

# How to build an email list without an ad budget



*LS Platinum Workshop*



# Hello!

*I am **Pat Henseler***

Director of Training at LinkedSelling

You can find me in the LS Platinum Group



# The Chatmaster General

We've got **Matt Kersey**

Program Director at LinkedSelling

You can find him in the LS Platinum Group (or on the Frisbee Golf Course most weekends)



## A couple of gimmes...

- You need an offer (something your audience wants/needs)
- You need an email service provider
- You need a landing page/opt-in form

We're not going into detail on each of these today, but feel free to ask questions about them in the group.



## The 3D Listbuilding Checklist

1. Define your target audience.
2. Determine the complete offer (front-end AND back-end).
3. Distribute the offer.



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# Define Your Audience

Where it all begins....



## Define Your Audience

### Demographics

Are the quantifiable characteristics that define your prospects.

I.e. geography, job title, industry, age, company size

### Psychographics

Are the characteristics that tell us how your prospects think or feel.

I.e. interests, personality, opinions, lifestyle, attitude



## Where do they hang out?

- Groups
- Websites
- Blogs/publications they read
- Competitors

What if you don't know?

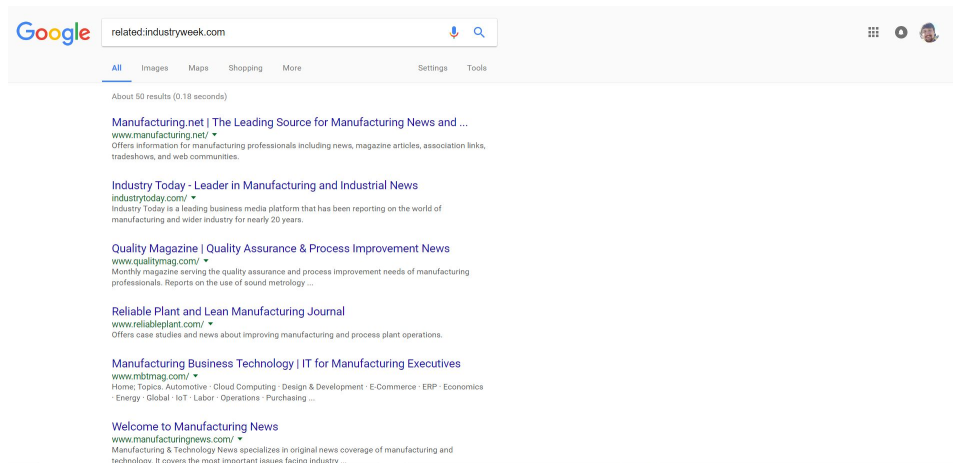
How can you find out?





## How to Find Out

- Buzzsumo
- Search (google, Twitter, LinkedIn, FB)
- Feedly/RSS Feeds





## Join their groups

- Facebook
- LinkedIn
- Reddit (subreddits)
- Quora
- Eventbrite
- Meetups

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## What do they want?

What will you offer your audience...



## What could you offer?

- ◉ Guide
- ◉ Cheatsheet
- ◉ Checklist
- ◉ Video Training
- ◉ Free Trial
- ◉ Toolkit
- ◉ Template
- ◉ Discount
- ◉ Quiz
- ◉ Survey
- ◉ “Strategy Call”



## What should you offer?

- Start by asking – “What offer will I make to my prospects?”
- What are you selling them into?
- Work backwards from there.
- What are your prospects complaining about or struggling with when they begin working with you?
  - What pain point do you solve?
  - What questions do clients typically ask you?
  - What is the one thing your prospects want?
    - They don't want your product in the beginning.
    - They want to make more money, save more time, succeed in their job -> get more specific...

