

Membership Site Bootcamp

Case Study:

Carrie Wilkerson

www.barefoot-executive.com

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“Interview with Carrie Wilkerson”

Tim Kerber: Hi Carrie.

Carrie Wilkerson: Hi.

Ryan Lee: Welcome Carrie.

Carrie: Thank you.

Tim: One of our esteemed alumni.

Carrie: That’s right.

Ryan: And she is, as Tim says, a hoot.

[Laughter]

Carrie: Okay, I’m going to have to look that up but I think you mean that as a complement.

Ryan: That is a complement.

Tim: Alright, thanks. That’s always good. Carrie, you are a “Boot Camp” customer and prior to the “Boot Camp” I don’t even know if you had ever heard of us or how you came about us. It is safe to say you had no dealings with either Ryan or I prior to coming on as a “Boot Camp” customer. Is that correct?

Carrie: That’s correct and if I had only known then what I know now.

[Laughter]

Ryan: Imagine how much different your life would be.

Carrie: That’s the truth. Seriously, you guys were not even on my radar. I had not ever heard of you. I was actually looking at doing some list building and I got on somebody’s list to kind of stalk them and do some research them.

They sent us to your first video. Literally the day I joined their list they sent me to your video. I opted in and I kind of watched you guys. The rest, as they say, is history.

Tim: Why don't we start at the beginning? If you could, just let us know where you are in the world and a little bit about yourself and your background.

Carrie: Okay. I'm Carrie Wilkerson, the Barefoot Executive. I'm based out of Fort Worth, Texas. I am a mom of four at home and work at home fulltime. I have three other businesses besides the Barefoot Executive so this is very much a part-time endeavor.

I bought the "Boot Camp" when I had a four week old newborn, the fourth child, probably not a good time for most people to invest in a course and start something new because the Barefoot Executive was not even in existence yet. I had not even considered a membership site.

I was just starting. I had no list, nothing. I bought the "Boot Camp" and we left within two days after the box came. I grabbed the audio CDs and the transcripts out of the box and put them in my suitcase because we took everybody to Hot Springs to get away for a few days.

I drove so that my husband could deal with the kids and I could listen to the interviews. I listened to Jerry Clark and I listened to David Fry and all the great interviews. I read the transcripts with a highlighter.

Again, I have a newborn. I'm in a hotel room with everybody and this is when I started the "Boot Camp" with no list, no domain registered, nothing.

Tim: What were your goals? Why did you even decide to go with a membership site?

Carrie: Because my platform, my audience is women who want to work at home or already do. I thought, "A membership site is a good place. We could have a forum. We could post articles."

It could be an authority site but then I could also have a continuity program for people that are really committed to learning more and putting something into action. I don't have a lot of patience with people that give lip service to an idea and then don't take action. You can probably already tell I'm an action taker and I wanted to work with action takers.

I thought the best way to see if they're going to do something is for them to put their money where their mouth is. I thought it was a good model. It looked like something I could manage. It seemed to be a really good fit with the continuity income and the backend and all of those things.

You have to realize I had no experience with Web pages or opt-in boxes. I felt like I was technologically at a disadvantage but at the same time there was so much information that was in this course that was not even membership site related like the little Olympus recorder thing. Tim, you and I talked about that.

Tim: Sure.

Carrie: I spoke at an event this weekend and I pulled out my little Olympus recorder and the batteries and stuff. They weren't set up to record us so I just recorded myself. I learned that on the "Boot Camp".

Tim: Right.

Carrie: First of all record everything and second of all how to repurpose it into product and third of all the equipment recommendations that you had. There was so much more that I learned even than the membership program.

I started list building for the Barefoot Executive at the end of August. I had no list. I started building at the end of August and now we have almost 10,000 people on our list.

Ryan: Here is the thing that I loved most is that it wasn't in a market where you're teaching Internet marketing.

Carrie: No, no, no. I don't. As a matter of fact, very few of my girls are interested in working online. A lot of them have offline businesses or direct sales or multilevel marketing or are consultants or virtual assistants. It's not a how to make money site. It's how to work at home successfully. There is a difference.

Ryan: It's not the size of the list that matters. It really is a relationship that you're developing with your list. You hear some of these list building people saying, "Oh, I have a list of 100,000 or 500,000 people," and they don't pull any sales.

Carrie: Right.

Ryan: All they do is hound them with sales messages and it's spammy kind of stuff. Right now a lot of people would love to have a list of 10,000 people but you could generate a really nice fulltime income with just 10,000 people that you have a strong relationship with.

Carrie: Exactly and we do have a good relationship. We have raving fans and that's something I learned from another one of your case studies, Larry at Threadworks, how to build community and how to build raving fans.

I spoke at an event in North Carolina recently and we had people come from the surrounding states to this event. One woman rode the train, brought her granddaughter, has a physical disability, came from Maryland to spend a day in North Carolina just because I was going to be there and because I've been mentoring her online through the Barefoot Executive for the last several months. Those are the kinds of relationships that we're building and it's because of the membership site and the things I've implemented since we started.

Ryan: Wow, that's awesome.

