



- POWERFUL -
**LIST BUILDING
STRATEGIES**



**6-FIGURE BIZ
ACADEMY**
FOR NUTRITION PROFESSIONALS



POWERFUL LIST-BUILDING STRATEGIES

Now that you have a website with an irresistible “Free Taste” or “Lead Magnet” and a sign-up box for your prospects to download it, you’re officially on your way to building a “list.”

In other words, you know that the people who choose to download your Lead Magnet are in your target market (if not, why would they want that targeted free information?), and once they’re added to your email list, you can continue communicating with them and eventually some will purchase your products and become your clients.

So the question comes down to: How can I drive more people to sign-up for my lead magnet?

There are infinite ways to build your list and we will cover several the most effective online and local strategies here:

ONLINE STRATEGIES

Your Announcement Letter: Send all your “Friends and Fans,” via email and/or snail mail, an enthusiastic letter announcing your practice (or, if you’ve been in business for a while, sharing something new and exciting about your practice). Be sure to direct people to get your incredible “Free Taste” on your opt in page (or website) and overtly ask that they send you referrals and please pass the info along to those they feel you can help. You can also embed a “share” on Facebook button, which enables people to share your opt in page with their Facebook friends and within groups.

Your Regular Newsletter: Be sure you are sending out an online newsletter to your current list at least every-other-week (weekly is preferable). These get passed around more than you might realize (especially if you include a “Tell A Friend” link). Then near the top of your newsletter, have a link for those who aren’t already in your database to subscribe!

Your Email Signature: be sure that your email “signature block” contains a call-



to-action to go to your site and download your free information (with link right there).

Facebook Groups: Identify up to three targeted Facebook groups to join (serving your target market) and plan to participate by answering questions, providing “value-based posts” within each, and reply to comments on your posts. By participating regularly, people will begin to see your expertise and will likely click onto your FB profile to learn more about you.

Note that often times these sites don’t let you overtly promote but you *may* be able to post info regarding FREE stuff. Most importantly, the goal with these groups is to be viewed as generous, helpful and knowledgeable. Please pick only a couple of groups and be sure to get in there and REGULARLY post, comment and “like” several times per week. I recommend setting aside about 3 hours per week for this strategy.

Host or Guest Host a Free Webinar: Host your own Free Webinar on a topic of interest for your target market. Ask friends and colleagues with relevant databases to promote it (often called JV partners), talk it up in social media (and ask others to hit the “share” button), talk about it in online groups, and consider running FB ads to drive traffic to your event.

Also, you may want to put a little virtual “sticky note” on your main Opt-In Page inviting people to sign up for your webinar (consider www.AdImpact.com for this purpose).

Speak on Podcasts and Internet Radio Shows: Go to www.BlogTalkRadio.com and look for radio shows that cater to your niche. They are often looking for guest experts and speakers to feature, so reach out to the show hosts and see what’s possible. Then, of course, during the interview itself you’ll give several “shout outs” that send people to your site for your free taste.

Social Media: Make a big announcement about your brand new piece on social media with a link of where to sign up for those items. Do this semi-regularly. And ask people to hit “share” so it will be shown to their lists of contacts. This is a wonderful way to get Facebook Fans and Friends over to your “real” non-Facebook mailing list. Canva.com is an excellent FREE resource to help you create



images that correspond with your messaging).

Run Paid Ads to Your Freebie: Nowadays, paid ads are commonly used to drive cold traffic to your freebie to generate opt-ins. There are several platforms that you can use including Facebook, Google, Linked In and Instagram – pick the ones where your target market is hanging out. You’ll want to choose a budget, decide on your targeted audience and craft an ad that describes the benefits of your opt-in, and use click-worthy images or video for the visual component of your ad. Once you set up your ad (and it gets approved by FB) you’ll run the ad, monitor results and keep an eye on the conversation rate cost. Be sure to swap out and refresh your ads periodically.

Visit <https://www.facebook.com/business/marketing/facebook> for instructions.

