

Your Community Offering

THE COMMUNITY OFFERING

At this point in the Spark Your List Program is where you build two important deliverables:

1. **The immediate free giveaway** that new prospects exchange for their name and email address
2. **The stay-in-touch offering.** This ongoing offering might be a newsletter, community calls, recorded interviews, a blog, a monthly tip, resource or tool, or some combination of items.

Also this week, you will decide how you will deliver these two deliverables. In other words, what technology or process will you use to make sure each new prospect gets what they sign up.

Thus, The Community Offering is composed of four main components:

1. The immediate free giveaway.
2. The method of delivering the giveaway.
3. The stay-in-touch offering.

Let's go through each of these three components now.

THE IMMEDIATE FREE GIVEAWAY

The immediate free giveaway is the complimentary offering that a prospect immediately receives upon signing up to be a part of your community.

Examples:

- An eBook
- An eCourse
- A recorded teleclass
- A tip sheet
- A worksheet
- 101 Ways to...
- A report
- An audio visualization

In building your free giveaway:

- **Select a compelling Topic**

A topic isn't compelling unless it is...

- Needed by your prospects
- A reflection of a service or product you provide

When considering your free giveaway product, start with the end in mind. Ask yourself, "What product or service would you ultimately like to sell?"

- Coaching
- Marketing
- Graphic Design
- Accounting
- Baked Goods
- A Home Study Program
- Massage Therapy
- Catering
- Candle-Making
- Restaurant
- Energy Healing
- Software
- Education
- Lectures

Now hone in further on your service or product to make it more specific to your market.

- Relationship Coaching
- Direct Mail Marketing
- Graphic Design For eCommerce Websites
- Tax Accounting
- Baked Cookies & Pies
- A Business-Building Home Study Program
- Thai Massage Therapy
- Catering of Organic, Vegetarian Food
- Candle-Making for Weddings
- Bar & Grill Restaurant
- Barbara Brennan Energy Healing
- Customer Management Software
- Small Business Education

Now that you know your end goal, you can get down to selecting a Compelling Topic

**#1 Mistake Inexperienced Marketers Make:
They focus on their product and Service**

FACT:
People don't really care about you, your products or services.

What Prospective Customers **do** care about:

- They care about *their* problems, interests, and needs
- The topic of your free giveaway *must* reflect something your audience cares about
- Your topic **isn't** your service or product
- Your topic **is** something your product or service can deliver

A Compelling Topic Stems From An Urgent Need...

- **Money**
 - More income
 - Less debt
 - Budgeting and planning
 - More control & confidence
- **Relationships**
 - Wanting to find a relationship
 - Improve a relationship – business, romantic, child
 - Survive divorce or break-up
 - Needing love and acceptance
- **Success**
 - Start a successful business
 - Publish a book
 - Get a promotion
 - Buy a house

Go ahead and pick your topic.

▪ **Pick a High-Value Ultimate Benefit**

What is a High-Value Ultimate Benefit?

- It stems from your Compelling Topic
- The Ultimate Benefit is **WHAT** your customer is hoping to get out of your Mini eCourse. The ultimate benefit is the most *significant, tangible, specific result* that a customer can get through your product
- The Ultimate Benefit is valued by your prospective customer
- It is *specific objective* of *what's possible* for your customer
- Passes the \$1000 test

Weak examples of a High-Value Ultimate Benefit:

- Feeling good about yourself
- Having more money
- Building your business
- Having better relationships
- Feeling free and happy
- Improved marketing
- More joy
- Able to make clearer decisions
- Being authentically you

Better examples...

- Having the confidence to ask your boss for a raise in a way he can't refuse
- Doubling your revenues in the next 12 months
- Creating a plan to launch a service-based business that generates \$60K in the first year
- Get a great date with a kind-hearted man by next Friday night
- In 5 days, write an outline for the book that will land you on Oprah
- Build a 30 Day Plan to balance all seven areas of your life
- Triple your web traffic and double your mailing list

Go ahead and pick your High-Value Ultimate Benefit. Make sure it does the following:

- Significant to the prospect
- Offers a Specific, Tangible Result
- Creates Certainty
- Resolves a \$1000-Problem

▪ **Create a Customer-Focused Title**

A customer-focused title will *capture* the attention of your audience and *motivate* them to give you their name and email address.

