Listbuilding with Expert Interviews
1 Clarify Your Platform
Identify your WHC
Identify Your Tribes Problem
Position Your Expert Solutions
2 Craft Your JV Agreement
Purpose of Interview: Listbuilding, Revenue Generation, Bot
Determine Topic
Determine Affiliate Split
Follow up Email w/ Details
3 Find Your JV Partners
Best Spots to Find JV Partners
Live Events
Recommendations/Introductions
Social Media
Google Search
Radio Shows/Podcasts
Amazon Authors
Industry Leaders
Research on Potential JV Partners
Check that they meet the 6 Criteria for JV Partners
Opt-in for their free gift
Check out their blog & comment
Friend them on social media & comment
4 Woo Your JV Partners
Ensure that YOU meet the 6 Criteria for JV Partner
Orient Your Intention & Mindse
Contact Your Potential Speaker to Schedule a Conversatio
Have Your Pre-Interview Conversatio
5 Create Your Marketing Materials
4 Types of Promo Materials
Opt-in Page
Promo Emails
Newsletter Blurb
Facebook/Twitter Posts
Drive Traffic to Your Opt-in Page
JV w/Colleagues
JV w/Mastermind Buddies
JV w/Raving Fan Clients