Tim: That's what it's all about. I get a kick out of that anyway. To put everything in perspective, six months ago or whatever the time frame is, none of that existed.

Carrie: No, zero, there was no Barefoot Executive.

Tim: Right. You've already built those relationships. It's funny because I hear you talking about these speaking engagements and things like that. We'll get into it a little bit later on. These are all things that came about because of the membership site.

Carrie: Right.

Tim: It's pretty amazing. The site has been live now how long?

Carrie: Since October 1.

Tim: October first and how is it doing if you don't mind sharing?

Carrie: We have 680 paid members.

Tim: That's good.

Ryan: Very good.

Carrie: Yeah, it's a start. We have almost 10,000 on the weekly newsletter list. We just did a teleseries for list building where we featured 13 speakers and some of these speakers are at the top of their game. For me to get them on these calls was really kind of a coup because I was a nobody. I talked about this on another call.

That's the funny thing now is I'm positioned as an expert so now I'm guessting on other calls. Tim knows this. I landed a national speaking engagement the other day where they were apologizing for this multiple thousand dollar fee because that's all they could afford to pay me.

[Laughter]

The positioning as an expert is created because of the authority site that I have, my membership site.

Ryan: Yeah, and you don't get that kind of response with just a couple of e-books.

Carrie: Oh, no. No.

Ryan: It's a whole different game when you have a membership site and you position yourself as the expert. You basically become the media in a way.

Carrie: Right. Truthfully I still have not put out my own product yet because I've been too busy working with what we have. I don't have my own authority product out there yet. I have several started but as of September I had not ever had one teleclass.

I didn't know how to use the technology. I didn't know how to get the hosting line and how to send out the information. I want to emphasize this to people. I did my first teleclass in September and now we have done over 40.

Ryan: Wow!

Carrie: Yeah.

Tim: [Laughter]

You like those.

Carrie: It's easier for me than sitting down and writing.

Tim: Yeah.

Carrie: Now look at all the products I have and the CDs and transcripts and things.

Tim: Sure.

Carrie: That's another thing you guys taught us is how to develop that into product to sell at the backend. We started the list. We started kind of slow with that. I say slow, but then we decided if we're going to do this we're not going to play. We're going to see if it works.

If you're going to fail, fail fast. Don't make it long and drawn out. Don't study something for a year. I could probably already trace the figures into this box that landed on my doorstep because of the site, because of the speaking engagements, because of some of the amazing connections that I have made as a result of you guys and this "Boot Camp".

Ryan: You're right. It is really all about taking action. We all have the information and if everyone is looking at it, "Who is actually taking action and acting on it?" You're someone who is.

Carrie: I'm not going to question, "Is this going to work?" or, "Is this not going to work?" It's clearly going to work if I'm implementing it. When you go to reinvent the wheel and reinvestigate and, "Oh, that's not going to work in my market," that's just bull. You're just looking for excuses. It's going to work. Just do it.

With my other businesses, I'm just now able to go kind of fulltime with this. I've been juggling the other businesses that I'm the CEO of and the four kids. Really there are not a lot of excuses I'm patient with. I'll get off my soapbox now and let you ask questions.

[Laughter]

Really I'm just not very tolerant of that.

Tim: No, that's good.

Ryan: Get back on the soapbox. That's what we're here for.

[Laughter]

Tim: You've been able to achieve an incredible amount in a very short period of time. The site itself, do you think it's probably on track for about six figures for the year?

Carrie: Yeah, I think we'll easily do six figures for the first year. We've just been kind of testing it and that's with no backend product to speak of yet. That's just been with tuition on teleclasses, with fees. We just had the teleseminar series.

One of the other “Boot Camp” members posted where he had some serious results doing his and that was Scott. He added like 9,000 names to his list and did \$35,000 in cash with the series. That got my attention so I read Scott’s article.

You interviewed him so that we could kind of pick his brain. I know personally I was one of at least ten people that said, “Hey, we’re going to do this.” Do you remember that, Tim?

Tim: Right. Oh, yeah.

Carrie: I said, “Hey, we’re going to get on board and do this,” and I did it. I started interviewing people in December and we started broadcasting in February. Our list is now 10,000. We generated 32,000 to 35,000 worth of cash in 7 days on upgrades for digital products. We positioned ourselves as experts because of guilt by association, people that agreed to let us interview.

Here's a tactic that I used because I was a nobody. I didn't want a lot of people saying, “Oh, how big is your list? Do I really want to work with you?”

I threw up an event page. It's still up if people want to go look. It's www.BarefootSummit.com and what I did is I picked who I wanted to speak. I put their pictures on the event page before I ever asked them.

[Laughter]

Then I researched their stuff to see if they were a good match. I put up the description of what they would be talking about and the benefit it would have to the audience. Then I didn't even call. I e-mailed these people. I didn't even call because I hate the telephone.

I e-mailed these people and said, “My name is Carrie Wilkerson. I'm the Barefoot Executive. I have an authority membership site at www.Barefoot-Executive.com and we work with women who want to work at home or already do. We have a community. Blah, blah, blah.”

