



5 Strategies for Building Your List and Your Community

***“Print these Pages and use this
Notes Sheet to make it easier for
you to follow along during the
webinar!”***



"Notes Sheet"

1. Social Media: Focus On _____ . Improves Email
_____ Rates.

- a. Enter existing conversations
 - b. Understand what your market is talking about, and speak to that.
 - c. Try to be a first responder on blogs, tweets, etc.
 - d. On Twitter, retweet content you think is valuable to your market.
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Notes:

2. Be Where Your _____ is.

- a. Example, use Twellow.com to search Twitter profiles for people in or interested in your market.
- b. Follow and engage those people, leaders are important but don't overemphasize them.

Notes:

3. Offer _____
- a. Build rapport through _____.
 - b. Help others with needs in your market, as well as “get to know you” help.
 - c. If you sell, do it very very softly.
 - d. Prioritize having “more where that came from” engagement opportunities.
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Notes:

4. Understand Where Your _____ Traffic Comes From

- a. Traditionally Many Look at This Type of Reporting As A Luxury. Truly It Becomes Your _____ .
- b. Traffic Sources to Consider
 - i. Google Search, Twitter, Facebook, LinkedIn, YouTube, Guest blog posts
- c. Case Study:
<http://www.marketingprofessor.com/reviews/review-of-youtube-secret-weapon-conversions-up-296/>

Notes:

5. Limiting Your Markets _____ -The Optin

- a. The more _____ the lower the _____
- b. Consider a targeted single page site, with a unique domain name.

Notes:

Resources:

Twitter Search

<http://www.twellow.com/> - Find people on Twitter in your market or area of interest.

<http://twitter.com/invitations> - Twitter People Invitations service allows you to search for your contacts by email addresses

http://twitter.com/invitations/find_on_twitter - search for people by name on Twitter

<http://search.twitter.com/> - You can also search individual tweets by keyword, so you can join in the conversation or find like-minded people

Email/List Management Services (paid):

<http://www.ScanOffer.com/email>

<http://www.InfusionSoftTrial.com>

Bonus Resource: The *Domain Idea Generator*:

www.MarketingProfessor.com/dig

Who is Travis?



Travis Campbell is a professional online marketer who teaches people how to make the most of their online marketing without all the hype. His Marketers FAQ free report (www.MarketersFAQ.com) is a compilation of his lessons learned marketing online and is also available to those who join the site www.MarketingProfessor.com