is a really great fast entry off of way to get in when you're in the revenue growth strategy, or stage. And the best practice strategy is to do something that engages people over time. So we like a challenge. We created the the attract five clients in five days challenge love that, we find that people are really excited to learn how to do that. It's a free process that they move through with us for five days, they can do it on their own, it's very simple interaction. So they stay engaged, but they learn from us over time. And then at the end of that, there is an opportunity for them to get more information, engage more with us. It's a great list building strategy, because it's high give high content, really great for the user, also really great for us, because we're getting to know them, even though it's not, it doesn't have to be live. They're getting to know us, they're getting to trust us, they're getting to trust our content, our know how really great way to list build. So that's when you're ready to grow strategy. Next is the ready to scale stage. So when you were in that stage of list building, in that stage, you probably have a lot of resources. So you have a list, you have tech, you have capital, I didn't write it here, but you have team as well. And when you're in that place, you can host something like a summit like Sarah, she has a lovely team that works for her, she has a fantastic body of community that she can draw on a lot of partners that she can draw on. So a summit is a really good idea. For us, we also like a giveaway, because in a giveaway, not only do you build from a very juicy offer a whole bunch of really juicy things to give to your audience. They get it for free. But your people that participate and give to that that bundle, let's say all the people participating will pay for the right to be in the giveaway. And the great thing about that is that then you don't have



any expense for your team while you're building out all that work. And the person that's participating, it's a very low cost for them comparatively on a marketing strategy than it would be for them to just go out and buy ad, you know, ad space, or go and launch their own event, let's say or run their own giveaways. So many times people will be very excited about jumping into your giveaway, giveaway paying you for that right for you to do all the work. And then at the end of it, everyone's lists build so well. So it's a very good strategy, a giveaway as a list building strategy. But it does require that you have that higher capability. And a fast entry here, if you don't have time to put together a giveaway or summit, for example, for what you teach or you offer is an ad campaign and ad campaigns work really great. You don't have to invest a ton of money in advertising. But even a little bit of money can be really can actually get a list build going, you just have to really make sure that you run that advertising campaign for a long time, and that you optimize it, which is why we put it here in the ready to scale category more than in the ready to grow or the bootstrapping category, because it really does require a little bit of know how to know to run a good Facebook ad campaign, even if you aren't adding a lot of dollars to it and get results. So you might want to keep your eyes peeled later this month and actually into February as well. As we go ahead and lean into our giveaway. To look list building is ongoing to maximize results, you're going to want to put down your plan on a calendar. And so a list building calendar is a really great idea so that you can keep your list fresh and engage, you can make them really happy with making sure that they're getting the stuff that makes sense. And you can see it all on a page on a calendar there. It reduces all of the chaos down to a little bit each month and helps you stay on track to what kind of activity you're going to be involved in every month. It helps you take advantage of opportunities as they come. So if I come to you and say, Hey, I'd like to offer something to you on about you know, that would be really great for your clientele. And guess what, there's an opportunity for you to earn something on the back end.



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May I bring a webinar, a free webinar to your community. You can look at your calendar and go Yes, and by the way, let's do a webinar swap. I have room to do one to your community. You know October, why don't you do January I'll do October, how does that sound. But if you don't have enough calendar, for your marketing list building activity, you don't know what you can say yes to. And finally, it really does help for you to be able to balance your workload by not committing to things that conflict with existing programs, and launches and things like that. So it is important to do it that way. This is an example of our calendar, you'll just notice that over a four month period of time, we have to or one at least list building strategies all along the way. And this is an example of how we capture have our clients capture their information, you can do this by hand, January, February,

