



LESSON: LIST BUILDING

Goal: Get as many people as possible to participate in offering gifts (and everybody emails)

Setting Up the Structure:

1. Make a list of people you want to invite to be part of the giveaway
2. Create a theme for the giveaway (what problem are you solving that will have people want to receive the gifts)
3. Consider whether you are going to offer a sale (low priced trip wire) as part of the giveaway or how you will move people who opt in to your list to the next level with you.
4. Create a Landing Page, that gives the details of the giveaway and has people to sign up to be part of it. This page contains
 - a. Their information (Name, Title, Bio)
 - b. Photo (headshot)
 - c. The name and description of their giveaway
 - d. The link for their gift (so that people then opt in to their list)
 - e. Any image for the giveaway
5. Then start sharing that page with people so they can sign up to participate
6. Create a timeline
 - a. Give a week to 10 days for people to sign up as participants
 - b. Give 2 to 4 weeks to put all the pieces together of the giveaway, which includes:
 - i. Landing page for people to sign up for the giveaway items
 - ii. Thank you page that contains all the info you received from the giveaway contributors
 - iii. Email and social media swipe copy to share with contributors
 - iv. Email and social media copy for you to send to your list and across social media
 - v. Graphics for the giveaway (for you and contributors to share)
7. Launch the giveaway!