

Business of Kettlebell Training – Week 2

“How to Get Your 1st 1000 Email Subscribers”

Welcome to week 2 of the "Business of Kettlebell Training" course!

Let's kick off with 1) checking in, who's on the call today? And 2) observations / comments / etc on your homework.

Before we get into the topic of today's call, just a word on last week's homework, and the point of it all ...

You should be spending YOUR time on the highest leverage activities for YOU, and PRIORITIZING them.

We talked last week about how the MOST important things to spend your time on each day were:

- 1 – Bringing new people into your world
- 2 – Giving VALUE to those people, and bringing them closer to their goals
- 3 – Selling

So ... how much time did you spend on THESE things ... and how much time did you spend on OTHER stuff?

Now that you have a written log of what you're spending your time on ... you need to DELEGATE or ELIMINATE the things that are taking up too much of your time.

This could be checking emails 20x per day ... it could be fiddling around on social media ... it could be spending time on low-level tasks that could be easily hired out like cleaning your gym, chasing down \$\$ from your clients, customer service, etc ...

MAKE IT HAPPEN!!

Onward ...

How to Get Your 1st 1000 Email Subscribers

Before we dive in ...

I picked the "1st 1000 subscribers" idea because I think that is really where your kettlebell biz will start to pick up steam – online OR offline.

You can mail out and expect to get feedback / sales / etc every time.

(Rule of thumb for online biz is \$1 per mo per subscriber)

You can kind of run your promotions / events / etc through your email list for your offline business and – in combination with referrals – keep a constant stream of leads coming into your business.

And then things will just build from there!

These strategies will work if 1) you have ZERO subscribers now or 2) if you already have 1000 or more.

Also ... these are going to work differently for different people. So, I encourage you to TRY them all, SEE which one works best for YOU, and then focus on that to build your business.

Okay, let's go -

How to Get Your 1st 1000 Email Subscribers

(.5) Create your free give-away + squeeze page

Okay, first things first ... to make these strategies work, you need to have a free gift to give away!

A few tips:

- Short, simple, but USEFUL – example – "Beginner's Guide to Kettlebell Training" program
- Could be written, video, or combo
- Topic could be based around a successful article / video / etc you have done already
- Ideally have it be related to your future products
- Create several and see what works!
- Use LeadPages or something similar to set up to start
- Also can put an opt-in / pop up on your website

1 – Writing articles

- Reach out to other kettlebell website / list owners
- Offer to provide them with quality content
- How will it benefit THEM?
- Make it relevant to what their people will like
- Ask for a link back to 1) your website or 2) your squeeze page in the article
- Rinse and repeat!
- *Reach out to 5 people per week; land 1 per week; get 100 clicks to your squeeze page; that's 50 new subs per week or 200 per mo*

2 – YouTube Videos

- put up videos on focused topics
- whole video – links at the bottom section, annotations in video, call to action at the end – points towards squeeze page
- idea – create a whole bunch of videos, for every kettlebell exercise you can think of, drive people back to your site / squeeze page
- you have to be high energy, entertaining, show your personality ... CRITICAL!!
- ea video gets you 1 or 2 subs per day ... over 30 to 60 day period, you build up a lot of on-going leads ... more long – term strategy
- you can also use these videos on Facebook (see last point)

3 – Cross-promos

- Reach out to other folks with a similar size following
- Offer to do a reciprocal mailing – you mail to their squeeze page, they mail to yours
- Try to match total # of clicks you send to make it fair
- You can use social media to drive traffic as well if you don't have an email list yet
- If you don't have a list set up, another possibility is to offer to PAY people to set these up
- *Set up 2 or 3 per mo ... you both drive 200 clicks over 3 days ... 50% conversion on your squeeze ... that's 200 to 300 new subs per mo*

4 – Facebook Ads

- Lots of options ... two that work great – 1) drive people straight to your squeeze page 2) run a video and link to your squeeze page
- Images and copy are critical
- Be careful of FB ad guidelines
- Audience is also critical
- Takes time and some \$\$ to learn ... but well worth it!
- Check out the "Dark Post Profits" course
- *Potential is unlimited here ... but spending 5 or 10 bux per day, you can easily get 200 or 300 new folks on your list per mo this way*

Wrap up / Homework

At the end of the day, you need to be focusing on developing skills. Writing skills, consistent content creation skills, speaking skills, video making skills, sales and copy writing skills, paid traffic skills.

And, developing relationships in the industry.

It is real work, it is a real business, and it takes consistent hard work over time.

But the potential rewards are SOO worth it!

Let's get it going!! :)

Your homework – 1) get a free giveaway DONE by the next call (if you don't already have one – lean on me for feedback etc 2) think about, marinate on, pick one of the methods to focus on, starting next week.