Then I said, “If you'll take a look at www.BarefootSummit.com you'll see we are having a virtual event that we believe will host between 8,000 to 10,000 women. This is a free event. The value to you being a part is this,” which to them was the exposure to those women.

What I said was this, “Part of the speaking agreement is that every speaker will agree to promote this free event to your list. We will

affiliate tag the backend of it. We believe the combined exposure of this event will be three to five hundred thousand opt-ins.”

The way we came up with that number is we looked at every speaker. We guesstimated what their lists were, based on their newsletters and things and that was the combined total. Notice I didn't say, “We're going to guarantee you this but we will believe that this will be the exposure.”

At this point you have to realize not one person had agreed to speak for us yet but if those people had agreed to speak, that would be the combined exposure. Do you see where I'm going?

Tim: Yeah.

Carrie: Not one person turned us down. Not one person asked how big my current list was. Not one person said, “Who in the heck are you and what is the Barefoot Executive?” because I positioned myself as an authority.

I spoke with confidence. I was terrified. I said basically, “Are you in or out because I can take you off the sales page and put somebody else there. Please let us know by such and such a date so we can replace you with another speaker.”

Ryan: I like that because that's almost like the sense of loss. No one wants to lose something.

Carrie: Exactly, scarcity and loss. I learned that when I was in direct sales. You put the product in somebody's hand and then you say, “Oh, and if you don't want it, give it back to me.” Women have a real hard time with that too.

Not one speaker told me no. Not one.

Ryan: That is great. I like that strategy!

Carrie: Thank you. I just kind of came up with that. Of course that page was not live. We had not broadcast that page. I wasn't promoting it to my list like, “These are the people,” and then baiting and switching later. This is how I pitched the speakers.

Here is the other powerful thing that I've heard from these speakers later. It never occurred to them that I had not already asked those other people. They thought they were the only one I hadn't asked yet. They thought those other people were already onboard. Nobody ever asked or I would

have been very open about that. We're pitching them the same way we're pitching you.

Tim: Right.

Carrie: Jerry Clark, who agreed to speak because of the membership site "Boot Camp", you introduced me to him. He agreed to speak for us. His credibility was really great.

Vic Johnson agreed to speak because another member of the "Boot Camp", Terry Wygal the Quick House Buyer introduced us. Those are just two connections that came out of the "Boot Camp". Valerie Young agreed to speak because of my association with you guys and the "Boot Camp".

It was really kind of interesting how that all happened. It launched our list. They put us in front of their list and it was a really phenomenal experience. By interviewing all these other people, by mentally putting myself in between these people as their advocate, "Okay, what about this and what about this? What do you have for them on this?"

Being their strongest advocate on that, I gained such trust and credibility that by the time we had my call, which ironically was on list building, it was the most attended call. It had the highest response from it.

All of the sudden I was getting calls and e-mails from other people saying, "You have to bring that information to our people." I think a mistake a lot of people make is trying to do their own calls first, trying to position themselves first. Let the other people position you.

Me sitting there chatting with Vic Johnson and Jerry Clark and Valerie Young and these people that are bigger gives me instant validation, instant credibility. Nobody has ever questioned, "Does she know what she's talking about?"

The sales page with their picture on it was very powerful. They didn't want to be left out.

Ryan: I love that tip. We could stop recording right now. You're a hoot!

[Laughter]

Carrie: Here's another thing that happened. This is how you go from expert to guru, Tim. You always make fun and call me a guru now. Here's what happened.

These are the people I asked to speak. The first e-mail that I sent out to my list was, "I wanted you to be the first to know about this incredible event. It's a free event." I sent it out within a week.

At first it kind of annoyed me but then I thought, "Wow! This is really great. Within a week I had offers. I have that in quotation marks. I had "offers" from 15 to 20 other speakers, experts, volunteering their services. "We want to be an expert in your series. We want to be an expert on your call."

There are all of these people who are saying, "Oh, I can't find experts for my series. I can't find experts for my site." Position yourself as the place to be, as the "go to" resource and you'll never have to look for another expert. They'll come to you.

Ryan, do you ever have to go looking for a place to speak anymore?

Ryan: No. Never.

Carrie: Yeah.

Ryan: I turn a lot of people and a lot of offers down.

Carrie: Right. Right. There are other people that if somebody had Ryan on a sales page and he was going to be speaking at an event, all of the sudden all of these other fitness guys that are credible and have minor lists and things, they want to come play.

That's what it did. It established me as somebody they wanted to call and get in my space. They wanted to work with me because these other guys were working with me and I was evidently the hot ticket. It did a lot of things.

Tim: You are a hot ticket Carrie.

Carrie: Oh, thanks.

[Laughter]

Tim: Just a quick anecdotal story. I know you had mentioned something about your merchant account provider, a friend of yours, and the conversation you had while all of this was going on. Do you remember that?

[Laughter]

Carrie:

Yeah, I do. I know the thing you guys taught us was to kind of give your merchant account a heads up and how to work with your merchant account. The guy that does my merchant account stuff, and I have other businesses that do a pretty decent volume and their service business is offline.

