

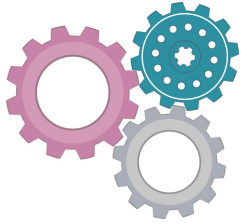
Mompreneur Marketing Success Program

The Christian Mompreneur
THERESA CENICCOLA

Module 2:

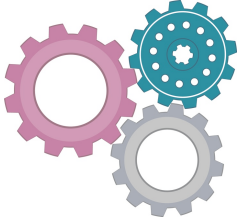
Building Your List

**Generating Leads Through
Your Marketing Channels**



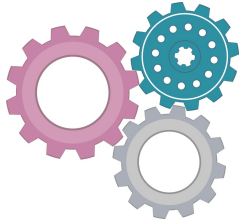
Why You Need a List

- ✿ **Relationship Building!** (Your customer is not always ready to buy now.)
- ✿ **Permission Marketing** - so you don't SPAM (you have direct access to customers!)
- ✿ **Leverage and Equity** - consider the doors that would open for you if you had 5,000 ideal clients on your list. *"The fortune is in the list."*



How to Build Your List

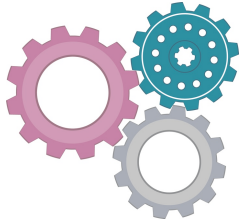
- ✿ What is an Opt-In List?
- ✿ How do I get people to subscribe?
- ✿ What do I have to send them after they join the list?
- ✿ What if they want to unsubscribe?
- ✿ Can I add people to the list?



My Marketing Channels

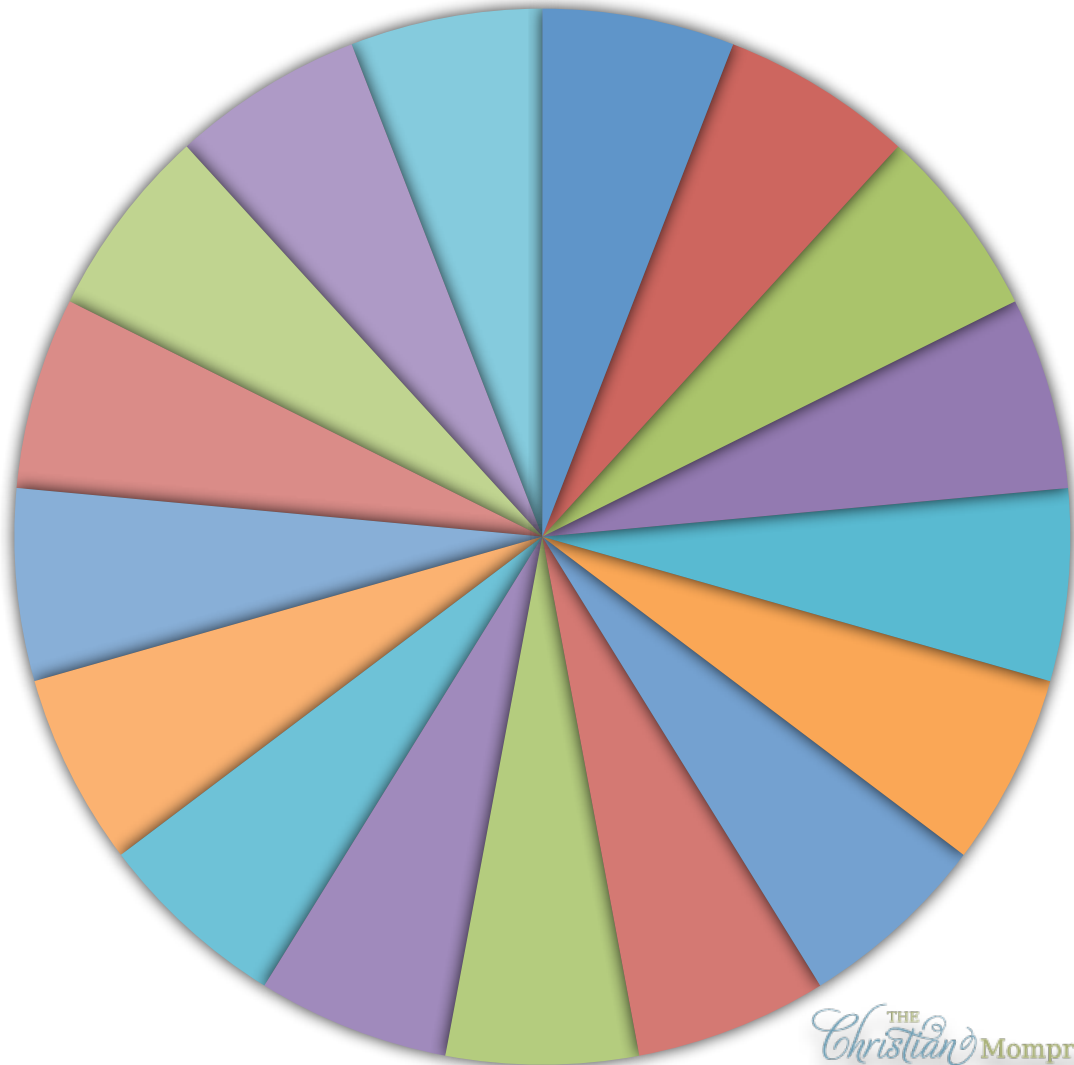
Your
Marketing
Channels
are a Chorus
of Angels
spreading
your
message to
the world!