5-Step Playbook

LS

\_\_\_\_\_ to Turn \_\_\_\_\_  
LINKEDIN PROFILE VIEWS  
\_\_\_\_\_ into \_\_\_\_\_  
HOT LEADS



———— Ultimate ————  
14-Point Checklist  
———— to a ————  
LINKEDIN PROFILE  
THAT GENERATES SALES





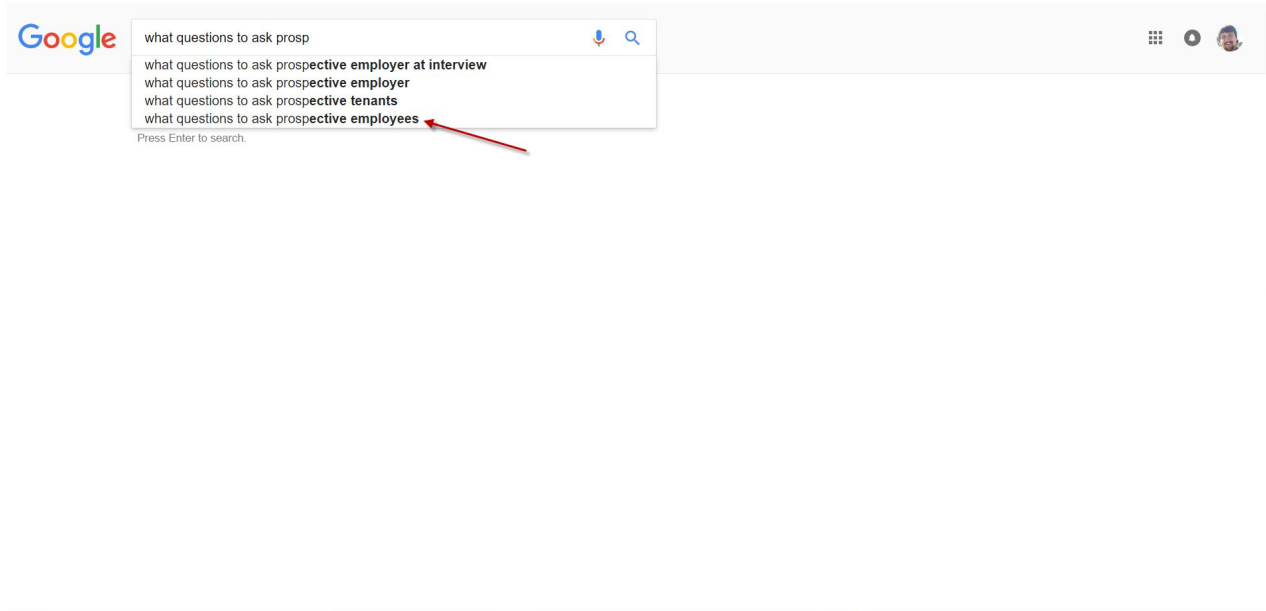
## What to call it?

- Specificity
- IPO Formula
  - Identify audience
  - Paint a Picture of the end state after implementing
  - Objection Tackled
- Generate Results Now - newsletters don't make the best lead magnet. If multi-day drip you need to build a lot of value for what you are providing.
- YouTube/Google Auto-Fill





# YouTube Google Auto-Fill





# YouTube Google Auto-Fill

The screenshot shows a Google search interface with the query "what questions to ask prospective employees". The search bar includes the Google logo, the text input, and icons for voice search and image search. Below the search bar are tabs for "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The results section indicates "About 523,000 results (0.63 seconds)".

**Top Job Interview Questions | Monster.com**  
<https://www.monster.com/career-advice/article/100-potential-interview-questions> ▼  
100 top job interview **questions**—be prepared for the interview. Interview ... What can you do for us that other **candidates** can't? ... If I were to **ask** your last supervisor to provide you additional training or exposure, what would she suggest?  
Tell Me About Yourself · Recruiter Roundtable · Why Do You Want This Job?

**The 10 Best Interview Questions to Ask | Monster.com**  
[hiring.monster.com/hr/hr.../interviewing-candidates/best-interview-questions.aspx](https://www.monster.com/hr/hr.../interviewing-candidates/best-interview-questions.aspx) ▼  
This is among the best interview **questions** because it asks job **candidates** to define what sets them apart from the intense competition in today's job market, says ...

**Best Interview Questions for Employers to Ask Applicants - The Balance**  
<https://www.thebalance.com> > ... > Job Descriptions, Resumes and Cover Letters ▼  
Oct 1, 2016 · Want to know my best interview **questions** for employers to **ask applicants** in a job interview? These are some of my favorite interview **questions** ...

