

Enlightened Listbuilding

How to Add 1,000 Subscribers in 5 Days

By Adela M. Rubio
Adela Rubio International
<http://enlightenedlistbuilding.com>

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How To Add 1,000 Subscribers in 5 Days

Introduction

Welcome to the Enlightened Listbuilding: How to Add 1,000 Subscribers in 5 Days 5-Day Coaching Program. It's my pleasure to partner with you on your five sessions. By the end of our time together you should be ready to launch your own 5-day listbuilding event... Ready to rock?!

Before we get started, here are some important details...

1. **You are entitled to a coaching question for each session.** Please email me each session question BEFORE turning in that day's 'assignment'. I'd like to help you as much as possible, so be sure to use the coaching question each day. Email me directly at coachingevent@gmail.com.
2. **I will always answer back within 24 hours.** You can expect to hear back from me within 24 hours Monday-Thursday, usually before noon. I don't coach on weekends (Friday-Sunday) and anything received during that time will be answered on Monday.
3. **Please take no more than 48 hours to complete each session.** If you feel that you need more than the allotted time, please contact me for an extension. The five sessions MUST be completed within three weeks from the start date or they will be forfeited.

Each day's curriculum is a maximum of two -three pages in length. This is by design. You should be experienced enough to follow the instructions without a lot of extra explanation.

Tip: Don't just read the lessons, take action. It's the only REAL way to learn anything and create the change you want to see.

Ready? Let's get started!



Adela Rubio

How to Build Your Tribe with Enlightened Listbuilding

You cannot grow your business in a vacuum. If you're struggling because you don't have a BIG enough reach to connect with your potential clients, you'll want to explore how Enlightened Listbuilding can grow your business at the speed of light.

This program is a lot more than strategies, tactics and technical know how. It's even a lot more than building your list and generating income. It is an approach where you partner to create value for those with whom you partner AND serve.

The Enlightened Listbuilding approach is ...

- ✧ An opportunity to engage with your partners Essence to Essence
- ✧ An environment for a ha's and engagement
- ✧ An invitation to create connection and community

It is about creating an opportunity where insights occur and people are served not only by the content rich information, but are invited into an experience that creates a shift of being.

This is a lot easier to 'do' than you think. It does, however, call your full Essence into the playground. This is no place to hide who you are and what's different about you. It is the place to revel and relish in your uniqueness.

You already know that everyone is on information overload. Honoring the infinite diversity of humankind, however, is seriously lacking. What the world is hungry for, on every level, is authentic connection and community.

You can serve it up beautifully through your expert interviews where you connect and co-create a better place. Be the bridge that activates your Tribe's potential through the power of an extraordinary experience.

How to Build Your List FAST!

I'm going to share the ending of the story right at the outset. I'll tell you up front HOW you can add 1,000+ subscribers in 5 days: by hosting a virtual event known as a Telesummit.

The primary objective of a telesummit is to build your list really fast. Additional objectives are to: (1) generate massive visibility, (2) achieve expert status, (3) become a circle of influence, and (4) generate income.

There are lots of moving pieces so planning is key. You'll need technical and administrative support for starters. Though you can create great results in a short time, there is a lot of work that needs to be done at the front end.

- ➔ Recommended number of partners ranges from 10-15.
- ➔ Host the event and make it an easy "YES" for your JV Partners. They only need do TWO things: do an interview and send one solo email. Social media marketing is a plus.
- ➔ The recommended frequency and time frame of the series are: 3 speakers a day, over 5 days.
- ➔ All calls are pre-recorded and transcribed. Free streaming audio is provided to all event subscribers for 24 hrs.
- ➔ Subscribers are presented with an Upgrade Package: audios + transcripts (\$97). Add some great bonuses. Have a 30 day guarantee.
- ➔ Speakers earn income when they direct traffic to your Squeeze Page. Subscribers are then routed to your Salespage and presented an offer. If someone buys using their affiliate link you've BOTH earned income.
- ➔ The affiliate split is 50%. Payments are made when guarantee expires.
- ➔ Increase income with a JV Partner offer at the end of the call, if desired.

Are you ready? Let's increase your influence, impact and income.

Step One. Target a Problem

Today's savvy internet visitor is focused and on the move. In less than 20 seconds, you need to grab their attention. You don't have any time to waste so you need to hone in on your Tribe's most pressing problems.

How do you do that?

Step #1: Choose Your Hot Topic.