Six Magic Questions To Ask Yourself before naming your free giveaway:

1. Who is your Target Audience?
2. What is the High-Value Ultimate Benefit?
3. What problem or need would your customer need to identify within themselves to sign up?
4. What positive feelings do you hope prospects will feel when they take your course?
5. What system will you use to bring your customers the desired result?
6. How long will it take to achieve the desired result?

What makes a good title?

- It communicates the high-value ultimate benefit
- It connects to the target audience
- It creates energy and excitement
- It produces some kind of feeling
- It motivates someone to action
- It suggests credibility and certainty

Your title may have 2 parts: a main title and a sub-title

- **A good main title** speaks to the **high-value ultimate benefit** and **creates interest**
- **A good sub-title** creates added clarity about the ... like how the ultimate benefit will be delivered or by when

Examples:

- **The 5-Day Mini eCourse Builder:** Build Trust With Your Customers and Boost Your Sales Using This Simple, Powerful Program
- **The Official “Mom Is Great” Club!** 30 Days To Being the Mom You’d Always Hoped, While Bringing Grins To Your Children’s Faces!
- **The Incredible Dyno-Booster Web Program:** Seven Surefire Steps To Building Your Traffic On the Web
- **The Master Seduction Kit!** In One Week, Create A Personalized Romance Ritual That Will Bring Your Husband To His Knees
- **The Heart-Centered Client Attraction Playshop:** Five Questions That Effortlessly Draw Authentic Customers To Your Door

Go ahead and brainstorm 3-4 titles. Make sure the title does the following:

- The language, imagery and metaphors must appeal to your target audience
- The title should *meet the prospect where they are*, not *where they’ll be when they’re complete*

▪ **Build An Outline**

What is the purpose of an outline

- Your outline is the skeleton of your free offering
- It is the path that leads from the pain a prospect feels today, to the Ultimate Benefit they will feel when they’ve used your program
- It is a 5-10 step summary organizing how you want to deliver your message and provide step-by-step value

First, Identify your role, or voice, in the free giveaway

- **Expert** – You are the expert leading the experience. You guide them along the way to receiving the ultimate benefit. You provide the information and the path.
- **Interviewer** – You interview someone else, and they provide the information and path to the ultimate benefit
- **Researcher** – You pose a question and then provide various methods (or a recommended method) of approaching the problem. The researcher leverages the expertise of others in providing a path to the ultimate benefit. The researcher might provide pros and cons of the various options.
- **Repurposer** – Uses and modifies existing content for a new purpose. For example, when Stephen Covey repurposed his original book, *The Seven Habits For Highly Effective People*, into *The Seven Habits of Highly Effective Families*. A friend of mine, Paige Winter, recently repurposed Debbie Ford's program, *Essentials for An Extraordinary Life*, and made it specifically for teens. Of course, she did this with Debbie's permission.
- **Repackager** – In this case, you take an existing program and repackage it into a new format. An example of this would be taking an existing book and turning it into a book on tape or a home study course. You can repackage other people's programs, as long as you have their permission.

Second, Decide on the structure

- Present a problem and propose a solution
- Deliver a specific system that has a specified number of steps
- Show how to do something in chronological order
- Lead someone through an inner exploratory process
- Divide your topic into 7-10 subtopics and discuss each
- Present "7 Elements...", "12 Keys...", "5 Factors...", "4 Common Mistakes..."
- Discuss a single topic from several different vantage points
- Provide answers to "5" Key Questions
- Offer advice from "7" different experts on this one topic

Third, go for it! Create your outline!

I recommend you use the learning guide which will take you by the hand in building an Information Packed Outline in 60 Minutes or Less!