I've known him literally since I was four years old. We go way, way back, a very dear friend. I'm going to plug his site, guys. He's at www.PaymentsXpress.com. His name is Shawn.

I called Shawn the day we launched. When we launched I had modest expectations. It was a free event so we did offer the digital upsells for a ridiculously cheap price. I'm thinking, "Okay, if we can just upgrade X amount of these I'm going to just be excited." I just wanted to cover the cost of my event which was the transcription and the playback and that kind of thing.

It's five o'clock in the afternoon and I'm taking my daughter to piano. I'm driving through the Dairy Queen and my husband calls and says, "Wow! You've already had 50 upgrades."

I thought, "Oh, it's still a pretty new merchant account. We've never done this kind of volume in one day. I better call Shawn and just let him know."

It's after business hours but I had his cell phone because we're good friends. I called him in the Dairy Queen drive through and I said, "Hey, Shawn. It's Carrie. I just wanted to let you know I think I'm going to have a spike in my account today and probably it's going to go on for three or four days. If you could, just prepare the guys that we may be doing maybe \$3,000 a day for the next few days. I've got that new start up thing going."

I'm handing my daughter her blizzard and I'm just casual. He says, "Okay, I'll make a call and I'll make sure they know." Then he says, "Then when you're not in a drive through at Dairy Queen, call me back and tell me what you are doing over there! What are you doing that you have pushed a button and already today you have done over \$3,000?"

I told him, "It's only five o'clock so it probably will double today and for a few more days." He's in the merchant account business. You have to do a high volume because your margin is so small so he's just working himself to death for the profit that he makes.

He's like, "Wow, Carrie! What are you doing? What model are you following? You're expecting this kind of volume for how many days from this business?"

He knew I had just created it because he opened the merchant account. Yeah, that was kind of funny. Then trying to explain to somebody what you're doing when they don't think that was is really kind of hard.

Tim: Yeah.

Carrie: "Do you know how much you did in this promotion?" "Yeah, I'm aware of it."

[Laughter]

I'm aware of what we did.

Tim: That was a pretty good promotion for you.

Carrie: It was a great promotion. It was a good learning experience. It was good for my affiliates. As you know, I'm very generous with my affiliates so they have a good reason to promote with me.

Writing affiliate checks is really fun for me because that represents other profit that I get to keep. You keep your affiliates happy and they're excited about promoting you for other things. Ryan, you have a lot of experience with that too.

Ryan: Oh, yeah. You have to be very generous with your affiliates although I find it now getting a little bit more difficult to have at least affiliates mail who are Web savvy. They're getting bombarded as well. Sometimes they're like, "I'm mailing so much." It's getting to the point now that it's getting harder.

A lot of the newbie's, some of the experts who have smaller lists of a thousand, five thousand people who are not getting bombarded all the time, it's easier for them to mail. I find it now more difficult to get people to mail for you.

Carrie: You know what I did?

[Laughter]

Ryan: I don't know but I have a feeling I'm about to find out.

Carrie: You might want to put this in your notes. I did my movie, www.TheBossMovie.com. That was one of my list builders in the beginning. We produced that movie and used it as a viral list builder. We affiliate tagged it so my affiliates don't ever have to promote a service or product.

They send out the movie. "Hey, look at this movie. This will touch your heart. This will really enforce why you want to work at home. Watch this movie." Then when they opt-in to my free list afterwards it's affiliate tagged. It's the most painless affiliate promotion ever.

That's how we grew organically at the beginning. We sent out the affiliate tagged movie and said, "Have at it." That's how we did the viral movie and we affiliate tagged it. That really worked very well for us.

Ryan: That viral movie, by the way, is a great example. I've already seen several people who have launched several of those and they've had good results with those if they're done right. They have to be done in the right tone. It just makes it so easy for somebody to just keep mentioning to other people and passing it around.

Carrie: Right.

Ryan: I think the most famous one is "Interview with God." I think it's www.InterviewWithGod.com. They've made millions just for people watching that movie. Then they buy calendars and everything else that goes along.

Carrie: Right, and those little coffee table books and that kind of thing. We have not directly monetized ours except that we have it linked to the site. Let me say that why I really started getting the most out of the "Boot Camp", is I'm kind of an independent spirit. You guys have probably picked up on that.

Tim: Yeah.

Carrie: I got my transcripts and I got my audios. I still haven't opened my videos because with everything I have going on at my house I cannot sit and watch them. The other guys that I've talked to who have watched them say they are incredible but I just can't do it yet.

I dived in and started doing my own thing. I bought the "Boot Camp". I went live on October first. Everybody was kind of freaked out. "Wow! You're already going live and you haven't even been through the whole course. We haven't even had all of our calls yet which incidentally I'm

just going to admit to you guys. I didn't listen to any of the live calls either.

Tim: Are you serious?

Carrie: No. I had my VA download them from the forum and burn them to a CD.

Ryan: Oh, but you listened to them on CD?

Carrie: I've been carrying around the CD now for three months.

[Laughter]

At some point I'm going to listen to those calls because I'm sure I need something.

