

Hello and welcome to video number seven. In this specific video we're going to be talking about getting list owners to join up on board, onto your giveaway event. So let's go ahead and get started!

Now the first things' first, you need to make a connection. Especially if you do not know the list owner, or maybe you do know them but you're aware of them, you're aware of their products, but they do not know you as well. So making a connection, doing your due diligence, knowing who they are before you approach them, and study them, study their products, and so forth, beforehand. Because in most cases, and if people do not know you, or are not aware of your track record and who you are, they will be skeptical of you, unless somebody happens to know them and knows you and can put a good recommendation in, then you'll have to work a little harder. But it is possible to get them to join your giveaway if they see value in it, and so one way to build a relationship is to buy their product, subscribe to their list, and respond to them through emails that they send to you, whether it's an autoresponder, to make sure that they know that you're their fan.

Now there's a good way to go about doing this, and there's a bad way of going about doing this. I'll find that a lot of people have subscribed specifically to just contact the list owner and say "hey, come join my giveaway event" or "come join my product or promote my product." They won't actually make a connection with them, and that's a definite no-no. So there's a good way to do it, and there's a bad way to do it, and I'm going to show you a little more detail on how to go about doing that. And if you can make it more personable then that's a plus. So you want to make sure that they know that you're their fan. So buy their product or hop on their list, and get an idea of what they provide. So contacting them, when you contact them, I've found the best way is to make a video. And if you're worried about making a video of your face, then making a screen capture video is just as good. But if you can make a video and talk directly to them, and actually say their names, say "hey so-and-so, I bought your product" and you can show them the product that you bought. You can say, "Hey I love this, and this, and I just want to say thank you very much." Or let's say you've subscribed to the list and you don't really want to buy their product necessarily, or they don't have a product that you can buy, but you subscribe to their list, you can say "hey I love your comments on blah, blah, blah." Now if you subscribe to somebody's list, then you might want to send them a couple videos, or a couple emails beforehand, before you actually ask them to do something, or ask them to join your giveaway event. Simply because you have to connect with them, build some sort of relationship with them, before they feel comfortable with you. So what I found is, you can use a software called Jing, just go to google, type in Jing. It's – the last time I paid for it, it was about \$14.99 I forgot if it's a yearly fee or what, but it's very, very cheap. You can make quick and easy five minute videos. You can either do videos with a webcam, or you do screen capture videos. I've found screen capture videos are just as good, and as long as you say their name, tell them that you bought their product or joined their list, and email them back and forth, and then tell them about your giveaway, that you're going to help them get more exposure, and that you're

going to put them in your autoresponder, and you're going to integrate them into your autoresponder, and get more traffic to them. Most likely that will get them to be interested in what you have to offer.

Another thing is, make sure that you be clear about what you're going to offer them. Offer to do an audio interview or webinar interviewing them, and that will give them a consistent exposure to their products. So you don't want to just contact them to say "hey come promote my giveaway" or "join my giveaway" – say, "Hey, I want to offer you some value if you join my giveaway event." "If you join my giveaway event, I'm going to interview you, I'm going to do a webinar with you, I'm going to automate these webinars in the future, I'm going to package these audio interviews in the future to give you more exposure." And think about it, if it's not a lot of time for them, you know 15 minutes, or if they do have time for a webinar, usually about an hour, an hour and a half of just pure content, with a little bit of promotional sell at the end, then that's going to basically get them a lot of exposure.

And so another thing you want to do is make it easy for them. People are busy, especially the list owners. And what I've found as a list owner myself, is that a lot of times we forget when somebody asks us something. We'll say something like "yeah that sounds great!" but if you don't contact them and follow up with them, then they're probably going to forget about you. It's not necessarily something personal, but it's just something that they forgot about you. Or it's actually, they see that in the long term it's actually going to be hard for them to setup everything before the giveaway event. So you want to make sure that you make it easy for them. Make sure that they know that you'll do all of the work for them, so all they have to do is promote on the day, or integrate it into their system. So if they do that, they know that, then it's more likely that they're going to say yes.

Make sure that you be clear about what they get, the benefits and more. So just a quick recap here – make sure that you make a connection with them; build a relationship with them; make sure that they know you and you know them; and then that's when you can approach. And when you approach, make sure that it's easy for them, and that they know that they don't have to do a lot of work.

So congratulations! You've reached the end of this video series! Make sure that you take action, which is the most important part, and start your own giveaway event!