**73 Questions to Ask Employees During an Interview | Bplans**  
[articles.bplans.com/hiring-employees-here-are-over-70-must-ask-interview-questions/](https://articles.bplans.com/hiring-employees-here-are-over-70-must-ask-interview-questions/) ▼  
★★★★★ Rating: 4.4 - 5 votes  
Feb 29, 2016 · To help you come up with the perfect list of interview **questions** to **ask potential employees**, I've divided this list into five categories: personality ...

**14 Ways to Identify a Toxic Employee During the Interview | Inc.com**  
[www.inc.com/young.../14-ways-to-identify-a-toxic-employee-in-an-interview.html](http://www.inc.com/young.../14-ways-to-identify-a-toxic-employee-in-an-interview.html) ▼  
Dec 1, 2014 · We **ask candidates** where they see themselves 5 and 10 years down the road. ... **Asking** some forced negative **questions** can be very telling.



## What to call it?

- Specificity
- IPO Formula
  - Identify
  - Paint a Picture
  - Objection Tackled
- Generate Results Now - newsletters don't make the best lead magnet. If multi-day drip you need to build a lot of value for what you are providing
- YouTube/Google Auto-Fill
- A/B Test

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## Grow your list

What options are out there if you don't have an ad budget?

*The options are nearly limitless.*

*But here are some of our favorites  
and how we've used them...*

“



**Snip.ly**



PAT HENSELER

Get free access to our 5 step playbook to turn LinkedIn profile viewers into Hot Leads!

sniply ⓘ ×

[Click Here to Download!](#)



## Twitter Auto-DM





What Works Coaching  
@WhatWorksCoach



Hey, thanks for the follow!

I wanted to let you know about a webinar I'm putting on outlining some powerful strategies for growing your business and generating leads on LinkedIn in just 18 minutes per day. We'll be discussing the exact strategies you can use to create a massive network of prospects and referral partners on LinkedIn.

Here's the link if you're interested: [ex174.isrefer.com/go/18MinADay/...](https://ex174.isrefer.com/go/18MinADay/)

We'll be focusing on the most important things you can do right now to make an impact on your business.

Thanks, and I hope to see you on the webinar!

-Josh



4h



Send





# LinkedIn Groups

## Welcome/Join Message

The screenshot shows the LinkedIn interface for a group named "Small Biz Forum | The Group for Small Business Owners & Professionals" with 11,886 members. The user is logged in as a "Member". The left sidebar contains a "Manage Group" section with options: "Moderation Queue" (Requests to Join), "Send an Announcement", "Send Invitations", "Pre-approve People", "Members", "Invited members", "Pre-approved", "Group Settings", "Group Information", "Group Rules", and "Templates". A red arrow points to the "Templates" option. The main content area is titled "Moderation Queue" and shows a list of posts pending approval. The first post is by Pamela Lowerenz, titled "Setting Goals", with a text description and a link to a blog. The second post is by Willy Fowlkes, titled "Good Stuff", with a text description and a link to a blog. The third post is by Mellissah Smith, titled "Businesses, it's time to start blogging!", with a text description and a link to a blog. Each post has buttons for "Approve", "Move to Jobs", and "Delete".



# LinkedIn Groups

## Welcome/Join Message

The screenshot displays the LinkedIn Groups 'Manage Group' interface. On the left, a sidebar lists various group management options: 'Manage Group' (highlighted), 'Moderation Queue', 'Requests to Join', 'Send an Announcement', 'Send Invitations', 'Pre-approve People', 'Members', 'Invited members', 'Pre-approved', 'Group Settings', 'Group Information', 'Group Rules', and 'Templates'. The main content area is titled 'Welcome Message Template' and includes a 'Back to all templates »' link. Below the title, it states: 'Create and automatically send a custom welcome message to people when you approve them for membership in this group.' The template editor shows a 'Subject' field with the text 'Welcome to Small Biz Forum on LinkedIn! (special opportunity inside)' and a 'Message' field containing a multi-paragraph welcome message. The message text is as follows:

**\* Subject:**

Welcome to Small Biz Forum on LinkedIn! (special opportunity inside)

**\* Message:**

provide resources that can help you improve your business; and also to facilitate discussion between yourself and like minded business owners who might be able to learn from each other's experiences.