Tim: You're going to triple your income!

Ryan: We have a lot of updated info on it.

Tim: There's some really good stuff.

Carrie: My point was to Tim. I told him a few months ago, "I've been so busy implementing what I got just from the transcripts."

Ryan: Sure.

Carrie: Then I'm going to get it out there and get it to cash, get my list there and then I'll go back and tweak it later. I'm not all about having to get it perfect before you get it started.

Ryan: Yeah. You're excused.

Carrie: Thank you. I do have them and I'm going to listen to them. My point to people listening to this is one part of this course is so huge you don't even have to use all of it and you can still have phenomenal results. How many people are so meticulous about finishing the course, watching every video and haven't done anything yet? Just take action on what you've learned.

That being said, I wasn't ever posting on the forums. I didn't post one time on the forum until October 2nd or 3rd because I was so busy getting my content ready, getting my site ready and getting ready to launch. By the way I have a newborn. As a matter of fact, Tim, your baby is just a little bit older than my baby.

Tim: Right.

Carrie: Julia is just a little bit older than Lily. Kathleen and I would e-mail and we would both be rocking the baby and e-mailing each other setting up my site and stuff. We were just kind of working through it.

Tim, you may not remember but the first time I posted on the forum like on October second, “Hey, we went live yesterday,” or, “We went live on October first.” This is what I did. This is how I introduced myself to everybody.

Here's what I did. I bought the “Boot Camp” at the same time you did. A, B, C.” I detailed every resource I used, every list building technique I used. It was another course in and of itself there and the response was like the hottest topic on the forum for days.

People were like, “Holy cow! That’s how you did it! Wow! You make it look easy. Wow! What a great resource. Oh my gosh!”

People are so protective of what they're doing in their business. They're so protective of their own niche and they're so afraid somebody is going to take something. You know what? If I was worried about the competition in the work at home market I would just stay home because there are so many people out there doing something similar.

But I have a different hook. I have a different personality. I have a different style so I can't get crippled by that. And I posted the movie. Then people said, “Oh, how did you do the movie?”

Well, you know Scott Stratton at Unmarketing charge \$7,000 for those movies and they're not going to tell you how they do them. I just sent a detailed list of, “Here's what I did, step one, step two. Here are the resources I used. Blah, blah, blah,” and now we’ve had at least five imitation movies, don’t you think, Tim, at least five on that one forum?

Tim: Yeah. Some have amazingly similar music.

[Laughter]

Carrie: Don’t get me started. They have my same music. “Well, it was just such perfect music for my movie.” Go find your own music!

Tim: Yeah.

[Laughter]

Carrie: I am flattered that they want to do it. Am I worried that there are other movies out there? No because they're going to be started out with a different list. With the sheer volume of people we have online I don't have to worry about overlap. I really don't. I could be paralyzed by that. Ryan, what kind of competition is there in the fitness niche?

Ryan: [Laughter]

Just a little bit.

Carrie: Just a little and yet you're dominating your industry because you're not letting that paralyze you. You're continually evolving and changing things. Tim, there is even a lot of competition in membership site models.

Tim: Sure. Absolutely.

Carrie: You're dominating your industry. You're dominating your niche. You can't be paralyzed.

Tim, okay, I'm a caller. Are you going to be comfortable sharing numbers? I don't care if you know that I have 680 paying members. By the time you listen to this call I'll hopefully have over 1,000.

Tim: Right.

Carrie: Am I worried about somebody else coming through the "Boot Camp" and doing the same niche and taking away my people? You know what? If you take them it means I'm not meeting their needs and that you're better served on their list anyway.

It's my responsibility to keep my people happy, to keep them served and to make sure they resonate with me. If they don't resonate with me, if they don't like me, then they need to be spending their money somewhere else with somebody they like. There are a lot of people doing this that can fit any style, any work ethic, any plan of action.

Some people are very uncomfortable with my take no prisoners attitude of action. They really like somebody who is going to hold their hand and say, "Well, you know what? When your PMS is done then you can start working your business."

Anyway don't be so protective of your niche. Share with other people because my point was once I posted that on the forum then I got on the radar of some other people. Then I became kind of an expert on the

forum of how to do what you're doing which is funny because I was a student right along with them.

It hooked me in with some other really great experts that were in and out of that forum. I was able to mentor some people on creating their movies and I formed some very meaningful joint ventures. Then it put me on Tim and Ryan's radar.

Tim has since hooked me in with Yanik Silver's Inner Circle and now I'm masterminding with him. Hubert and John and I are working on a Webinar project together because Tim told them that I had a reputation of taking action. Even if I don't know the technology or what to do, I'm going to make it work and I'm going to figure it out.

Then I'm going to tell the world about it. That's another good thing. I'm going to tell the world everything about it. Don't be stingy with your resources, with what you know, with what you've done. Don't be worrying that somebody is going to steal what's in your head. Come on.

I can make a little smart comment about what's in your head but I'm not going to. Have an abundance mentality, not a scarcity mentality. These guys are willing to work with you but I will say I think they are willing to give a little more of their time and effort to people that are taking action.

