


# 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 Killed the Official Real Estate Referral Group.**

And this wasn't just any page, we had:

- 47,000 + members.
- 1,419 Referrals to date
- 21 months in business

So you know the community loved us, but that didn't matter to the **Facebook overlords who held the key to my existence.**

Think about this, if Facebook can flip the switch on a community like this, it could happen anyone - even you.

This report was designed to help protect you from being a slave to the Facebook Overlords.

And it isn't just Facebook either, **it's all the social networks**, including Twitter, You Tube, Active Rain, Linked In too.

Over the next five pages you'll learn the strategies and tactics you can implement right now to make sure this doesn't happen to you.

**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 online marketing.



**Jonathan Rivera**   
Founder of  
**The Real Estate Referral Group**

56,977 Fans on Facebook  
3,786 Referrals Generated

# OVERVIEW 5 LESSONS



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 if they're merely on your satellites.

It's your job as a marketer to move people from your satellites into your **landing pages**.

## 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, 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 to landing pages**.

That way you add them to your **databank** (aka database) and have a way to keep in touch with them.





# IT'S TIME TO SINK OR SWIM



## Build Your List

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 and even offline too.

**If you want more leads online, pay close attention to this section.**

## 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 a four step plan to getting leads online. You're gonna learn a simple strategy to get people's permission to contact them.


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.

Do you have permission?

**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 get people on your list and make them look forward to it. sure the people on your list are looking forward to it.

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

## Step 1: Setup Your Networks

Although we briefly covered this earlier I thought it was important to reemphasize **'Starting with the end in mind'** when you set out to do anything in your life or your business.

If you want 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'll be a whole lot easier to reach the people who want to hear from you.

**Some things to consider** when you're building your campaigns:

- ☒ 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 **they'll reward you with their full attention.**

Conversely, if you're always selling with no regard to 'bringing value' the people in your campaign will see right through you and tune you out.

**If you get tuned out online you may as well be dead.**

## Step 2: Make an Offer

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

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 is to first pay attention to them.

Once you've made a real connection with your network they'll trust you. **Trust is the key to making sure people take action on your offers.**

Making an offer can be as simple as saying, "Hey, check out this new training on building and using Landing Pages."

And if your audience trusts you they'll take that first step (which is clicking the link) to see what you're offering. 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 your permission to speak to you. They paid the radio and television networks to run their commercials **interrupting your favorite programs.**

That made sense to the networks because they were providing you value in the form of entertainment and you repaid it watching their commercials -

And if they did a really good job you'd even buy their 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 quicker since all you have to do is "CLICK" away from anything you 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 you get their permission you have to live up to your promises or we can easily be tuned out.

So the question is, **"How do You get 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.**

You setup a simple landing page offering something of value (like a report or interview) in exchange for their name and email address.

When they fill out the form they've given you permission to contact them.

If you skipped steps one and two, this might seem like a daunting task. When I first started 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 get you more leads and sales.**

## 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 make it even better.

Everyone wants to get a deal and no one wants to be sold to. **Your job is to make your customers the winners in every transaction.**

Whether it's opting in for a free report and you add a video, or if you're selling a product and you add a one time bonus for buyers. The idea is to make your customer feel they got the most value out of the deal.

The real power in this type of transaction is your customers ability to spread the word.

There's nothing more powerful than one of your customer singing your praises, right?

## What's Next?

You can use what you learned in this report to start building your campaign now.

But if you're to start getting leads from your website, maybe you should check out the Landing Page Strategy Guide.

## What's this NJ Broker saying about the Landing Page Strategy Guide?

"I watched, read, and implemented the 'Landing Page Strategy Guide'

The thing I liked most about it were the 'step by step' instructions and the helpful videos.

Jim Flanagan

## Ready to turn casual website visitors into hot leads?

Then I've got just the thing, it's a 10 chapter training course with 2 videos that'll take you by the hand &



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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