Please note that inappropriate or overly self-promotional content is subject to removal. Check our group profile for a full description of how we're making sure our group remains valuable and relevant to you and your business.

Start sharing, thank you for joining the group, and welcome!

**\*\*Free Bonus Training\*\* The LinkedIn System For Landing 1,548 Qualified Leads In Just 18 Minutes A Day!**

Reserve your spot here: <https://bom.bz/u/2b0>

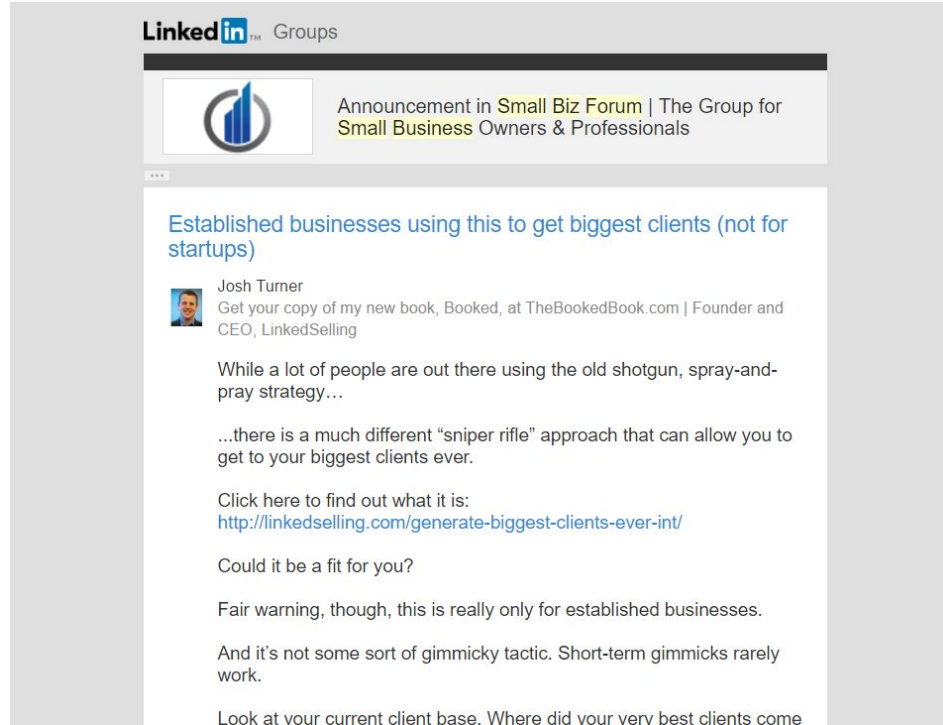
Josh Turner  
Founder, Small Biz Forum

Connect with me: <http://www.linkedin.com/in/joshturner>  
[LinkedSelling.com](#) • [LinkedInUniversity.com](#)



# LinkedIn Groups

## Group Announcement



The screenshot shows a LinkedIn group page for "Small Biz Forum | The Group for Small Business Owners & Professionals". The announcement is titled "Established businesses using this to get biggest clients (not for startups)" and is posted by Josh Turner, CEO of LinkedSelling. The text of the announcement discusses a "sniper rifle" approach to client acquisition, contrasting it with a "shotgun, spray-and-pray" strategy. It includes a link to a website and a warning that the tactic is only for established businesses.

LinkedIn Groups

Announcement in Small Biz Forum | The Group for Small Business Owners & Professionals

Established businesses using this to get biggest clients (not for startups)

Josh Turner  
Get your copy of my new book, Booked, at TheBookedBook.com | Founder and CEO, LinkedSelling

While a lot of people are out there using the old shotgun, spray-and-pray strategy...

...there is a much different "sniper rifle" approach that can allow you to get to your biggest clients ever.

Click here to find out what it is:  
<http://linkedselling.com/generate-biggest-clients-ever-int/>

Could it be a fit for you?


