

Messenger List Build Program

12-Month 6 Module List Build Program

Introduction and Course Setup Call: This is a call that happens **1-week before each module** to go over the tools and services you will need and of which we recommend for this program and for building your list. This is a 90 minute call covering the tools and services taught and used, giving you the chance to ask questions and understand their importance to building and managing your list. All of these tools are demonstrated and shown how to use during each module. This only needs to be attended once but will be repeated before each new module.

Call Schedule – Dates & Times: This program will be held each Tuesday starting February 3rd, which will be the first introduction call for all registered participants. The dates that each module starts are stated next to the module descriptions below. The above Intro call will happen one week before each module start date.

Each module has live calls, “action weeks,” group coaching, and offline learning tools. This will mean on some weeks there will **NOT** be live calls, instead actions to take and ways of deepening your learning through **off-call learning tools**.

When there are weeks with live calls they will be offered at two times during the day:
9am PST / 12pm EST and 5:30pm PST / 8:30 EST.

The group coaching calls are held on 2 Tuesdays during each module and will be at **4pm PST / 7pm EST**. The dates for the group coaching are announced at the beginning of each module.

ALL calls are recorded and available later. Calls are NOT required for you to attend live.

Module 1: Using ALL forms of email to build your list (Starts February 10th 2009) **Websites: EmailMessengers.com & JournalMyEmail.com**

This module will focus on the use of emails and emailing to build your list. We will have you create a series emails and show you how to use those emails build your list. We will train you on using the Messenger Network website EmailMessengers.com.

You will also learn how to use Aweber to setup and offer your message through a series of emails and then turn around and communicate further with these people after the series is over with. We will go over the idea of creating a daily email program and viral marketing ideas you can plug into each email.

You will learn techniques for writing your emails and ideas to inspire your readers to share it with their friends, causing your emails to travel and build your list through word of mouth. Learn how to link these emails to external products or programs (tele-programs, books, workshops).

We will introduce for the first time the **Email Journal System** where you can link your emails to a simple but powerful online journal system that will personalize each email message for each reader, building value and increasing the chance of it being passed from one person to the next.

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorial on using EmailMessengers.com
 - Tutorial on using Aweber.com
 - Tutorial on using Email Journal System
 - Documents giving examples of emails and structure
 - Documents to give you step by step actions and check lists of this process
 - Online courses to walk you through the email writing process
 - Online courses to show you how to organize and outline your message
 - And more....
- Online Support Center and Workbook System
- Free membership to EmailMessengers.com
- FREE 3-Month Membership to JournalMyEmail.com (email journal system)
- Opportunity to sign up for your own Email Directory that will build your email list through the efforts of other messengers and their email series.

Module 2: Using Audio and Video to build your list (Starts April 14th 2009)

Websites: ShareMyAudio.com & AudioLesson.com & MessengerTube.com

In this module we will explore the use of audio and video clips to build your list and activate a viral marketing wave around your message. The calls will teach you about simple technologies you can use to record audio clips and video clips. We will teach you how to deliver value in your clips without giving your entire message away, which will entice your listeners to want more. We will introduce to you two primary websites that focus on your audio and video clips, both designed to virally share your message with people using the power of the internet and viral marketing techniques. You learn about the revolutionary Pass Along concept that is integrated into these sites and why this concept is the next great idea in getting friends to share messages with other friends.

We will then show you how to use the AudioLesson.com website to monetize your audio messages and introduce deeper explorations of these messages. This module has tremendous list building potential because of the increase in audio and video use across the world on the internet. Tap into this energy and your message will travel far and wide and captivate people around your world.