Provide Testimonials for Others: When my clients provide testimonials about our work together, these are featured in my e-zine, on sales pages for my upcoming classes, on my website, etc. This means that they are being seen by countless people who visit these locations. Often, a viewer will be intrigued by a testimonial they’re reading and click over to my client’s website. Conversely, I, myself, have gotten paying clients who have said to me “I found you through a testimonial you provided that was up at so & so’s website.”

Live-stream on Social Media: Take advantage of the capabilities of modern technology and the ability to develop trust with your audience by live-streaming. A few important steps to take when employing this highly effective list building strategy include deciding how often you’ll start live streaming (i.e. schedule) and to set up your technology or platform. You’ll want to outline the topics you’ll cover and be sure to connect the dots for your audience by sharing how they relate to your services or how they will help your clients be more successful. Be sure to announce to your audience your plans to go live – so they can join you, if possible. You’ll deliver your content in an organized fashion and ask your audience to grab your freebie (or other call-to-action). Ideally, you’ll test different times and topics to see what works best for your people and don’t forget to repurpose successful live-streams into podcasts or other content. Note that you can also run FB ads to your live-streams – which is a great way to leverage your ad spend.



Publish Your Own Blog: Start by brainstorming keywords that your ideal customers might be searching. Look at the top pages that rank for these keywords and decide on your topic. Outline your post and come up with a highly clickable title. Be sure to edit for grammar and readability and consider using Yoast SEO Wordpress Plugin to help drive traffic to your post by improving SEO (see [Yoast.com](https://yoast.com)). Also, add images, links, tags and be sure to share it on social media.

Write for Relevant Blogs: Find out if you can do a guest article from time to time on the most relevant blogs in your target area. Many blog owners/writers welcome additional material. The key to making this worthwhile is that you must be able to lead the blog readers back to your web site or landing page so that they opt in to your email list! Please be cognizant of this because I see too many practitioners wasting time blogging without much ROI.

Specific steps to take that will increase your likelihood of success: Identify a few of the best places for you to guest blog on and research what types of content these sites publish and what previous posts did well (look at comments and shares). I recommend that you “follow, like, comment and share” before pitching them on your concepts for guest posts. Then, send a personalized email to the editors to each blog with your post ideas and titles. Plan to spend about 4 hours per week on this strategy.

Content Upgrade: This is where you create a special freebie that’s embedded within your blog post. Of course this needs to be aligned with the overall topic of the blog post (examples: show notes from a podcast, recipes, tip sheet, checklist, etc. to help the client to implement blog concept or to help them to take a deeper dive). I recommend looking at the performance analytics to identify your most popular blogs and create/add content upgrades for these pieces.

Comment on Relevant Blogs: Look for popular blogs in the niche area you’re in. Make comments about the articles that are posted, and of course, include your call-to-action in your signature block (or, at minimum, include your website or freebie landing page so they are likely to opt in!).

Website: It almost goes without saying that the #1 job of your website is to capture emails (leads). You MUST have a highly visible opt in box towards the



upper left side of your home page (and other pages) and it must be “above the fold”. A graphic of your freebie is highly recommended (and can be created for free in [canva.com](https://www.canva.com)!).

Pop Ups: Annoying but surprisingly effective! These little buggers pop up at specific intervals to entice your website visitor to opt in. Just be sure to not have it “pop up” too soon (proper timing is essential!).

Interview leaders in your niche for a podcast, YouTube channel, blog or any other relevant mediums. Look for opportunities to be a guest expert where a colleague of yours – who has a sizable list – can interview you about your expertise. It provides “extra value” to your colleague’s own list (“Hey everyone, I’m bringing you a no-cost interview with expert _____ on _____”), and everyone on their list becomes exposed to you. During that call, if you’d like, you can make a special offer of some kind, and if anyone listening becomes a paying client you can provide an appropriate commission back to the colleague who hosted you on the call.