Fair warning, though, this is really only for established businesses.

And it's not some sort of gimmicky tactic. Short-term gimmicks rarely work.

Look at your current client base. Where did your very best clients come



# LinkedIn Pulse



Search for people, jobs, companies, and more...

Advanced

Home

Profile

My Network


Learning


Jobs


Interests


Business Services

Go to Sales Navigator

 Josh Turner


 221

 21


 0




[Write an article](#)

What “private settings” have you discovered, that contain your ideal prospect? Is it a social site or a networking group? Share your ideas with us in the comments!



### The LinkedIn Prospecting & Outreach Strategy with a 70% Response Rate

[Download Here](#) 





## LinkedIn / Facebook Prospects

Hey [[first\_name]] - I am part of a team conducting a global survey in relation to property management work order systems, how we use them, work order process, and data tracking.

Your participation will help create a better understanding of the state of this technology today, and provide some specific opportunities for you to consider how to better use your systems.

If you are familiar with your system, the survey shouldn't take more than a couple minutes to fill. And I would greatly appreciate your input on the topic!

Anyways, here's the link for you to check it out: >>ENTER LINK<<

If you have any questions for me on the survey or suggestions on how to get the most out of your systems, shoot me a message back and I'd be happy to help out.

Thanks,  
Bob



## Blog / Website

#11: Facebook Lookalike Audiences

#12: Outbrain

#13: Sulia

#14: Blog Aggregators

#15: LinkedIn Groups

#16: Twitter Card Hack

2.1K Shares

f 378

in 264

G+ 251

p 33

5

1K

**Free Ebook:** 17 Explosive Content Promotion Strategies

Access the strategies that generated 187,892 visits (without spending a penny)...

**Yes, I want this FREE Ebook**

EXPLOSIVE CONTENT 17 PROMO STRATEGIES By Nathan Richards

RECENT POSTS

How to Land 5-Figures in New SEO Leads Every Month (Case Study)

SEO Copywriting: 13 Killer Techniques

A/B Test Results!

How: A 6-Step Guide

Keywords in Any

our Blog Posts To

Shares (32 Step-By-

Collect 4,635

with Sumome

NAME

EMAIL

GET EBOOK!

**Tools of the Trade**

SEO. TRAFFIC. EMAIL

VIEW THE TOOLS



## Blog / Website

Learn the most advanced LinkedIn Lead Gen strategies in our upcoming workshop [Click Here](#)

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Home » B2B Lead Generation » How to Use the Rick Hunter Strategy to Generate Referrals Consistently

Search

### LinkedIn Marketing Strategy Blog

## How to Use the Rick Hunter Strategy to Generate Referrals Consistently

Posted by Gary Korsko in B2B Lead Generation, B2B Marketing, LinkedIn Marketing Strategies, Followed with 4 Comments



How to Use the "Rick Hunter" Strategy to Generate Referrals Consistently

★★★★★  
3,825 (16.67%) 8 votes

[Twitter](#) 6 [LinkedIn](#) [Share](#) [Submit](#) [3](#) [1](#) [Buffer](#) [G+](#)

I have a quick question for you...


What makes the absolute **best business lead**?

In a perfect world, it would be someone who already knows about you and your company and has a favorable impression of you. Even better, maybe they've even heard a raving review of you from a friend, colleague, or family member who has directly told them to call you.

More about the best lead generation strategy you should know about here

### NEED MORE LEADS?

Sign Up For Our Advanced LinkedIn Masterclass



[Click Here](#)

Claim Your Copy of W63



## Blog / Website

Learn the most advanced LinkedIn Lead Gen strategies in our upcoming workshop [Click Here](#)

We regularly put on **Advanced LinkedIn Masterclasses** that teaches **every** detail of the Rick Hunter Strategy plus two other potent strategies that work hand in hand with this one and maximize its effectiveness. You'll also get access to the email follow-up script I referenced in this article, and you'll get a comprehensive overview of our entire business-building system.

[Check out the details on the Masterclass here.](#)

### Put it in Play

Now that you have the five simple steps of the Rick Hunter Strategy, put it in play. Start staking out your target industries and identifying shared connections you could approach in this way.

