

Hi and thanks for grabbing this video course, we're going to talk about building a high converting list through giveaway events. This is video #1 – the introduction.

We're going to talk about a quick overview here. Basically in a second we're going to talk about the videos overview. Next we're going to talk about the mindset, just to make sure that you're in the right mindset when you're implementing this whole system. We're going to talk about the general strategy, and what you need to get started.

So video overview – this is video #1.

Video #2 is the giveaway type called the Freebie. Basically we're going to do a lot of a group ad swap to build a list of people who have signed up, opted into your list in exchange for grabbing some sort of product, video, report, and so forth, for free.

Video #3 we're going to talk about the giveaway type that consists of building a list of buyers. Buyers are obviously going to convert higher than the freebie list, but I'm going to show you specific strategies where you can continue to retain the high quality traffic without diluting the traffic and more of that later on.

Video #4 we're going to be talking about the last giveaway type, which is buyer integration. And buyer integration is basically integrating yourself, your products, into your list participants' products and so forth. So it's more of an ongoing process, and this is sort of a really, really cool technique that you can use on an ongoing process so it's not a one-time thing.

Video #5 I'm going to show you how to start a giveaway event even if you don't have a list, because often times when you run a giveaway event, you need to have a list. So I'm going to show you a way around that.

Video #6 I'm going to talk about finding list owners to participate in your giveaway event.

And last but not least, we're going to talk about Video #7 which is getting list owners to jump on board. There's specific things you need to do, and things that you need to avoid doing when you approach these list owners.

So let's talk about the mindset. I want to make sure that you're in the right mindset, because times have evolved, the economy has evolved. That means list conversions are harder than ever, and thus, giveaways have evolved as well.

So back in 2003, 2005 and so forth, it was really, really easy to create a massive list and have it convert really well. But the reality of it is that people are skeptical nowadays, and you really have to gain their trust. So the mindset is that "Quality over Quantity" – you would rather have a smaller list that converts higher than a bigger list that doesn't convert at all.

So quality attracts quality. So you want to make sure that that is on your mind when you giveaway your products, when you organize your giveaway, that you need to provide quality products when you do your giveaway. When you do that, people are going to see more value in what you have to offer, and it's just going to increase the quality of the subscriber.

How they react to you is the end result of your conversions. That they trust you, they like you, then they're going to buy more from you when you recommend products. If you provide low quality stuff, that's what they're going to expect from you. So always start out strong and you'll end up strong.

So the general strategy here is endorsed traffic. Endorsed traffic essentially is traffic that a list owner sends to you when they recommend you. So let's say for example, that you have a friend who happens to be talking really good stuff about you, and they're talking to another person. So when you walk into the picture, the other person looks at you like "Okay, wow, I really want to meet this person! I really want to know this person! I really want to talk to this person! I possibly even trust this person!" so this is the type of traffic that you really want to get. Traffic that comes from search engines may not be necessarily higher, because people don't necessarily know you, you have to warm up, warm up, and warm up. So it's essentially one step back.

In this case, endorsed traffic, whether it's free or buyer is actually higher converting because the list owner is recommending the giveaway event. And if the person likes the list owner, then they are going to take action, sign up, buy, or sign up for the landing pages. And the fact that you're associated with that list owner, then that's a plus. So in their eyes, they respect the list owner, because you're associated with the list owner, they also respect you. so that's the general strategy, and the second item is that the endorsed traffic – they come to your giveaway, they sign up on your opt in pages. Now, I've seen over the years, how – with giveaway events, things have done not as well, for example, somebody goes to your giveaway page. They opt in to – let's say there's five people but they only opt in to one person, then they forget about the other four participants. So in this specific strategy of the three strategies I want to talk about, I'm going to show you specific things that you can implement that will ensure that people sign up to all five of the offers.

Once people get into your Opt In page, it's time to warm up your traffic. The mistake that I made back in the day, and a mistake that a lot of people tend to make, is – you get all these people onto your opt in list from a giveaway. You can get hundreds of thousands onto your list, and then you just start promoting products and so forth. That's actually the wrong strategy that you want to take. The right strategy is to start following up with reminders on using the product that they initially signed up for. So for example, if they signed up for a product that relates to blogging, then you want to start giving them tips and tricks, and advice on blogging. So you want to set your autoresponder up to send educational tips and advice on a daily basis, or weekly basis, and so forth. Then sell only products related to the tips and advice that you're giving. So in this case, if it's a blogging product, I want to start sending educational tips and advice on blogging, and then sell products that are related to blogging, improving the blogging, improving getting traffic, and making it user friendly, and so forth, and so forth. So that's the general strategy that we're going to be using all of the three other giveaway types, but I'm going to dive in and I'm going to show you exactly what you need to do.

Here's what you need, you need to have a product. You need to have a website for the giveaway event, you need to have an autoresponder, either GetResponse or Aweber, and so forth. And you need to have list owner participants. You don't want to have too many list owner participants, otherwise you'll dilute the traffic and the results will actually decrease so you'll get a low converting list. So you want to make sure that you have a small amount, but a small amount of list owners that have quality relationships with their lists.

So instead of talking about that, let's move on to Video #2.