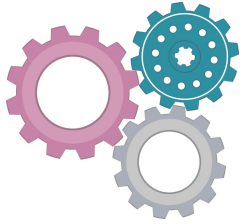




My Marketing Channels

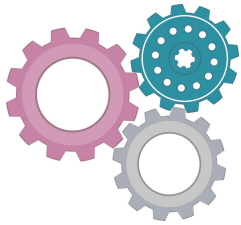
- Traditional Advertising
- Website and Free Offer
- Events
- Blogging
- Traditional Media
- Public Speaking
- Newsletters
- Direct Mail
- Audio and Video
- Networking
- Referral Systems
- Social Media
- Book
- Article Marketing
- Strategic Partners
- Print Materials
- Testimonials





Your Compelling Free Offer (an ethical bribe)

- ✿ **What to offer?** Solve a problem. Answer a question. Make it something THEY want!
- ✿ **How to deliver it?** How does your client prefer to RECEIVE information? How do you prefer to deliver information?
- ✿ **How to position it?** Tell them why they need it - not what it is. Focus on the results.
- ✿ **Even if it's free, you have to sell it!**



Sample Opt-in Box

Are you ready to create a profitable business that supports faith and family?

Do you want to walk away from overwhelm and into a life of peace, productivity and prosperity?

Become a member for free!

Grab your
Christian
Momprenneur
Toolkit
today!



You'll receive:

- "The 10 Commandments of a Momprenneur" Triple Pack
- "Kick Start Your Business" Audio Series
- "Divinely Inspired Goals" Guide
- "Wisdom and Grace" Ezine
- And More!

Name

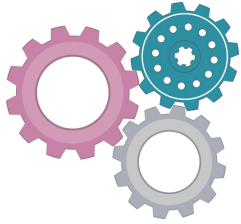
Email

Join for Free!

Privacy Policy: Thanks for trusting us with your email address. We will never send you spam or sell your contact information. We promise!