Here is an example of an outline:

The Heart-Centered Client Attraction Seminar: *Six Simple Questions To Craft A 30-Day Client Attraction System That Magnetizes Ideal Customers... Right To Your Door*

- Who Is Your Authentic Customer? –

- Find out who is longing to receiving your service and waiting anxiously to find you
- What is your product or service?
- what is the benefit of your product?
- Define an Authentic Customer
- Vision your Authentic Customer
- Where Are They Waiting and Wanting? –
 - Step into their world and understand where they live, what they like, and most important – what’s painfully wrong in their life, that needs your help
 - What does he or she urgently want and need?
 - What are their desires, concerns, wishes, and complaints in detail?
- How Can You Shine Your Light So They Can Find You? –
 - Discover the way you are meant to share your light and easily attract your authentic customers right to your door
 - The three distinct steps to attracting and attaining a new customer
 - Create a way for potential clients to find your business
 - Once they find you, allow them to experience your business
 - Once they experience you and your business, invite them to be your customer
- What Is Your Wish? --
 - Look inside and discover what’s possible for you in just 3-months... Clarify your wish into clear, specific, 3-month goals
 - how many customers would you like to serve per month?
 - What would you like your total revenues per month to be
- What Is Your Path? --
 - Craft a step-by-step 30-Day plan, that will create absolute certainty and knowing that abundance is on it’s way
 - What is your marketing funnel?
 - Customer conversion from in step 1, and then from step 1 to step 2 and then from step 2 to step 3
 - Where to focus in the next 30 days?
- What Would You Like to Celebrate? –
 - Invoke a feeling of excitement and empowerment as you set out on your journey to transform your life and your business!
 - Identify what you’d like to celebrate already

▪ **Produce Your Free Giveaway**

Okay, now that you have an information-packed outline, filling in the rest will be a cinch.

Follow these steps:

- a. Realistically estimate how long it will take you to create your free giveaway if you were to sit down and do it.
- b. Increase your estimate by at least 30% to account for the unexpected.
- c. Schedule time in your calendar right now, today, to complete your free product sometime next week.
- d. If others will be needed to complete your product, be sure to contact them now so they can be available when you need them.
- e. At the time scheduled, turn off the phone, shut down email, and just do it.
- f. Celebrate when you're done! Plan now to do something fun to celebrate the completion of your free giveaway

THE METHOD OF DELIVERING THE GIVEAWAY

Once you have your completed free giveaway, the next step is figuring out how new subscribers will receive it.

First, it's important to consider how a person will sign-up to be on your mailing list.

- Using an automated list service like Cartville, Aweber, GetResponse or Third Sphere
- Have a programmer custom-build an opt-in box for you that sends and email to you every time someone subscribes
- Having subscribers send a blank email to a special email address (like subscribe@worldchangingbusiness.com)

We will discuss these options in greater detail next week. Regardless of which option you decide, you will then need to decide the format in which your audience will receive the actual free giveaway.

A free giveaway can be delivered in a variety of formats that best fits your audience and your brand

- An email message with the lesson content contained within the email body
- An email with a link, which points to a web page that provides the experience
- Audio postcards delivered via email with a recorded message from you

- Immediate access to a webpage with the free giveaway posted.
This is where they are taken immediately to a webpage, with the actual file containing the giveaway posted on it. They are taken immediately to the webpage upon sign up. **(NOTE: this option is only available with an automated list service OR if you have a programmer build and opt-in box for you.)**

Which format is best for you?

- Email messages with the lesson content contained within the email body
 - By far the easiest to implement
 - You can systematize at low- or no-cost
 - Is great if your free giveaway is an eCourse delivered in a series of consecutive emails
- An email with a link, which points to a web page that provides the eCourse experience
 - Only recommended if you have a way to generate web pages yourself
 - This is often a great “Phase 2” improvement
- Audio postcards delivered via email with a recorded message from you
 - Fairly easy to implement
 - Leverages [AudioGenerator](#) technology (or similar), which incurs a monthly cost of \$29.95 per month
 - Requires you learn how to use it
- Immediate access to a webpage with the free giveaway posted.
 - Only available with an automated list service OR if you have a programmer build and opt-in box for you

Here's an example of the basic, include the content in an actual email:

From: Michael Ehler & Coco Fossland [info@blipstudios.com]	Sent: Sat 1/14/2006 4:41 PM
To: Coco Fossland	
Cc:	
Subject: The Incredible Create Audio Now Academy, Twelve Steps to Landing Your First Audio Product Sale!!	

The Incredible Create Audio Now Academy, Twelve Steps to Landing Your First Audio Product Sale!!