Here are 3 ways that you can hone in on your Tribe's urgent problems:

1. One-Question Survey. This is one of the easiest market research tools! You can invite your subscribers, customers and colleagues to tell you what they need most! You can broadcast an email with the one-question survey or host a poll on social media.

2. Most Popular Blog Posts. Check out which of your blog posts have elicited the most comments. Your community will let you know what they're interested in most, and you can bet that if folks are posting comments there are plenty more that agree, but don't post.

3. Social Media Buzz. If you're an active participant in social media you're already connected to movers and shakers in your niche and have been building a platform, so you're already connected to your peeps. Pay attention to recurring themes, questions and struggles. Your market is already talking about what they need most.

Pay close attention to the intersection of what your Tribe needs, what they want and what you're most passionate about. You need some skin in the game to come across authentically enthusiastic and deeply entrenched in your expertise, it's what's most magnetic!

Step #2: Craft a Kick Butt Telesummit Title!

Your Telesummit Title sets the tone. It grabs attention, or not. It reveals a promise, raises hopes, or creates surprise. It also has the ability to magnetize speakers to participate in your event.

Here are 4 ways to create a title that rocks!

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- 1. Say it simply and directly.** The direct headline gets right to the point. No cleverness. No jokes. No wordplay. It works particularly well with strong offers, recognized brand names, and product or service types with which the reader is familiar.

*Listbuilding for Business Authors
The Conscious Business Telesummit*

- 2. State the big benefit.** Transform your major benefit into a headline. It stands the best chance of selecting the right audience and preparing them to respond.

*Build Your Tribe in 30 Days
Add 1,000 Subscribers in 5 Days!*

- 3. Appeal to the "how-to" instinct.** The how-to headline appeals to the need most of us have to improve ourselves or our lives in some way. Don't forget to highlight the benefit or final result, not the process itself.

*How to Build Your List in 30 days ... or your money back.
How You Can Profit From Expert Interviews in only 2 Hours a Month!*

- 4. Pose a provocative question.** Asking a question directly involves your reader. However, your question cannot be random or clever. It must relate directly and clearly to the major benefit of the product. It must also prod the reader to answer, "Yes!" or "I want to know more."

*Do You Make These Six Common Mistakes in Your Business?
Don't Waste Your Time on List Building, Build a Tribe!*

Of course, the ONLY way to be certain is to test, test, test!!

Today's Assignment: Choose your 'hot topic' and craft your kick butt title.

Email me at coachingevent@gmail.com to ask for my opinion prior to deciding. Or you can ask me ANY question related to today's lesson. I would LOVE to support you in making these key decisions, so ask away!

Please ask your question BEFORE turning in the assignment. Once I receive the assignment you will get my "feedback" and this will end today's session. You have up to 48 hours to complete today's assignment. Include "ELB Coaching Day 1" in the subject line.

Step Two. Recruit 15 Experts

Identifying which Experts will create the best Joint Venture Partners isn't a mystery. A profitable and powerful event is sure to occur, if your Experts meet the 5 Juicy JV Criteria:

1. **Niched website and offers.**
2. **Active list builder.**
3. **Affiliate Program.**
4. **Social Media Savvy.**
5. **You are a True Fan.**

Now that you know what makes a Juicy JV Partner, you're ready to find yours!

Step #1: Find 15 Experts.

Use the Juicy JV Criteria to find your BEST partners. Here are 3 FAST ways:

1. **Industry Leaders You Already Know.** One of the best sources of Experts are industry leaders that you already know. You've attended their teleclasses, mentoring or training programs. You've heard them speak at conferences, or you've met them at networking meetings.
2. **Introductions from Colleagues & Mentors.** It's not only who YOU know. It's also who THEY know. Let them know what kind of JV partners you're looking for and make introductions.
3. **Social Media.** Social media removes many of the barriers to connecting with high level players and is one of the richest resources for finding JV Partners. Focus on your social media 'home base,' the one you spend most of your time on. Make sure that you message Experts privately, not on their wall.

Next, reach out for that one on one conversation, the JV Chat.

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Step #2: Host a JV Chat.

The best way to host a winning JV Chat is to stand fully in the value of your offer. There's nothing more compelling than your clarity and certainty.

1. Craft your invitation. You can contact your speakers through email, social media or a ticket system. You want to (1) show the speaker you are familiar with their work, (2) position your credibility and potential reach, and (3) invite them to a JV Chat:

Subject: Interested in Being a Speaker?

Hi [Expert],

I am writing to see if you would be interested in being a possible Speaker/JV Partner in an upcoming teleseminar series entitled, [Event Name].