Tim: Absolutely. You don't want to feel like you're wasting your breath.

[Laughter]

Carrie: Exactly. You can pay to play and sit around and research and, "Oh, will this niche work? I think that niche is overloaded. I think that niche has got too many people in it."

Nonsense. There is no niche that is overloaded except maybe Internet marketing right now. Even then I think you can still make money in it. I think it's just a matter of setting yourself apart.

Have your unique hook. Take action and make yourself valuable to people. Then you can't help but succeed in what you're doing.

Ryan: Yeah. We had a lot of questions for you here. It looks like as you're talking you're answering just about everything which is good.

Carrie: Sorry guys.

Ryan: No, it makes it easier for us. There were some things we were going to talk about more. As you said earlier you didn't really have any connections at all in this industry.

Carrie: None.

Ryan: How did you figure out who exactly you would put on that teleseminar list? You said a couple of them you had heard of through Tim and I, through our interviews.

Carrie: Jerry Clark, I work with a lot of women in the direct sales industry and MLM and so that's his specialty. I also have a lot of women on my list, women of color. I thought, "Wow! He would be a great way to bring in that dynamic."

I want the girls on my list to know that I'm not looking at a cookie cutter business model. I'm not going to say to them, "There is one business model that works and here is the one expert you need to listen to and this is what we're going to do." I'm going to bring to them people.

My whole thing is, "Ordinary people have extraordinary results." These are real people just like you taking real action and that's what's setting them apart.

Jerry Clark is from the projects in Oakland. I said to Tim, "How do I get to meet with Jerry Clark? How do I introduce myself?" Jerry had posted an answer to something I had put on the forum so he already knew my name and my site. I needed that third party introduction so that's the way I picked him.

Vic Johnson, I've been kind of looking at his stuff for years. I have his daily quote that I get everyday. I knew his story. We have to address not just the technical stuff but the head stuff too. He is really great at the head stuff and he has a list of like 300,000 to 500,000 people. Yeah, I was looking at his list and he had some really great information for my people.

A couple of the people I picked were people like Ann Burtell, the Six Figure Coach. She is at www.CoachBarefoot.com. She has been a friend of mine. We kind of learned the business as we've gone. She has been a little ahead of me in the Internet marketing curve.

She does on-line coaching so I knew that there were a lot of coaches struggling. A majority of coaches aren't making enough money so Ann just teaches coaches how to take their business six figure. I knew that was a niche.

I just kind of looked around. I did some Googles. You guys mentioned some of this in a transcript or a call. Go to Google and see what people are looking for and look at the Alexa rankings. I don't even remember what all I did, Alexa rankings, Google toolbars.

I went to ClickBank to see what the hot topics were and some of the hot authors and those kinds of things. Honestly, on a lot of it, it just needed to be somebody that I liked, somebody I could work with.

Tim: Sure.

Carrie: Somebody that I wouldn't hesitate to have over for dinner and introduce to my friends. That's how I think of my Barefoot list. These women trust me and I need to not abuse that. I ask myself, "Is this somebody I would introduce to them and invite them to have coffee with us?" If so then that's somebody I can bring in front of them.

Honestly some of these people did not have big lists. Some of the ones with big lists we couldn't get in front of their list because of rules that they had.

The truth of the matter is, most of the growth from this teleseminar came from my organic list because we implemented software called the "Viral Friend Generator" from Mike Filsame.

Tim: Right. That worked well for you?

Carrie: Wow! Wow! Yeah, I would say that 80% of the list growth came from my original list because of the "Viral Friend Generator."

Tim: Wow.

Carrie: We're about to implement a different one that's like that one on steroids. It's called the "Viral Inviter." That is actually not Mike Filsame's but Mike recommended it to me. See, Mike Filsame even knows me now.

Tim: Um hmm.

Carrie: He has a list of like half a million people. He's a hyper affiliate marketer. He recommended this other one to me and said it was superior to his and was called the "Viral Inviter." It's in beta right now. It's about to launch and I'm going to be one of their case studies.

See, that's another thing I've figured out is that if you are a person taking action and you are looking for massive action and massive results,

position yourself with some of these people that are about to have launches or big campaigns. Offer yourself up as a case study.

That's the way it's going to be with Hubert John with their Webinar products. That's the way Norm with the "Viral Inviter" is going to use us.

I'm not afraid to play the girl card if I need to. You know guys if you can show the Internet marketing world, "Hey, I can teach this girl from Texas who doesn't have any techspertise how to do this and how to make money with this. Look at her results," that's good for them.

Tim: Right.

Carrie: It's good for them. It's good for me because it puts my site out there and again to all the women out there it's positioning me as an expert. The "Viral Inviter" works likes the Facebook and Linked In. It says, "Let's invite everybody in your address book to go look at this event or go look at this movie."

We're going to hook it to our movie. The "Viral Generator" sent out more invitations to people. How it works, Ryan, is this. You say, "Hey, who else do you know that would benefit from this free event?" and it's all automated.