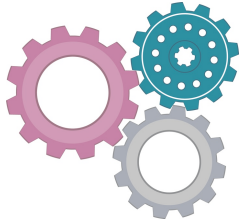


THE
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THERESA CENICCOLA



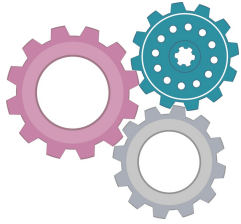
Your Compelling Free Offer: The Opt-in Box

- ✿ Create a Compelling Title: focus on Results
- ✿ Impress them with High Quality 3-D Graphics
- ✿ Place your opt-in box in top right corner
- ✿ Add a Privacy Policy
- ✿ Consider showing the dollar value
- ✿ Customize the “Submit” button
- ✿ Collect snail mail address



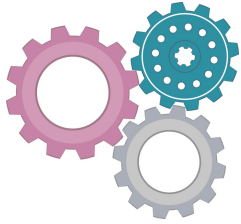
Inside Your Compelling Free Offer

- ✿ Position yourself within the Free Offer -- include a bio and testimonials
- ✿ Tell them how to find more -- with a Call to Action.
- ✿ Impress them with more High Quality Graphics
- ✿ Deliver your best content (but just a taste!)



Behind the Scenes of Your Compelling Free Offer

- ✿ “Thank You Page” (text or video)
- ✿ The Autoresponder
- ✿ The Download Page
- ✿ More Autoresponders - Call to Action
- ✿ Stay in Touch



Ideas for Your Compelling Free Offer

✿ E-book

✿ Email series

✿ Audio

✿ Video

✿ Tangible Product

✿ Interactive Tool

✿ Report/White Paper

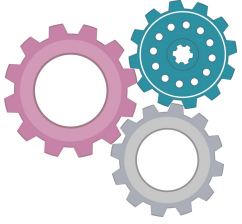
✿ Tip Sheet/Checklist

✿ Toolkit

✿ Buyer's Guide

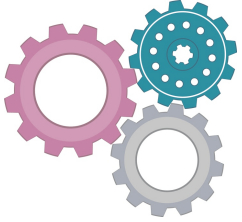
✿ FAQs

✿ Free trial



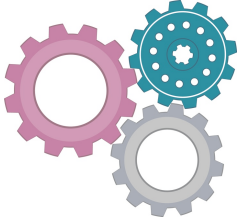
Newsletters

- ✿ Print or electronic? (eZines / eNewsletters)
- ✿ Frequency: weekly? monthly? quarterly?
- ✿ Content (text, images, video, audio)
- ✿ Goal: stay in touch and drive traffic to website
- ✿ Delivery: what system to use?



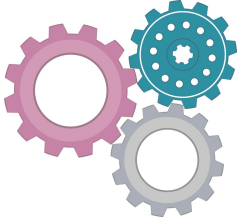
Blogging

- ✿ Creates dynamic, fresh content for potential clients or customers
- ✿ Increases SEO (keywords)
- ✿ Offers opportunity for partners to guest blog
- ✿ Provides venue for interaction
- ✿ Organizes your content into categories
- ✿ Allows you to repurpose content



Article Marketing

- ✿ Article Marketing vs. Guest Posting
- ✿ Submit blog posts to article banks or directories
- ✿ Post an article on someone else's blog
- ✿ Position you as expert
- ✿ Drive traffic to your website
- ✿ Increase SEO with link backs



Social Media

✿ Facebook

✿ Twitter

✿ Linked In

✿ YouTube

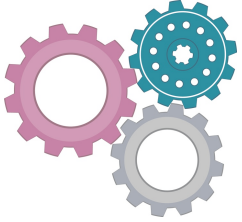
✿ Google Plus

✿ Pinterest

Which ones to use?

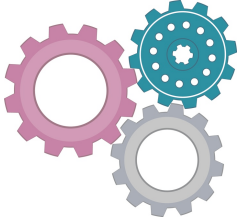
Where are your peeps?

What feels natural to you?