I read your book, [book title] and recently heard your podcast on Finer Minds. You would be a perfect fit.

I am a coach and wellness trainer and formerly interviewed wellness experts for Dave Buck's <http://www.coachville.com>, the largest social networking community for coaches in the world. [Position your expertise]

Do you have a few minutes in the next day or so to speak with me about this? This is a large event, with a potential reach of 100,000 participants, and is somewhat time sensitive.

Thanks,
Adela

www.adelarubio.com

Model the above invite, but make sure to write it in your own voice.

2. Guidelines for Your JV Chat. Before you dive into explore the JV opportunity make sure to connect personally and create rapport. They might have recently gotten a puppy, or their kids might have gone on to college. Social media can be a priceless tool for this kind of information.

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You want to make this conversation an easy, “Yes!” That means don’t ask your Experts to do a lot! You’re only asking them to do TWO things: (1) An Interview, and (2) A Solo Email. Throw in social media as a plus.

That’s it! You can provide more copy for them to use – additional solo emails, blog posts, etc – but you require VERY little. This makes it easy peasy to say, “Yes!” Once you have a yes, you can cover the following:

- **Schedule Interview.** Get both of your calendars and schedule the interview. Make sure to get best contact, email and phone, just in case. Follow up with a confirmation email and include the date, time and bridgeline number.
- **Promotion/Launch Window.** You'll want your expert to help you promote the event through a solo email to their list, and social media posts, during the launch window, 7-10 days before the event goes live.
- **List Size.** Address list size at some point in the conversation. A big list is nice, but it’s more important to have an engaged list. What’s the recommended list size range? At least 5,000.
- **Affiliate Fee.** The standard affiliate split for products is 50%.
- **Admin Contact.** Your Expert will probably have you follow-up with an administrative contact on logistical details (bio, photo, promo copy, etc.). Make sure to get the name and email contact for the admin.

Today’s Assignment: Find 15 Experts and Set Up JV Chats.

You may email me at coachingevent@gmail.com to ask me ANY question related to today’s lesson. Please ask your question BEFORE turning in the assignment. This may take you a few days to complete. That’s fine!

Once I receive the assignment you will get my “feedback” and this will end today’s session. You have up to 5 days to complete today’s assignment. Include “ELB Coaching Day 2” in the subject line.

Step Three. Interview Your Experts and Create a Digital Product

This is the moment you've been planning for, the cool conversation that you'll host with your Expert Speaker.

Step #1: How to Rock Your Expert Interview.

Great hosts are not only confident in their ability to connect with their listeners, and elicit their Expert's brilliance, but they know how to put everyone at ease and create an environment of receptivity.

It's in this relaxed flow that extraordinary conversations occur and your Expert reveals a wealth of valuable content, as well as elicits a-ha's for your listeners.

Follow these guidelines and you're sure to host a rocking interview:

- **Craft plenty of bold and provocative questions.** Having an abundance of questions ensures that you'll have plenty of material and be relaxed. Use your questions as a scaffold. Don't be afraid to go off the page. Often the juiciest questions will arise from the conversation!
- **Deliver Great Content.** Nothing is as riveting as a call that delivers generously on the content. If you've done a good job, with the quality of your questions, your audience will know that this is just a fraction of your guest's expertise and they will naturally want more.
- **Make Your Offer Congruent with Your Topic.** Make sure that your topic and offer are in alignment. You can't host a call on joint venture partnerships and sell a product on self care.

If you follow these guidelines, you'll create an engaging conversation that converts listeners into fans and fans into customers.

Step #2: Get Your Audios Transcribed.

As soon as you've completed your interview, send the audio recording to your transcriptionist. Make sure that your transcript is delivered in both a Word and pdf format.

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Step #3: Set Up Your Purchase Process.

This is the part that may prove most challenging. Not only are there a good number of technical elements, but you also need to do some copywriting for your Squeeze Page and Sales Page. You may need to outsource this.

Let's get started! You will need:

1. **Payment Processor/Shopping Cart.** You may already have a way to process payments and set up products. If you don't you can start off with Paypal. Follow their directions on setting up your product.
2. **Download Process (Webpage).** You will need a download page on your website, where your customers can download the product. You will also need to add your customers to a customer mailing list, and send a welcome email with all the download information.
3. **Affiliate Program.** If you already have a payment processor, you may also have an affiliate program (like 1Shopping Cart or Infusionsoft). If not, you can check out my recommendations [here](#).

Step #4: Craft Your Sales Page.

