



Artists Cash Crash Course

Module 4: Growing Your List Of Buyers

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Hi I'm
Rodney
Washington

Welcome!

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MODULE 4

GROWING YOUR LIST OF BUYERS



Module 4: Growing Your List Of Buyers: In Module Three I spoke about the importance of knowing target market customers inside and out. Creating and maintaining an ongoing list of people that could potentially buy your products and services and getting into regular conversation with them is key to sales.

The exercises in Module Three especially the Target Market Assessment and Conversation Starter Templates was designed to get you into action quickly. The reason is two fold.

1. People you have an established relationship with will typically purchase from you quicker than those who are not yet familiar with you (at this point). By focusing your marketing efforts on established relationships you stand a much greater chance to receive positive feedback and generate sales quicker. The by product of this exercise is that you'll increase your self esteem as well as your bank account.
2. The second is get you in the habit of having regular conversations with your target audience. If you completed the target market assessment then you have a much clearer understanding of your market and once you speak with them you'll know what they want.

MODULE 4

GROWING YOUR LIST OF BUYERS



In Module 4 we're going to focus on increasing your list of prospects so always have plenty of people to be in conversation with. I call this your list! Some people call it your "Little Black Book".

Growing your list will consist of the following:

- 1. Reach out to the people you already know**
- 2. Ask for referrals whether they buy from you or not**
- 3. Leverage your online and offline resources to grow your list faster.**
- 4. Streamline your communication strategy and create social proof**
- 5. Always look for ongoing sources of new leads**
- 6. Establish and automate your lead capture and follow-up systems so your contacts never forget you.**

MODULE 4

GROWING YOUR LIST OF BUYERS



Remember what I shared in Module 2: Your resources are everywhere. From the local businesses you frequent. To the internet, to the equipment and supplies you own, to your fellow students in this course and that includes the people you know.

***Lack of money is never about you not being or having enough. Its always about you not recognizing what you have (not what you lack) and then not understanding how to leverage it.**

With that said I'll remind you if you completed the exercises in Modules 2 and 3 then you know what you have to work with and you probably have a good idea what you have to offer. Even if you're not sure if you have something to sell or even something that you're thinking about selling your 90% there.

Your goal should be to get out there at least 5 times this week. If you need to create cash quickly, 5 times a day if possible. Business Coach Suzanne Evans of SuzanneEvans.org says you should be asking at least 100 people a week to work with you. So with that said allow me to share examples of what "asking" actually looks like.

MODULE 4

GROWING YOUR LIST OF BUYERS



Examples of How To Ask 100 People to Have A Conversation With You

- Send a warm letter to everyone in your personal address book *
- Post an announcement to your social media followers inviting them to have a conversation with you *
- Create a survey to uncover what your audience wants
- Host an open house event or get acquainted gathering to connect with your local target market one-on-one
- Ask organizations, clubs and groups if you can to speak to their group.
- Gifting your best product or service to a key influencer either locally or nationally

**Refer to the Conversation Starters Templates in Module 3*

MODULE 4

GROWING YOUR LIST OF BUYERS



The purpose of having these daily conversations is not exclusively about getting someone to “buy” your stuff, but for you to get clear about what your customers deeply want and for them to become better acquainted with you and your offerings.

Get into the habit of asking for referrals of everyone you connect with. I’ll share a few examples.

- If you get invited to speak ask the organizer if they know of any other groups you could ask to speak
- If you decide to gift one of your products or your services to a key influencer ask who else they know that might like your services
- Ask for an email introduction. It often works better to have someone email for you to their following than for you do it. You should write the email then have them mail it.
- Make it easy for people to yes to your request!

MODULE 4

GROWING YOUR LIST OF BUYERS



Always Be Adding New Contacts To Your List or Buyers Black Book.

If you connect with people in person always make sure you put out an address book so you can collect their contact information.

If you send traffic to your blog or website add a opt-in form to your site inviting your site visitors to give you their contact info.

Focus on collecting business cards from the people you meet at a networking event instead of you handing out your cards.