(Note: Your colleague can either simply promote your call to their list and community with the appropriate call-in information, OR, depending on if they’re willing, they may allow you to have an opt-in page for the call – so anyone on their list who wants to listen has to sign-up and is therefore added to your list, too).

Use a “Tell A Friend” Feature: Right after someone signs up for your free taste, you can take them to a page that offers them an ADDITIONAL extra special bonus (report, audio, etc.) if they’ll share the email addresses of 3 friends they think would be interested in your materials. Be sure to make it clear that you will NOT add those friends of theirs to your list, rather, that you’ll send them one email explaining who had recommended them, and inviting them to come to the site themselves and download your free resources. (Check out [TAFPro.com](https://www.TAFPro.com) for software that may help facilitate this process).



LARGE “SPIKE” LIST-BUILDING IDEAS

Host a Challenge: This is a hot strategy for list building and a great way to ignite engagement with your followers. Challenges are typically done via Facebook and through email (be sure to set this up so that people need to opt in to your email list to participate). You’ll want to start by picking a start date for your challenge along with a catchy title. (Tip: be sure your challenge solves a key struggle that your target audience is experiencing!). I recommend doing a 3-5 day challenge whereby each day you’re providing valuable content (i.e. via workbook) and doing daily live stream within your FB group. You can upsell your participants into the next step on day five - this can be a strategy session with you or a paid product.

Host a Telesummit (Multi-Speaker Series): One of the absolute fastest ways to grow your mailing list without question is to host a free telesummit. This is an “online speaker series” where you ask several guests to participate, and these guests all have substantial-sized lists themselves. And then one of the requirements of their participation is that they’ll promote the event for you to their own mailing lists – but when people come to the web page for the telesummit and sign up, they’re added to YOUR list!

In other words, you end up getting a large number of “opt-ins” (people signing up) for the telesummit who want to hear all of the speakers, and these people are primarily coming from the databases of all of those speakers themselves. So of course you want to invite people who would have a mailing list of similar clients to your target market. Often you allow each speaker in your series to provide a free gift for all of the listeners – and this page (for the free gift) would reside back on each speaker’s own website.... So that THEY can get a bunch of new opt-ins to their mailing list too (i.e. all of the people who came to the telesummit from all of the other speakers’ databases).

A telesummit takes a lot of work and coordination to host – but you’ll definitely see a huge spike in your list size from a project like this!

Host a Gift-Giveaway: This is a very similar concept to hosting a free telesummit, but the main difference is that instead of interviewing all of your speakers and letting everyone listen to the interviews, instead, each of the guests you invite



simply provides a free gift for everyone.

So what you end up with is a web page that lists tons of free gifts from various experts (the guests you've invited). However, to get to that page and download all of the gifts, each person has to "opt-in" (sign up) to participate, and all of those registrations add each person to YOUR mailing list.

Once again, each guest participating (providing a free gift) is required to promote the Gift Giveaway to their own mailing list. So again, all of your guests are sending their people to your event – thereby building up your database!

Again, one of the benefits to all of the guests you've invited is that in order for people to download each free gift, they are sent back to that guest's individual site, and they have to opt-in (so each of your guests will get several new people added to their mailing list, too).

This kind of project is a bit less work than a Telesummit (because you don't have to conduct, say, 20 or so interviews), and yet it still creates quite a "spike" in opt-ins to your database!

Create A Multi-Contributor E-book: In this strategy, you ask selected guests to provide a written piece for a "group e-book" on a topic relevant to your target market. One of these that was done years ago and was very successful was an e-book where the guests were asked "What 3 things do you wish you had known or attended to much earlier in your business?" It didn't take a huge amount of time for the guests to answer (each item had about a 1 paragraph description).

Then, the responses are compiled into an e-book for which, of course, you do the introduction and ending (in addition to being the first entry in the book).

Just like a Telesummit or Gift Giveaway, there is a certain timeframe that is the "unveiling" of the e-book to the public, and they are responsible for promoting the book to their mailing lists via solo emails as well as e-zine blurbs, social media, etc.