March, April, May just a whole year listing down, we have one column that is a monthly activity, let's say we do monthly office hours, you might want to put all of them, you'll notice that all of the boxes are checked, they're all the x's are done there. But then we have different targets that we're going to ongoing, Lee market to and list build to annually. And maybe we have two different kinds of targets, for example, and creative, successful entrepreneurs. We serve two different types of people, we serve people who want to become business and life coaches, and we help them not only learn how to get be a coach, but then to build their businesses as a coach, right. We also help strict entrepreneurs to build their creative businesses. So to help them learn how to build their creative business. So creative entrepreneurs, and business coaches to build their skill set and their businesses. So those are two different groups, or you we call the market, target markets. And so we're going to have to have list building activity for those different target markets. Now, when you're, you know, list building, you also need partners to really have your list building take off, you might be wondering who your ideal partners are? Well, first, we want to slow down and take a look why actually go after partners when I can just do a lot of this on my own? Well, because partners will give you access to different lists that you wouldn't have had access to on your own steam. Obviously, it's a lot more fun together, we're stronger together. And no business really gets past six figures in personal income without partners. So let's go ahead and take a list, you're ready to make a list of partners? Where do you go to find them? These are some examples of where you can go, you can go to your existing lists, like your Instagram followers, or your whatever your Facebook ad, you know, people, you can go to your own list. But you can also go to other people's lists to find partners like Hey, who do you really love that it's been a great partner for you. You can go to social platforms that are niched out, you can actually pay for leads and partners there lots of different ways. We like to tell our clients to go to the low hanging fruit first, for potential partners who knows and likes and trusts me already as an expert in my arena, or with my product line, who knows and likes and trusts me already, that's the low hanging warm leads for partnerships. And then we also like to encourage our clients to go to those lukewarm or cooler leads, and that higher hanging fruit on the tree, you still know where it is, you can see it, we like them, but they might not have met us yet. But they we think they might, they might know about us we know about them, we're gonna go to them and say, Hey, I think we could do be great partners. Let's talk about why. Once you have your partners identified where all those places are, we're going to want to make a list of 15 people in each category, warm leads, and cooler leads. So you can go to them and ask them to put together some of those strategies we just talked about, and work with you together on getting into each other's lists and attracting those lists onto your list. So once we built a list, though, we don't want to just leave them you know, high and dry, right? We don't want all those list building efforts to die on the vine. No, we want to nurture regularly, we want to give them what they want. We want to give them opportunities, we want to give them belonging and connection, we want to let them see inside and get to know us

like us trust us. Principles of lists, nurture versus list building are as follows. You want to become valuable to your list, you want to frequently content, you know have frequent contact with them, and stay top of mind and you do want to share interesting stories with them.



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You know, going back when we're in the list nurturing we've got our list now we're nurturing our list, you can nurture according to by your type for the spontaneous people who want fun, we can give content that's in that category. For those who have a lot of questions we can give content in that category. People who are like a little skeptical testimonials, case studies, deadline dancers, you know, hey, really great opportunity. We know you like getting stuff. Here it is last minute so that's one way to nurture your list is with content that's driven towards those kind of buyers. And then another way to learn to nurture your list is through stories and we like to encourage three different kinds customer story which is all about them. their experience our story telling them all about us how we came to be in the business we're in, produce the product we're producing, produce the service we're producing. And then finally, the story of a success. That is somebody, not them, not us, but somebody else that has gone through what they're going through or wants, the product they wanted, and how they healed or enjoyed it, or lost weight, or whatever. So three different kinds of stories to nurture a list. You want to nurture on different platforms, Instagram, Facebook, Instagram, LinkedIn, YouTube, and so many more actually, and you want to be really regular about it. So we want our clients to nurture consistently through emails, social media, and partners in a timeframe. And one thing that I want to give you access to just an interest of time is this list nurture blueprint, which explains the timeline you see on this earlier. Slide here gives you a chance to kind of breathe and see and hold, how much should I do to which platform and how often and why. So that list nurture blueprint is something we've created, and we know it might be helpful to to you, would you like to have it, let me show you a little bit about how you can get it. We want you to stay on track with your list building activity and your list nurturing activities, build and nurture, build and nurture. So we want to give you a chance to get this nurture blueprint for free. And also, we want to give you a special fast action gift valued at 997. Today, actually not that price for you remember the three phases of business growth? Well, I told you, I would show you not only how you can do a freebie, but also how you can give a link to a low paid amazing offer. Here it is folks remember those phases attract clients, close clients, stabilize and scale. You can do that all in one place. Because of the timing that's happening right now. In about a month. You get an opportunity to engage with us at the number one conference for creative entrepreneurs. We call it play big. This is our three day live annual event. It is a virtual event this year, very excited usually 997 for Sara's group through district bliss and the summit \$97 and it is a blast it is a place to learn

how to do all of those things in your business. And that is just a bonus to you that bonus pricing for attending Sarah summit here. Here's how you can get that you can stay on track with those activities by texting ready to play to that number 818-210-4341. Or you can go to play big event.com and use this promo code when you get there and check out CSE friend that CSE fri end all one word at checkout and you'll get that \$97 ticket. All righty folks, I hope this has been really helpful. Thank you so much for attending the build your list now. Training here today, I hope you've learned a little bit about how to build a list of followers, get your message her to those followers and prosper. I'm Melissa McFarlane with Creative Successful Entrepreneurs and it's been such a pleasure. Thank you, Sara, for having us on the summit. All of you go forward and prosper.