"Who do you know that would benefit from this free event? If you give us three names and three e-mails they'll get an e-mail from you recommending the event. We'll send you a free audio recording of how to make your dreams come true with Stacy Mayo the Dream Queen."

It's built into an Autoresponder system. You program your audio. I didn't have to touch it and within the first week we had like 3,000 invites sent out.

The other little psychological trick on that is you ask them for three in order to get their prize but you put five or six blanks there. People psychologically are programmed to fill in empty blanks. Probably 80% of people that participated in that filled in every blank even though they got the prize after only three.

Tim: I bet.

Carrie: Some of them are bogus and you know what? Get over it. Move on. It's an audio that's not costing you any money.

[Laughter]

How many more good ones did you get? I just can't get all hung up on the, "Somebody is going to take my e-mail and copy it and sell it to somebody else." Okay, they're the one that has to sleep with their conscience, not you. You choose who you sleep with.

Tim: Even then you're still getting exposure.

Carrie: Yeah, it's all about the exposure.

Ryan: They are putting you through a double opt-in Autoresponder. They can't just add names of people they know and then all of the sudden they're in your Autoresponder and they have no approval to be there.

Carrie: Okay, the person that opted-in to the event is now in my opt-in list. The people sent their invites and the invite came from their e-mail. They get an invite that says, "Go look at this movie." That person still is not on my list until they choose to opt-in. It's not spam.

Ryan: It doesn't automatically put them on an Autoresponder.

Carrie: Right. Those people did not automatically get opted into my list. They got invited. They got the third party invitation. "Go check out this girls stuff," which is more powerful than me sending out spam.

Tim: Yep.

Ryan: Right.

Carrie: They have a reason to go look.

Tim: It's an endorsement. It's an implicit endorsement from their friend.

Carrie: People are carrying big signs that say, "Will work for free audio. Will work for free transcripts." Seriously, they love it. They eat it up. They love the free information so think of a carrot.

That really kind of spurred our list growth in organic growth. Even though I wasn't working with a bunch of people with big lists it really took my own personal list and grew it and grew it and grew it because of that software.

Ryan: We talked a lot about list building.

Carrie: Yeah, sorry. I always kind of migrate into the list building.

Ryan: No, no. That's alright. Look, that's one of the biggest questions we receive is just about list building. Throughout this program we have so much information on building your Web site and all the content involved and all that kind of stuff.

Hearing more ideas for list building and marketing, you can have the best membership site in the world but if you don't have a list, if you don't have people coming to your site, then what good is it?

Carrie: Exactly. Exactly, and one more thing I wanted to add is I've seen some other people host a series and do their site and not have a measure of success with it. I want to tell you a couple of things because I can't tell them necessarily unless they ask me. I'll tell you a couple of things I see that people are doing wrong.

One, thing is they're not niching. For instance there is one girl that asked me to be in her series. She was copying the model we were doing, which I was okay with, but it wasn't information that people wanted. It was too broad. It was too vague. There wasn't an immediate benefit.

It was about how to have a great life, how to be happier and more successful and those kinds of things. That's fine but she wasn't giving them anything to hang their hat on. There wasn't any hook. There wasn't anything that's going to make me more money tomorrow. There wasn't anything that's going to save me time tomorrow.

It may be a feel good site and it may be something that you're passionate about but you have to have something that people are passionate enough about that they want to give you even ten dollars. If they're not passionate enough to even give you ten dollars, don't waste your time and your money. You have to niche down.

You can't say, "My niche is telling people how to work at home," or even broader, "Teaching people how to work their own business." I can do that. I'm qualified for that. It's too broad. It's too broad.

Then I say, "Okay, I'm going to teach women how to own their own business." That's fine and that's good but really I want to teach women and mentor women and connect women that work at home. I don't want to talk to you if you own a dry cleaner.

"What do you do from home? What can you do from home?" because we're talking about lifestyle. We're talking about creative thinking. We're talking about something that you can do on a shoestring instead of having rent and a brick and mortar and all of that.

Don't be afraid to niche further and further down, even if you have a small measure of success you will not make near the money that you could make if you choose a passionate, smaller, fanatical market.

Tim: Right.

Ryan: I agree 100%. You have to niche it down.

Carrie: You're too scared. When you're going through the course, when you're picking your site and your niche, don't say, "Who is the biggest broadest market that I can reach?"

Ryan's market is not fitness. One of his markets is personal trainers that want to make money at passive income and work smarter under those kinds of things. That's a small, niche market. It's not just people who want to be fit. You can't be afraid to weed people out.

I described it this way yesterday. If you're making pasta or you're baking and you have a sieve or a drainer what you want to do is scoop up as many people in the strainer as you can but then shake it. The people that make it through the holes, the qualifications, that's who you want to work with.

You don't want to work with everybody that ends up in the bowl. You just want to work with who comes through, who meets your qualifications and your criteria because you don't want to waste your time on people who don't fit your niche. Those are the people that are going to return products and return services anyway.

Qualify your people. Don't be afraid to say, "This is who I really want to work with." As a business owner you have that. That's the beauty of it. You have the alternative of picking your customers and vice versa. Don't be afraid to qualify them.