Follow-up with everyone you meet within 24 hours (48, if you meet over the weekend).

If you can get your product or provide your service to a celebrity or key center of influence in your local community (and they're happy with results) make an announcement of it.

MODULE 4

GROWING YOUR LIST OF BUYERS



Center of Influence Template:

- Make a list of at least 10 people that you believe would really appreciate your product or service. These should be major centers of influence either in your local community or a major celebrity.
- Next to their name go on the internet and try to find their contact info. If they have a personal assistant or manager that will work better than an agent or publicist because the person you're trying to reach may not get the product.
- You're looking to confirm that the intended person you wish to receive your product actually got it. And if possible what think about it.
- Once you get confirmation create an announcement sheet and add it to your media kit and or post to your website. Like it or not many of our purchasing decisions are greatly influenced by celebrity so if you want to increase your following don't ignore this strategy.

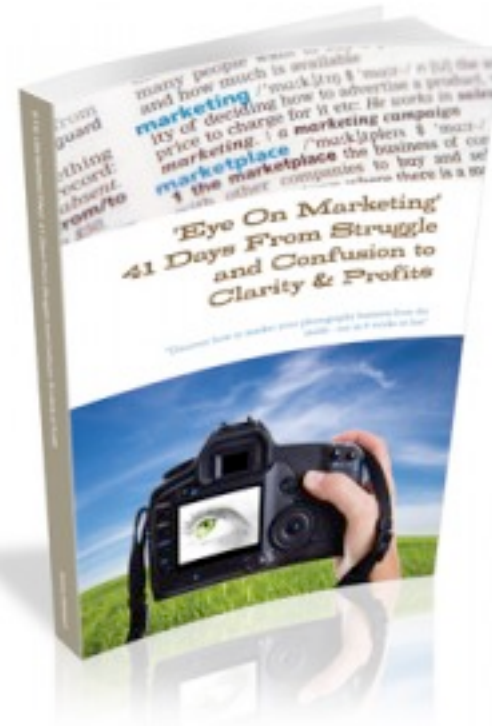
MODULE 4

GROWING YOUR LIST OF BUYERS



Endorsement One Sheet

**Selina Maitreya, America's Top
Photographer Consultant is a
fan of the book Eye On Marketing**



“Buy this book, read this book and work this book. There is no doubt in my mind that your consistent efforts applied to the suggestions and action plans Rodney has laid out for you will result in improving your business and your eventual success!”

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MODULE 4

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Toilet Paper Entrepreneur: **Mike Michalowicz**

<http://www.toiletpaperentrepreneur.com>

Talks about the power of social proof. According to the author *“Social Proof is hard wired into everyone. We must see other people do it first, before we do it”*

The easiest way to create social proof is getting someone major to endorse you. Falling short of that getting your product or providing your service into the hands of people who are respected in their circle will do as well.

MODULE 4

GROWING YOUR LIST OF BUYERS



Establishing and automating your follow-up systems:

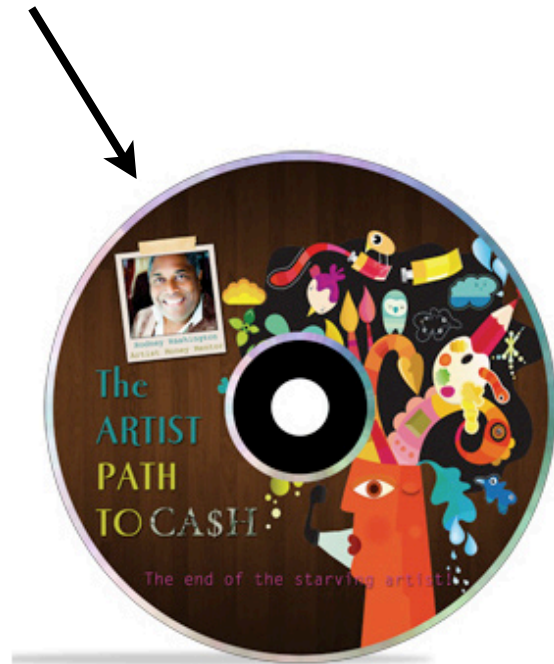
One of the simplest ways to automate your online follower database is to invite people to visit your website and ask them to provide you with their contact info or “opt-in” to receive messages from you.