By Coco Fossland and Michael Ehler Co-Creators of The Incredible Create Audio Now Program www.createadudionow.com

 Step #1 - Make a clear decision to create an audio product

Coco, the journey to creating an audio product begins with proclaiming your decision to create an audio product! While it might sound obvious, without your absolute commitment, focus, and passion, your audio product will have a hard time making it off the ground.

This is why in the Incredible Create Audio Now Academy, we always begin with the important step of making a clear, powerful choice to bring an audio product into the world.

To make your decision, follow the written exercise below.

WRITTEN EXERCISE:

1. Name five reasons you would like to create an audio product.
2. What subject(s) would you like to explore in an audio product format. List 5 possible subjects.

Here's an example the "email with a link" format:

From: Coco Fossland [coco@worldchangingbusiness.com]	Sent: Sun 1/15/2006 6:10 PM
To: coco@cocofossland.com	
Cc:	
Subject: Welcome! The Heart-Centered Client Attraction System	

The Heart-Centered Client Attraction eKit, Six Simple Questions To Craft A 30-Day Client Attraction System That Magnetizes Ideal Customers... Right To Your Door!!

By Coco Fossland, Creator of The World-Changing Business System www.worldchangingbusiness.com

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Dear Coco,

It is my distinct pleasure to connect with through the FR*EE 30 Day Heart Centered Client Attraction eKit. Since you were someone attracted to this program, chances are, you are already a person who makes a positive contribution to others' lives all the time. I'd like to begin by honoring you and thanking you for the person you are and the contributions you already make.

My intention through this program is to support you in building a steady stream of clients in a way that feels authentic for you.

The Heart-Centered Client Attraction eKit will be delivered to you over the next 30 days in bite-sized packages.

Today's module, the first module, is dedicated to "Laying The Framework Of Heart-Centered Success" by identifying where you are today, setting 3-month goals.

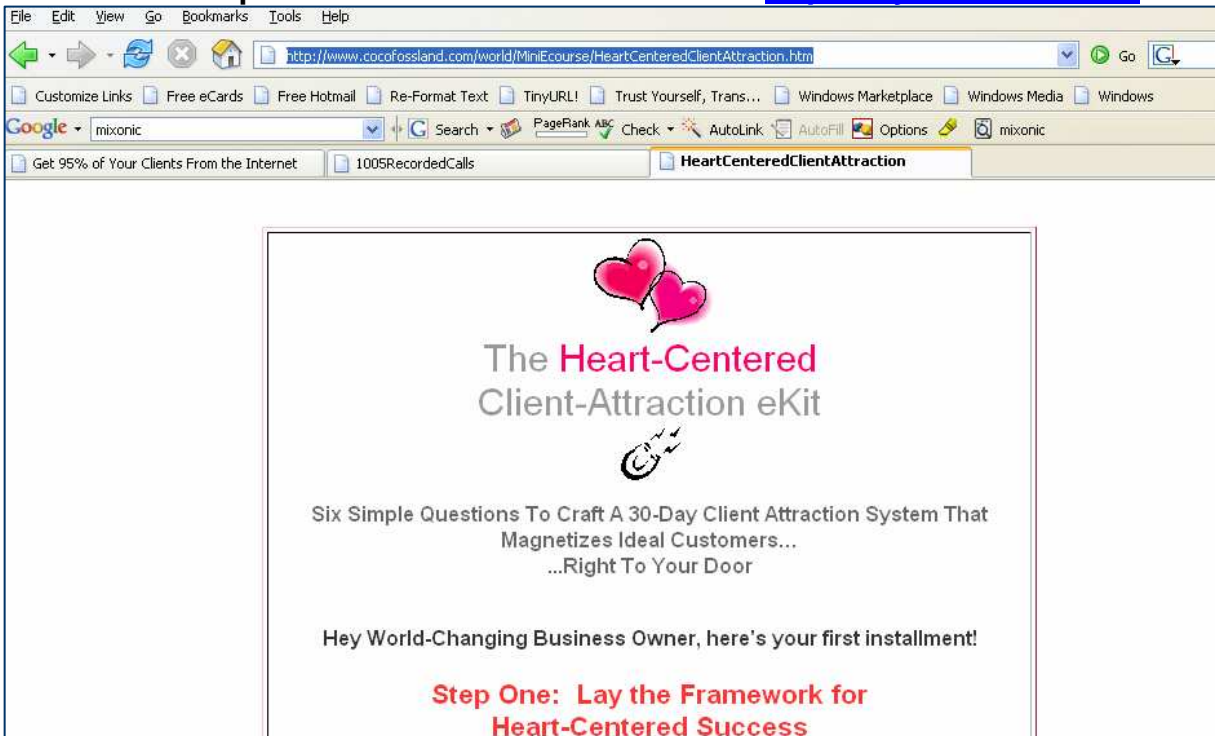
To obtain the first module, click on or paste the following link into your web browser:
<http://www.cocofossland.com/world/MiniEcourse/HeartCenteredClientAttraction.htm>