If you follow these steps as I've outlined, you'll find that getting warm, qualified referrals on a consistent basis becomes **much** easier and more consistent. You'll be connecting with the most sought-after prospects in your market and booking appointments with a large percentage of them.

And if you want to kick it into high gear, learn our whole system, and shoot for that 70% success rate, check out our free [Advanced LinkedIn Masterclass](#).

## Need More Leads?

SIGN UP FOR OUR ADVANCED  
LINKEDIN MASTERCLASS

[Sign Up Here](#)

I want to hear from you now...

What's been your go-to strategy to generate referrals? Let's hear about your challenges and success stories in the comments!

Related posts:





# Share-ability

The screenshot shows a LinkedIn profile for Josh Turner. The post title is "What does a leader really even do?". The text of the post reads: "It really comes down to empowerment. Giving the folks who work for you the authority to control their destiny, to make decisions on their own, to create on their own, and to lead in their own way." Below this, a red arrow points to a line of text: "A good leader gives his team authority to control their destiny. [ [Click to tweet](#) ]". The post continues with: "To understand my point...I think we first need to have a conversation about what the CEO's job is. Because it's all I know, I'm talking about the CEO of a small to medium sized business. Sorry Tim Cook, this isn't about you."

in Search for people, jobs, companies, and more... Advanced 6 5 346

Home Profile My Network Learning Jobs Interests Business Services Go to Sales Navigator

Josh Turner 888 87 1 Write an article

**What does a leader really even do?**

It really comes down to empowerment.

Giving the folks who work for you the authority to control their destiny, to make decisions on their own, to create on their own, and to lead in their own way.

→ A good leader gives his team authority to control their destiny. [ [Click to tweet](#) ]

To understand my point...I think we first need to have a conversation about what the CEO's job is. Because it's all I know, I'm talking about the CEO of a small to medium sized business.

Sorry Tim Cook, this isn't about you.



## Share-ability

### Share Link Generator!

Create Facebook share links, Twitter "tweet this" links, Google Plus share links, LinkedIn share links, Pinterest "pin this" links and email "mailto" links that will work anywhere — even inside emails!


We're running old school here: no iframes or JavaScript required.


Another tiny tool brought to you by [Patrick St. John](#), who wants to make your logos and websites and posters look good.

This site received almost half a million pageviews over the past year.  
Want to buy it? [Let me know!](#)



  
URL of that awesome thing you want to share

  
Your awesome tweet

  
URL of that awesome thing you want to share



## Email Signature

--  
**Dan Ollman**  
DEO Enterprises LLC  
dba; **Strategic Cash Flow Consultants**  
Business Loans/Business Credit Specialist  
Las Vegas, Nevada

[dan@deenterprises.com](mailto:dan@deenterprises.com)

<http://www.deenterprises.com>

<http://www.nationalccwufoo.com/forms/strategic-cash-flow-consultants/>

**Apply for 0% Line of Credit Program (6-15 months)**

<https://nationalcc.wufoo.com/forms/strategic-cash-flow-consultants/>

Learn How to Obtain Targeted Leads for FREE:

<https://ex174.isrefer.com/go/397dolive/deoenterprisesllc/>

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## What's Next?

They're on your list, now what? And how can you scale...



## Next-Level

- Next stage offer in lead magnet (optimize value)
- Follow-up email sequence to sell them into the next stage
- Use your thank you page



## Thank You Page Upsell


LinkedSelling



Want clarity with your business growth strategies?  
Let's book a call!



00:32 HD

In this short, action-packed call, you'll gain clarity on:  
The best strategy to find and attract your ideal clients.  
How to position yourself and your business as a leader  
in your market.  
Strategies and tactics that you can use to grow your



## Next-Level

- Next stage offer in lead magnet (optimize value)
- Follow-up email sequence to sell them into the next stage
- Use your thank you page
- Land some clients
- Determine what you can pay per opt-in and start buying some traffic where your audience is



# Thanks!

*Any* **questions** ?

You can find us in

- The LS Platinum Group