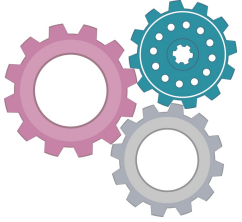
Networking

- ✿ **Local Groups:** Filled with Clients NOT Colleagues (Competitors)
- ✿ **Online:** Forums, Social Media Groups
- ✿ **Live Events:** Budget for travel. Nothing replaces face-to-face for developing relationships



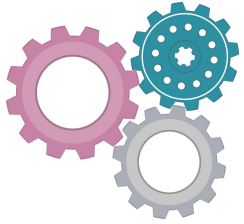
Events

- ✿ Where are your ideal clients already hanging out? What events are they attending in large numbers?
- ✿ Don't "just attend" the event!
 - ✿ Get a speaking position
 - ✿ Sponsor a booth
 - ✿ Make a list of people you want to meet in advance



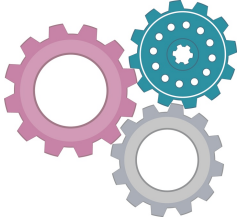
Public Speaking

- ✿ Develop a Signature Talk
- ✿ Research groups/venues to speak
- ✿ Leverage each speaking opportunity with photos, videos and list building
- ✿ Host your own event



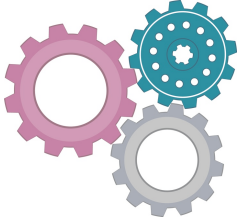
Audio and Video

- ✿ Podcasts
- ✿ Blog Talk Radio
- ✿ Audio meditations, courses, songs
- ✿ Audio hosting: Audio Acrobat
- ✿ Video tips or training
- ✿ Video eZine
- ✿ Video Hosting: YouTube, Vimeo



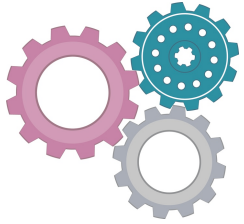
Traditional (Paid) Advertising

- ✿ Print: Newspaper, magazines, local schools and churches
- ✿ TV
- ✿ Radio
- ✿ Outdoor
- ✿ Direct Mail
- ✿ Online (PPC ads, Facebook ads, banner ads, ezine ads, Groupon, etc.)



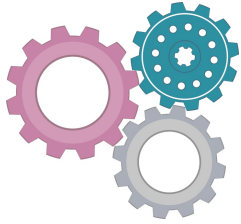
Direct Mail

- ✿ More personal than online
- ✿ Highly targeted lists available
- ✿ Great when email address is not known
- ✿ Supplements online marketing
- ✿ Takes people by surprise!



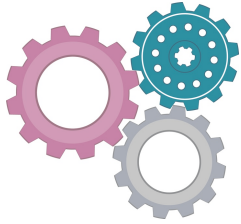
Direct Mail Ideas

- ✿ Promote an event
- ✿ Birthday greeting
- ✿ Contest announcements
- ✿ CDs (audio recordings)
- ✿ Bookmarks
- ✿ Sample products
- ✿ Promote your free offer



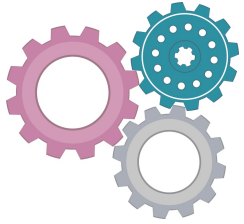
Direct Mail Resources

- ✿ Send Out Cards
- ✿ Postcards (VistaPrint.com or Mimeo.com)
- ✿ Bookmarks (1000cards.net or overnightprints.com)
- ✿ Vervante.com (on demand printing)



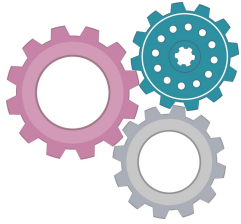
Print Materials

- ✿ Brochures
- ✿ Postcards
- ✿ Business Cards - include a Call to Action!
- ✿ Letterhead, envelopes, labels
- ✿ Trade show displays
- ✿ Bookmarks



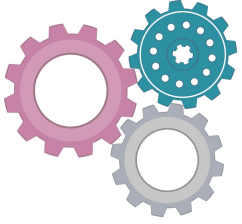
Traditional Media (And Public Relations)

- ✿ The difference between Advertising and PR
- ✿ Create a “Media” page
- ✿ Develop a Media List
- ✿ Draft Press Releases
- ✿ Create a PR Plan



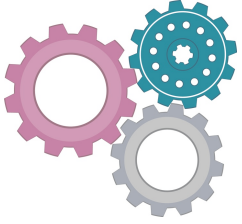
Referral Systems (Word of Mouth)

- ✿ **Warm Letters:** Start with people you know
- ✿ **Affiliate Programs:** Invite people who serve a similar audience
- ✿ **Loyalty Programs:** For existing customers
- ✿ **Email Signature:** Make your own referral with every email!