That's why I think I'm so passionate about the movie is that with the movie they see your heart. They kind of see what you're about. If they don't like it, if they're not a warm fuzzy person or they don't like the thought of what's in my movie then I would ten times rather a hundred of them click away and go look for something else than come to me and me have to justify why I'm good at what I do and why they need to do it my way.

I would rather be working with like minded people with a like minded spirit and a like heart that had the same kind of goals as I do. Those are some things that I see that people aren't doing right. They're afraid to niche down. They're working too slowly. They're worried about

competition. They are afraid to reach out to experts. They just get paralyzed by this fear.

My new thing is this. I can be scared and broke or I can do it anyway and be well paid for being afraid. People say, "Oh, you're fearless. You'll do it." That's not true. I had the same fears and insecurities.

I was terrified to go to Yanik's Underground thing. I was thinking, "I have nothing to offer these people. These people are all players. I have nothing to offer these people."

I went and did it anyway and made some really amazing connections. I really felt like it was a huge benefit and I was a benefit to some other people too I hope. I hope. We'll see.

Ryan: I'm sure you were.

Carrie: We'll see. The one thing I got out of that is that show. We're about to start producing that coaching thing and the TV show but that's a whole other platform that we'll use to qualify people and bring people into the Web site.

Ryan: All of this started from buying the "Boot Camp" program?

Carrie: Absolutely. It really did. It really did. Kim probably has the e-mails on file from me where I said, "I don't care who I need to tell or where you need to broadcast me but oh my gosh, this is the best money I've ever spent." Within weeks it paid for itself.

I don't even remember how much it was and it doesn't matter. I don't care. It doesn't matter because the business I have now was created from nothing.

The expert status I have now was created from nothing. You taught us how to create a perception and you taught us how to establish ourselves as an authority. You taught me about the technology.

You know I could have spent four years working on an MBA and \$70,000 and been away from my family and my kids. Instead, I did this "Boot Camp". Yeah, this is oversimplifying but just even one or two of the connections, and joint ventures that I've made through this have repaid many, many, many times over. I can't even quantify.

Ryan: Compare sitting in a classroom to your MBA. The students you're going to network with there, compare that to the "Boot Camp" private forums, people you're networking with there.

Carrie: The beauty of the forum is that if somebody is on your nerves or not taking action you just kind of skip through them and go work with somebody else who is doing something. My connections with Perry Lawrence and Terry Wygal alone are huge. They've been profitable to all three of us and we still kind of mastermind offline. Perry, Terry and Carrie.

[Laughter]

We have three very different niches. Our sites are already live. We are already doing backend and we are masterminding. Just those connections alone, plus my connection with Tim and I'm dying to meet Kathleen because really nice to Tim so I get to meet Kathleen in the fall.

Tim: She is the better half.

Carrie: You know we all need a good barefoot woman behind us.

[Laughter]

I cannot emphasize enough that you find a way, make a way. We all have money to invest. I didn't say spend. We all have money to invest in something that's going to have an immediate return and things that are important to us.

I cannot emphasize enough the value that this "Boot Camp" was to me. I haven't opened the videos. I didn't participate in all the live calls because I was so busy implementing.

Tim: You're missing the best part by the way because both Ryan and I are very handsome guys.

Carrie: I'm sure I am. I would probably be on track for seven figures this year if I had just listened to those calls. My point is with the "Boot Camp" there are so many different media offered that I could kind of pick and choose what fit into my lifestyle at that point.

Four kids, three other businesses, that I'm very hands on with, very involved with my church and my community. I am not sitting around studying "Boot Camp" all day, everyday, not working Barefoot Executive all day, every day but you have to be willing to take some action to put in an hour a day studying and implementing.

You can study all day long but if you don't implement it you're just wasting your time and your money and you're wasting Tim and Ryan's

time money. You know, they'll be happy to have your money but don't steal their time unless you mean it.

Tim: You've brought up so many great points. This is a fantastic call. I just appreciate you doing it. Ryan and I were actually talking about this an hour before we called you. We were talking about how there are so many products out there.

There are no results from anybody ever doing some of these products. It's gratifying for us. I know there are quite a few membership sites that we've helped a lot. It's great to hear it firsthand. I heard a lot of things today that I didn't even know you were doing.

It's pretty amazing what you've been able to do in a very short amount of time. Six months ago none of this really existed. It's like all of the sudden you're speaking on national stages. I'm going to see you on Oprah someday. I absolutely have no idea about that.

Carrie: I don't know. I kind of blasted Oprah the other day in one of my e-zines.

Ryan: So we might not see you? That's alright. You don't need her.

Carrie: No Oprah but we might bump her in the time slot.

[Laughter]

If you're going to think, think big.

Ryan: That's what I love to hear.

Tim: Thank you very much, Carrie. We appreciate your taking the time to be here. You say you want to hit seven figures but that's in line for you next year so just keep cranking away.

Carrie: Okay. Will do.

Tim: I have no doubts. Take care Carrie.

Carrie: Okay, will do it. Thanks guys. I appreciate it.

Tim: Bye Carrie.

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