This will be THE thing you spend the most time on. Here is a simple template you can use:

- **Pre-head:** Who this is for, ideal client, Tribe, etc.
- **Magnetic Headline:** Capture your reader's attention
- **Subheadline:** Continuation of headline, illustrating or expanding on the promise.
- **Connect with Video!** There's nothing that will create a greater connection than to hear your voice and connect with you personally.
- **Dear [ideal client label]:** It could be conscious entrepreneurs, evolutionary change agent, whatever it is for your Tribe.
- **Opening Premise:** Paint a picture of your Tribe's problem, reference their inner dialogue. This could also be a continuation of the headline. and the promise of your event. Explain why it's so important.
- **Position Your Problem and Promise.** Relate to their problem and reveal your own pathway to the solution. Share elements of your

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personal story, sometimes referred to as the 'million dollar story,' and highlight why you are qualified to lead the event. Make sure to share anecdotes and connect emotionally.

- **Position Your Proof.** Emphasize results your ideal client will get, look to juicy benefits for ideas. Gather testimonials and plug in throughout, especially when you make a bold claim.
- **Overview of Details/Features:** Put in placeholders for speakers: picture and call topics. Include bulleted benefits.
- **Bonuses:** Include bonuses that enhance the offer. Your potential buyers should want to purchase just for the bonuses! Include bonus include copy and bonus image.
- **Create Your Order Box:** Re-state features, like 15 mp3's and PDF's of Expert Interviews. Put in links to products, price, credit card images and any disclaimers (if applicable).
- **Boost Credibility:** Include a guarantee, a picture of yourself in your signature line and contact information for support, whether it's a special email address or your helpdesk link.
- **Your PS:** State any urgencies or objections and call to action.

Today's Assignment: Submit Your Sales Page.

You can, and should, take more time to complete this one. Spend a few days working on it and then email me a copy of it or a link to it. I'll take a quick look and give you some feedback. It won't be an in depth critique, however, I will give you my general impression and thoughts. If you have a specific question about the sales page or want feedback on something about it ("What do you think about the headline?") email me at coachingevent@gmail.com!

Please ask your question BEFORE turning in the assignment. Once I receive the assignment you will get my "feedback" and this will end today's session. You have up to 5 days to complete today's assignment. Include "ELB Coaching Day 3" in the subject line.

Step Four. Build a Direct Response Webpage

You'll want prospective participants to register for your Telesummit by providing their name and email. This is your list building process!

Step 1. Set Up Your Webpage

Here are the 6 Essential Elements you'll need to include on your Webpage:

Element #1: Kick Butt Headline. You can adapt from your Sales Page headline, or use the guidelines in Lesson 1 to create a new one.

Element #2: Write Your Concise, Emotional, Action Focused Copy

Get your Tribe to connect with you and your offer with magnetic messages that elicit curiosity and engagement. You want to attract participants that are engaged by your topic, eager for your expert's solution and ready to partner on a resolution. Position your problem and your promise in one paragraph.

Make sure to include 3-5 bulleted benefits. Most internet users scan, you want to make sure they're pulled in and read the rest of your copy. Bullets help you do that.

Element #3: Your Subscriber Web Form. Your page will be a lot longer for a Telesummit. Because of the length it also means that you usually need to include two web forms, one towards the top and one at the bottom.

Element #4: Pictures of Your Experts. Include pictures of your 15 Experts, along with their title, and also a picture of you.

Element #5: Call to Action. Wrap up with the promise of your Telesummit and invite your reader to register for the event.

Element #6: Your Bio. Include a bio that positions your credibility for the topic of your Telesummit.

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Step 2. Set Up the 4 Back End Elements for Your Registration

Now that you've created your webpage here are the back end pieces that you also need to put in place:

- **Create Your Subscriber Mailing List (Autoresponder Service).** Create a new mailing list for your Telesummit.
- **Web Form (Autoresponder Service).** You can create some really attractive opt-in web forms with most autoresponder services. Ask for first name and email only. The less information you require the easier you make it for folks to say, "Yes!" and subscribe to your event.
- **Confirmation Page (Website).** If you have double opt-in through your Autoresponder Service, you'll want to redirect them to a page on your website (as soon as they opt-in) to ensure that they whitelist your email and avoid the spam filters.
- **Welcome Email (Autoresponder Service).** Include your welcome and call-in information, which may include bridgeline and webcast link. Determine how you want to them to submit their questions... Q&A on Instant Teleseminar, your FB Fan Page, a Survey, etc.