The Heart-Centered Client Attraction Program is part of the World-Changing Business Program, which is dedicated to supporting business owners in making a positive contribution to the world.

Respectfully,

Coco Fossland

Here's an example the "email with a link" format: <http://tinyurl.com/cmmut>




File Edit View Go Bookmarks Tools Help

Address <http://www.cocofossland.com/world/MiniEcourse/HeartCenteredClientAttraction.htm>


Customize Links Free eCards Free Hotmail Re-Format Text TinyURL! Trust Yourself, Trans... Windows Marketplace Windows Media Windows

Google mixonic Search PageRank ABC Check AutoLink AutoFill Options mixonic

Get 95% of Your Clients From the Internet 1005RecordedCalls HeartCenteredClientAttraction



The **Heart-Centered**
Client-Attraction eKit



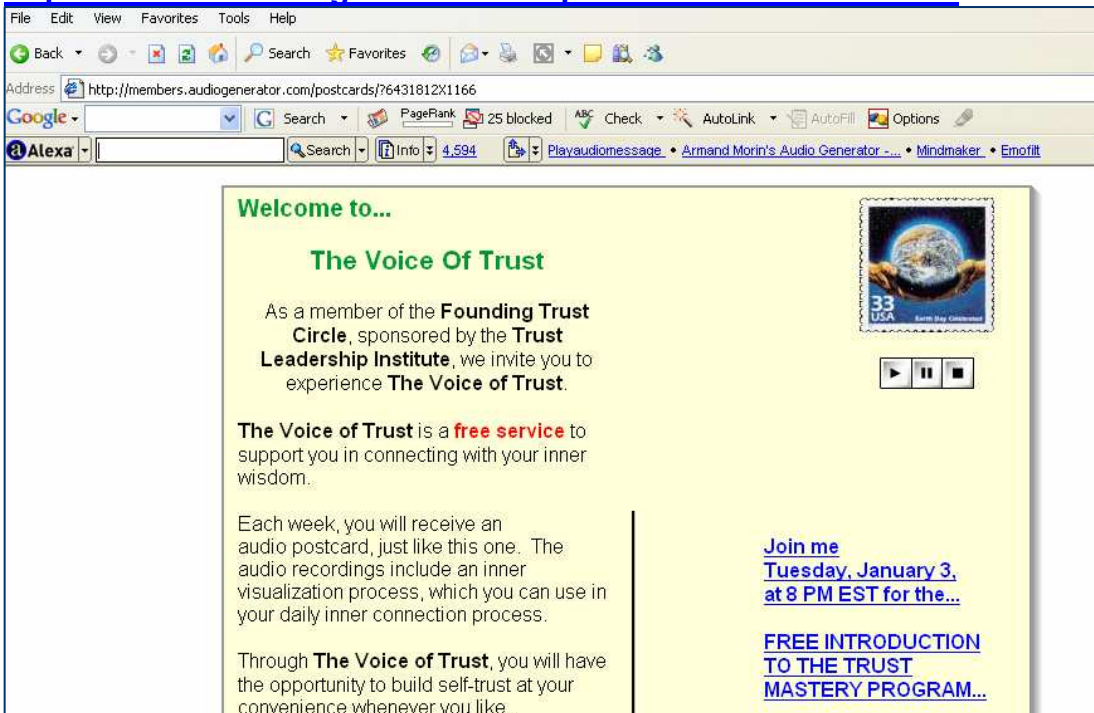
Six Simple Questions To Craft A 30-Day Client Attraction System That
Magnetizes Ideal Customers...
...Right To Your Door

Hey World-Changing Business Owner, here's your first installment!