The most effective way to do this is to set-up an account with an email management service like: Aweber, Contstant Contact or MailChimp. MailChimp is the only free service I’m aware of at the time this program was created.

No matter what service you use you must give your visitors a very compelling reason to give your their information. We’ll talk about that more in a moment. But the key is to make sure your opt-in is visually appealing, easy to locate and tested to make sure it actually works.

See an example of an effective opt-in form on the next screen.

Offer A Free Gift



Publish the form in a prominent position on your website and only ask for name and email address

THE ARTISTS PATH TO CASH

- ➔ Learn the importance of **having a big personal vision** and why it's key to creating a business that will support your dreams.
- ➔ **Discover hidden income streams** that can easily increase your bottom line by hundreds if not, thousands of dollars per month!
- ➔ How to **easily Increase your sales** by valuing the importance of your story

And much more..

Enter your name & email address to GET INSTANT ACCESS to my FREE Artists Path To Cash AUDIO MP3

Name:

Email:

Sign Up

We respect your [email privacy](#)

Powered by AWeber [Autoresponder](#)

State the benefits of the gift

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MODULE 4

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Email Marketing Strategies That Actually Work:

- ❑ Choose an email management service. The ones I personally recommend are Constant Contact, MailChimp or Aweber.com. There many others but these are ones that I've personally used and recommend.
- ❑ Add a data collection form to your blog, website and social media platforms (like Facebook for example).
- ❑ Consider creating a compelling offer. For example it could be a complimentary DVD, a recorded audio interview on CD or MP3, a small e-book or special report etc. Think of it as your FREE introduction.
- ❑ Before you craft your email ask yourself: "What is my desired outcome?" "What do I want the reader to do?"
- ❑ Write an attention-grabbing headline (write a couple) that you'll use in the subject header of your email.

MODULE 4

GROWING YOUR LIST OF BUYERS



Email Marketing Strategies That Actually Work:

- ❑ Provide at least three links to the “next step” you want your reader to take in the body of your text.
- ❑ If the email is really short, or you’re sending an html- based message, two is fine.
- ❑ Track your results. Most email management services will allow you to go into your database and check the click through rate.
- ❑ Split-test your email campaigns. Craft two or three different emails slightly, adjusting each, and then send to portions of your list.
- ❑ Track and document the results of your split test
- ❑ Keep what works, drop what doesn’t

Bonus Exercise: Master List Building Template

1. Download the contact “Black Book” Spreadsheet and either open in Microsoft Excel or upload to Google Docs.
2. Enter the names of known contacts, when you contacted them, and how you did it for example: email, telephone, mail. And when you’ll follow up.
3. Create your compelling offer enticing site visitors to enter their contact in your opt-in box. Example: Free consultation, sample of your product, special report, recorded audio or video
4. Setup your opt-in form and publish it to your website.
5. Create a list of 10 - 20 people who you consider to be **key centers of influence** that you feel would love your product or service and arrange to get it to them.
6. Once you receive confirmation that they’ve received your gift prepare a one-page announcement that includes their photo, a photo of your product, a quote if you can get it along with their position, title or credential. ***Include it in your press kit and publish it your website.**
7. Seek opportunities to provide social proof that people love your product.

MODULE 4

GROWING YOUR LIST OF BUYERS



What's Next?



1. Download and complete all of the worksheets & exercises that accompany this web class
2. Create your list of 10 - 20 key centers of influence who you'd possibly like to gift your product or service. Arrange to get it to them.
3. Make it your goal to reach out to 10 - 25 plus contacts this week (past and potential clients, customers, meeting planners that could potentially book you to speak at their event or do a show and media contacts.
4. For additional email marketing tips read through Days 33, 34 and 35 in my book Eye On Marketing From Struggle and Confusion to Clarity & Profits