



Enlightened Listbuilding

Build **Authority**, Increase **Visibility** &
Position Your Message **Powerfully!**

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Enlightened Listbuilding
Juicy JV Jumpstart

Lesson #7

JV Free Offer



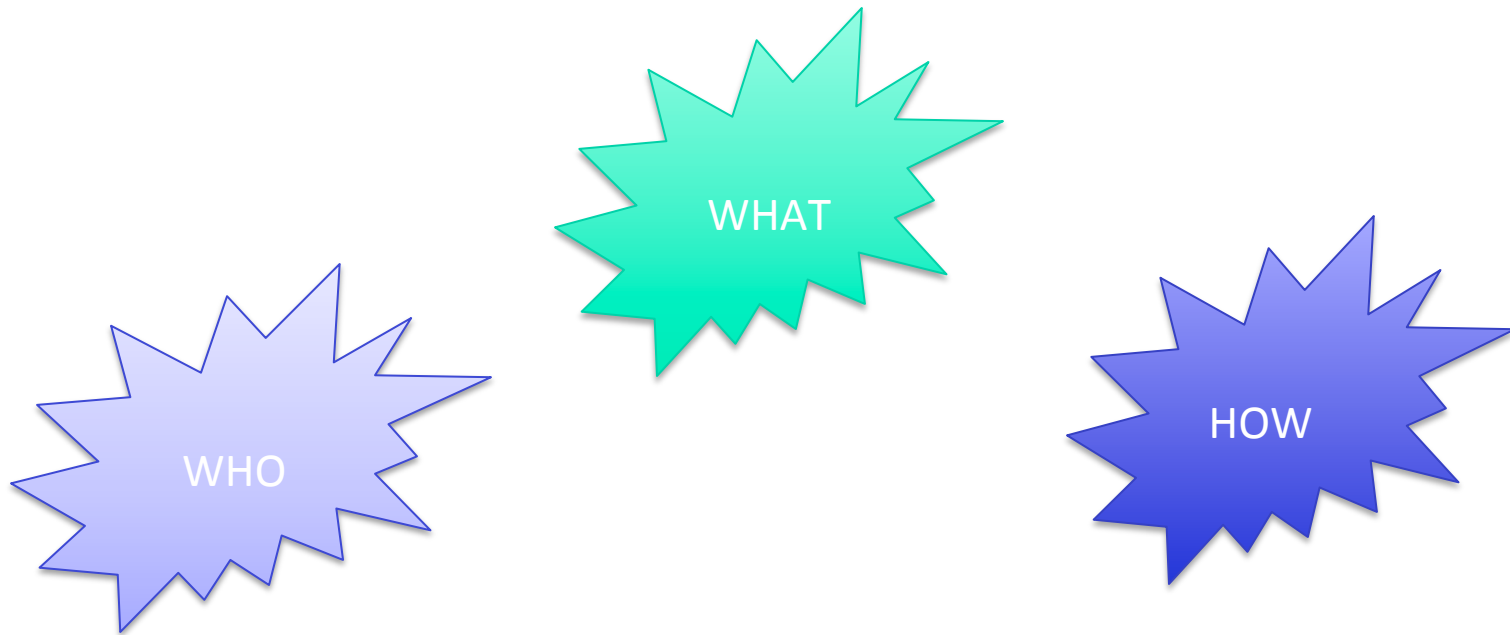
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You'll often have the opportunity to contribute a Bonus Gift in your Juicy Joint Ventures. You'll want to ensure that your bonus gift:

1. Is not available on your website to the general public.
2. Captures your Visionary Message (the specific Tribe you serve and what change your expertise delivers);
3. Embodies your Essence and the way you deliver your solution; and
4. Can be experienced in multiple platforms, such as blog posts, video, and audio.



3 Foundational Elements to Your Message



Visionary Message

Who ♦ What ♦ How

I help conscious entrepreneurs share their message with more people in less time by hosting and participating in JV Events.



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Objective: Create True Fans



Experience Your Expertise ➡ **Perfect Clients**



Got Content? Quickly Craft a Bonus Package

Package your....

- **Articles into an ebook**
- **Add assessments**
- **Handouts**
- **Meditation**
- **Bonus Call**



Quickly Craft a Bonus Gift



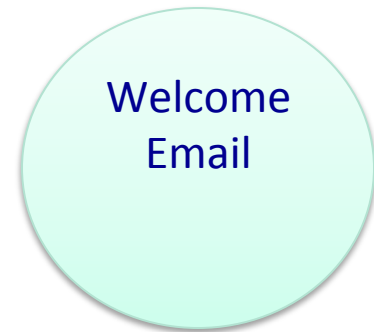
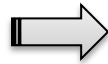
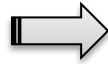
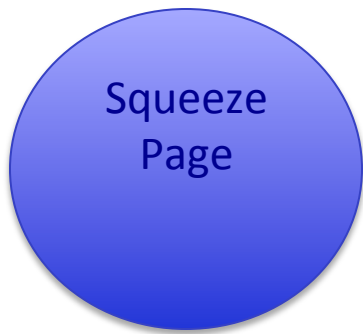
Package your....

- 1. Introduction: Outline the problem that you solve.**
- 2. Body: Identify specific strategies that you use to solve 'the problem.**
- 3. Closing: Wrap up with the promise of your message.**
- 4. Call to Action: Include a call to action where they can get more of your expertise.**
- 5. Bio. Include a brief bio and pic with your web link.**



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Setup Your Juicy Bonus Gift



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Ideally ...

You should set up an autoresponder email series to...

- Share valuable content
- Make relevant offers
- Survey your Tribe
- Connect with your Tribe
- Reveal your own story

This is how you build the 'know, like and trust' factor in the online world.



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Once you've got a Juicy JV Bonus Gift you're ready to participate in Juicy Joint Ventures like...

- Giveaways
- Expert Interviews
- Telesummits
- Books
- Online Magazines

... and more.



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You have everything you
need to build something
far bigger than yourself.

Seth Godin