**Step One: Lay the Framework for
Heart-Centered Success**

Here's an example the "Audio Postcard" format:

<http://members.audiogenerator.com/postcards/?6431812X1166>



File Edit View Favorites Tools Help

Address <http://members.audiogenerator.com/postcards/?6431812X1166>


Google Search PageRank 25 blocked ABC Check AutoLink AutoFill Options


Alexa Search Intro 4,594 Playaudiomessage Armand Morin's Audio Generator... Mindmaker Emofit

Welcome to...

The Voice Of Trust

As a member of the **Founding Trust Circle**, sponsored by the **Trust Leadership Institute**, we invite you to experience **The Voice of Trust**.





The Voice of Trust is a **free service** to support you in connecting with your inner wisdom.

Each week, you will receive an audio postcard, just like this one. The audio recordings include an inner visualization process, which you can use in your daily inner connection process.

Through **The Voice of Trust**, you will have the opportunity to build self-trust at your convenience whenever you like.

**Join me
Tuesday, January 3,
at 8 PM EST for the...**

**FREE INTRODUCTION
TO THE TRUST
MASTERY PROGRAM...**

Go ahead and select your delivery format now:

- Email messages with the lesson content contained within the email body
- An email with a link, which points to a web page that provides the eCourse experience
- Audio postcards delivered via email with a recorded message from you

THE STAY-IN-TOUCH OFFERING

You may have one or more Stay-In-Touch system. Examples include:

- A subscription to your newsletter
- The autoresponder system that continues to provide instructions and value weeks and months after the prospect receives the Free Giveaway
- A blog, with emails letting your prospects know when updates have been made
- A free weekly/monthly tele-seminar
- A free weekly/monthly recorded interview with another expert
- A free weekly/monthly tool or resource (a recorded visualization, worksheet, tip, or some other tool)

Consider your Community Offering and write down the elements of how you will Stay-In-Touch with your community.

Make sure each part of your stay-in-touch system has an official name (like the WorldChangingBusiness Community Call, the WorldChangingExpert Calls, the Voice of Trust Audio eCourse, etc.)

Your stay-in-touch offering should occur at least monthly, and in some cases, you might elect to have your stay-in-touch offering connect weekly.

In order to make it easy for you to administer this recurring offering, think about what it will take to publish or deliver each recurring offering.

For example, let's say you decide to produce a monthly newsletter. You would probably need to establish the following:

1. Have a template developed (in text or html format) that you use every time you send out a newsletter. It might include a header with the title of the newsletter, an outline or bulleted list of what's included in the issue, a greeting letter, an article, perhaps a tip from a partner, and maybe a promotion for a product or service you are selling.
2. Establish a date of the month (or day of the week) you want to publish your newsletter.

3. Reach out to your partner to get the content you need from him/her by the time you need it. (You may elect to have partner content scheduled out 3-6 months in advance, so you don't have to worry about it.)
4. Consider the content needed and book time in your calendar to create the new content. Look at your template and see which content will need to be updated each month. For example, you'll need to schedule time to write the letter, article, etc. Be sure to give yourself time each month before the date you intend to publish.
5. Block time in your calendar to actually send out the newsletter each week/month.

Take a moment to organize your thoughts as to how your will go about managing your stay in touch offering.

BUILD YOUR COMMUNITY OFFERING

This week and next week, build your Community Offering:

1. Your target market (which you already have).
2. Your ultimate benefit (which you already have).
3. The title of each piece of your Community Offering, both the components of the initial giveaway and the stay-in-touch elements (the eBooks, downloads, eZines, etc.).
4. For each piece of your Community Offering (named in #3), create an outline of the content. You may elect to use the "Build An Information-Packed Outline in 60-Minutes Or Less" process to help you.
5. For all pieces of your Free Giveaway, go ahead and build the final products.
6. For all the pieces of your Stay-In-Touch Offering, create a check-list of all the things you will need to do each time you deliver your Stay-In-Touch Offering.
7. Create the first issue of your Stay-In-Touch Offering.