And of course, in order to get the e-book, each site visitor has to opt-in, thereby joining your mailing list!



IN PERSON LIST BUILDING STRATEGIES:

Business Card Follow-Up: Anytime you meet anyone in your target market, say at a networking event, dinner party, etc., take their card, or at minimum, get their name and email address! And then, when you get home, send them a short email telling them you'd love them to have your free "such and such" (i.e. Freebie/Lead Magnet) and include a link right there for easy sign-up. You may also choose to invite them for a complimentary strategy session.

Do an Interview for a Colleague's List – Local Version: You can also be brought in as a guest expert and do a live talk for one of your colleague's group of clients. For example, a client of mine who is a Divorce Coach would do special workshops at the office of a prominent Divorce Attorney. She would invite everyone in her local database (her clients) and this would set her apart in the marketplace (for example, how many attorneys bring in expert coaches for free to do a workshop on thriving after divorce?). Then, she would collect the attendees information – and often she'd offer no-charge Strategy Sessions for those who wanted to schedule some on-on-one time. (In the coaching world, it's not uncommon to give a "thank you" bonus or little gift (even a Starbucks or Amazon gift card should any of these leads become a paying client - if you're doing MNT you have to abide by stricter guidelines.)

Back of Business Card: Have a graphic of your free taste on the back of your business cards with a call-to-action to sign up for it. For example, I have a graphic of my Practice Building e-book with a blurb about "Get Your FREE "7 Critical Keys To a Profitable Practice" at LesliBitel.com – featured on the back of my card.

Associations and Memberships: Be sure to frequent the same places at which your target market congregates – such as associations, support groups, etc. These are great places to arrange a speaking engagement in addition to just networking and making one-on-one connections. Be sure to collect the business cards of those whom you meet and send them your freebie the next day via email.

Speaking Engagements: Look for any way in which you can get in front of your target market – there are numerous opportunities to speak out there if you're creative and persistent. During your talk, tell the audience that you have a really helpful tip sheet, report and/or an in-depth audio (or whatever your "Free Taste"



is) you'd be happy to give them, and send a clipboard around the room for people to add their name and email address. Then, when you get home, send a brief email telling them exactly how they can get the free information you promised (with the link right there). (Note: Meet-Up.com is a fabulous resource for finding really great speaking opportunities).

Create Your OWN Speaking Opportunity: Many times throughout my career I decided to host either a local talk or webinar on a relevant topic to gain access to my target market. If you do this, ask all of your friends and colleagues to promote it for you (email their databases), and also promote it throughout all of the related venues available to you. For example, if you were a dietitian who worked with people struggling with chronic migraines you'd let all of the support groups in the area for migraines know about your talk, and you'd let physicians and practitioners in the area know about your talk, etc. I used to do this when I was a licensed facilitator for Dr. Michelle May's 8 week mindful eating program - I'd do live "preview workshops" as a teaser which leads to program enrollments. It's perfect if you can get an organization to sponsor your talk (I did this with Advocate, MetLife Insurance, Rustoleum Corp, local med spas and high end-hair salons, etc.) It's not as hard to get 20-30 people in a room (or on a webinar) as you might think.

Host a Booth: If there is a relevant expo or conference, consider hosting a booth there. It sets you up as an "expert" and creates instant credibility. Have some kind of a raffle or give-away such that people will drop their cards into a bowl. Have a small sign on the bowl that all entries will be added to your mailing list and receive your freebie as a special gift.

Local Referral Partners: Have other professionals who cater to your target market (but who serve them in a different way) give out postcards about your valuable "free taste". Or have them display a sign about your services with a stack of business cards. It's of critical importance to approach referral partners with the "how can I help you make your job easier" mindset. And know that it's all about creating professional, collaborative and mutually beneficial RELATIONSHIPS. Don't be afraid to reach out to others to forge these relationships. (and remember that people are often more than happy to help but we need to be willing to ask).