Today's Assignment: Submit Your Direct Response Web Page

You can, and should, take more time to complete this one. Spend a few days working on it and then email me a copy of it or a link to it. I'll take a quick look and give you some feedback. It won't be an in depth, but we'll definitely get to tweak it! If you have a specific question about the web page you may email me at coachingevent@gmail.com!

Please ask your question BEFORE turning in the assignment. Once I receive the assignment you will get my "feedback" and this will end today's session. You have up to 5 days to complete today's assignment. Include "ELB Coaching Day 4" in the subject line.

Step Five. Establish Your Promotion

Congratulations! All the hard work you've done pays off in this small window of 15 days (your 10-day launch window and your 5-day telesummit broadcast window). This is the most fun part of the event.

All of your Telesummit elements are now in place and you are ready to create the promotional copy that will help you drive traffic to your event!

The first two strategies help you and your JV Partners build buzz for your event. Send promo copy by email along with launch window dates. The remaining strategies are a bonus for you!

Traffic Strategy #1: Write 1-3 Solo Emails.

This is where the bulk of your list building occurs! Solo emails have the best response rates because there is only ONE thing to do... click on the link to visit the Squeeze Page. Here are some additional tips on what to include:

- **Provide emails of varying length.** Draft a long and short version so that your partners can pick what best suits their list.
- **Include affiliate links in the emails for your JV Partners.** Make it as easy as cut and paste, so that your partners can just tweak the language if they want to, but the email is ready to go.
- **Name drop.** You may not want to include ALL the names of your Experts in your solo email, but you will certainly want to include the names of "A-Listers."

Traffic Strategy #2: Write 10-15 Social Media Posts.

Social Media is a key visibility strategy and a powerful tool to build buzz and drive traffic to your Telesummit squeeze page. Great thing about social media is there is no cost to you, besides your time.

Here are some guidelines for getting the most out of your social media strategy:

- **Craft succinct and powerful posts.** Use bold statements and provocative questions to engage your prospective participants.
- **Post to Facebook, Twitter and Google+.** Facebook is the largest source of traffic, even surpassing Google, and it's either free or pretty inexpensive. Twitter and Google+ aren't far behind.

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- **Schedule your posts.** You should be posting several times a day. For example, you can schedule posts every 3 hours on Twitter, and twice a day on Facebook and on Google+. Don't hesitate to use a service like [Hootsuite](#) to queue your posts.
- **Tag your experts.** Social media is all about connection and conversation. Make sure to feature your Experts and tag them so that they can stop by and comment, thereby creating buzz for the event with their followers and friends.

Traffic Strategy #3: Blog About Your Telesummit Interviews.

I strongly recommend that you incorporate blogging during your event. Since you have transcribed your interviews, it will be very easy to create short blog posts with key points and a call to action. This is an additional way for folks to participate in your event that may not feel inclined to listen to the audio or may prefer to scan copy. You can also share these blog posts on social media.

Traffic Strategy #4: Post Videos on You Tube.

Video is a key element in building buzz so you don't want to leave this out of your marketing mix. Everyone is 'used to' video so it is a popular format to share content. You can create slideshows from the key points of each interview and turn it into a video easily.

Here are two things that you can do to easily increase views for your online videos: (1) Optimize your tags, titles, and (2) Include tags and keywords that your Tribe will search for in order to discover your video. You don't want to miss out on search engine optimization (SEO) so that Google can help your folks find you. Don't forget to post these on social media too!

Today's Assignment: Ask a burning question.

Your assignment is simple today: Ask me any question about today's lesson. Email me at coachingevent@gmail.com and let me know your question. There is nothing really left to 'turn in', so I want to give you one last opportunity to interact with me one-on-one. That's your assignment for today. Ask me anything that you want that needs clarification. You have up to 48 hours to complete today's assignment. Include "ELB Coaching Day 5" in the subject line.

Conclusion

If you've reached this page, then you've completed all the elements to host and produce your own Telesummit.

Not only will you add 1,000 subscribers to your list (probably more) but you now have the skillset to do it on an ongoing basis. You can host a themed Telesummit once a year, or twice a year, to continue to build your list and your Tribe.

Your targeted subscribers will prove to be an ongoing source of potential customers and clients for your programs, products and services.

I'm thrilled to have partnered with you and would love to hear how your Telesummit goes. Make sure and let me know!

I hope to stay in connection and serve you in the future. You can check out additional programs at <http://adelarubio.com>.

Playing Powerfully,