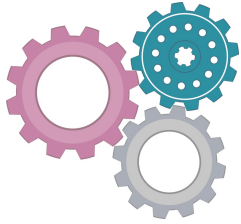
Write a Book

- ✿ A book is the “new business card”
- ✿ Inexpensive and easy to self-publish
- ✿ Allows you to “spend time” with your client
- ✿ Builds credibility
- ✿ Makes a high value bonus giveaway
- ✿ Doesn't have to be all your writing!



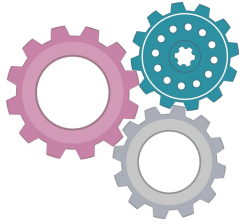
Strategic Partners

- ✿ Joint Venture Partners
- ✿ Send referrals
- ✿ Add value to your customers
- ✿ Allow you to leverage your time and expertise



Testimonials

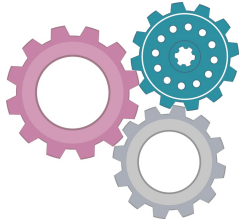
- ✿ Social Proof - let your clients tell their stories
- ✿ Develop a System - for collecting and sharing
- ✿ Include Photos and Names
- ✿ Craft Compelling Testimonials



My Marketing Channels

Which
Angels
would you
like to start
with today?

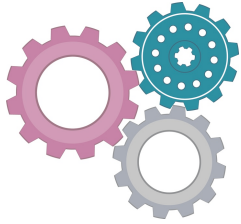




Making it Happen



**Choose your
top six
Marketing
Channels and
work on one
each month.**



Making it Happen: Plugging into your Schedule

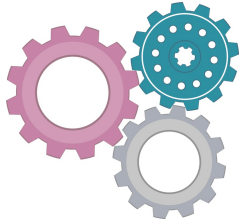
✿ **Daily:** Social Media

✿ **Weekly:** Blogging, Newsletter

✿ **Monthly:** Article Marketing, Networking

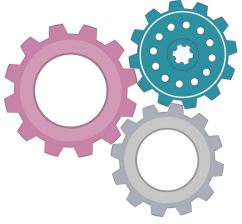
✿ **Quarterly:** Events, Traditional Media

✿ **Annually:** Book, Traditional Advertising



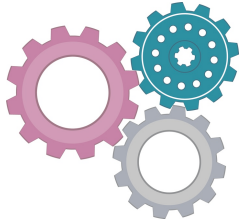
Measuring Success: Sometimes You Just Need to Tweak

- ✿ Measure ezine subject lines, frequency, delivery date, open rates, click through rates, call to action, unsubscribes
- ✿ Measure Visitor Opt-in Rate (# of new subscribers/# of unique visitors) and test opt-in box text and graphics
- ✿ Measure Conversion Rate
- ✿ Cost per customer



Measuring Success

- ✿ ROI isn't always about the \$\$
- ✿ Keep the foundation going as you experiment with new channels
- ✿ Consistency pays off
- ✿ Experiment and Eliminate: Don't be afraid to say NO if it isn't working -- or if it isn't fun:-)
- ✿ Automate and Delegate



Your Homework

- ✿ Identify your top 6 **Marketing Channels**
- ✿ Schedule **One Channel** per month to implement
- ✿ Integrate into your **Planning Calendar**
- ✿ Create your **Free Offer**
- ✿ Create your **Ezine**

Mompreneur Marketing Success Program

Questions?

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or

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