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorial on how to use Audio Acrobat as an audio and video recording resource
 - Tutorial on how to use ShareMyAudio.com
 - Tutorial on how to use AudioLesson.com
 - Tutorial on how to use MessengerTube.com
 - Tutorial on using external and simple video recording technologies

- Documents explaining the Pass Along and viral marketing concepts behind these sites
- Documents sharing example scripts and ways of extracting audio and video ideas from
- Online courses that walk you through a process of breaking your message down into “bite sized” audio and video messages
- Online courses that will teach you how to turn an audio clip into an Audio Lesson that can make money for you
- Online course to help you brainstorm dozens of message ideas that you can create audio and video messages from
- And more....
- Online Support Center and Workbook System
- Free membership to ShareMyAudio.com and MessengerTube.com
- 3-month membership to AudioLesson.com

Module 3: Using Flash Movies to build your list (Starts June 16th 2009)
Website: ShareMyFlash.com

In this module we will explore the use of Flash Movies that share your message in a fun powerful and multi-media way. We will discuss the creation process of flash movies from script writing, to choosing pictures, to choosing music and choosing the type of experience you want your viewers to get from your movie. You will be introduced to a flash design system offered by outside designers who will provide their services and technology to design your flash movie at deep discounts because you're a participant in the program.

Once you have written, organized, and designed your flash movie, we'll show you how to get it out into the world and use it to build your email list. You'll be shown how to use the ShareMyFlash.com website to activate a viral marketing wave around your movie. Learn how to convert the flash movie into a YouTube video, link it back to a list capture page, and convert the flash movie to a DVD that you can sell or give away to inspire more people to learn about your message. All elements of sharing your flash movie will have the focus and intention of getting people interested learning more about you and your message (joining your list).

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorial on how to find great pictures for your movie
 - Tutorial on how to find music for your movie
 - Tutorial on how to use the flash design technology
 - Tutorial on how to use ShareMyFlash.com
 - Documents explaining how to integrate voice over into your movie
 - Online courses that teaches you how to write an effective flash movie script
 - Documents showing example scripts
 - Online courses that teaches you how to write an effective flash movie script
 - Online courses that will teach you how to market your flash movie
 - Online courses to teach you how to use your flash movie in offline ways
 - And more....
- Online Support Center and Workbook System

- Free membership to ShareMyFlash.com
- Opportunities to promote your flash movie on DVD through collective offline marketing channels

Module 4: Using Online Courses to build your list (Starts August 18th 2009)

Website: eCourseMessages.com

In this module you will learn how to create and use online courses to promote your message and inspire them to share your course with others they know. We will discuss different types of online courses that are ideal for attracting people to website or program and a **funnel system** that gets them to join your list.

You will learn different ways of writing an online course, how to personalize a course to the reader and how to entice people to share parts or the whole of the course with people they know. You will be introduced to a technology that allows anyone, at any level of computer experience to create an online course. You'll be taught how to use the eCourseMessages.com website to create these courses and utilize all the features that will get people to the course, join you list and learn you message.

You will be offered opportunities to convert your courses to CD Rom courses and add them to a Pass Along system that will not only spread your message and build your list even more but also be a new stream of income for you.

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorials on how to use eCourseMessages.com
 - Tutorial on how to add audio and video to your courses
 - Tutorial on how to use the Viral Marketing tools of the site
 - Documents showing example course content
 - Documents outlining different types of courses and how they can build your list
 - Documents outlining ideas on how to use online courses to enhance your other programs and be list capture point for that program
 - Online courses that teaches you how to write an effective course sales page
 - Online courses that walk you through the steps of organizing your online course content
 - Online courses that will teach you how to market your online course
 - And more....
- Online Support Center and Workbook System
- 3-Month membership to eCourseMessages.com
- Opportunities to convert your online course to CD Rom and then plug into a viral marketing offline tool that will build your list
- Opportunities and discounts to upgrade to a full custom ecourse website for your message and use it to create unlimited courses. Use this site to build your list faster and create a new stream of income.

Module 5: Using Tele-Programs to build your list (Starts October 20th 2009)

Website: FreeTeleMessages.com & TeleTalkRadio.com & TeleCircles.com

Are you a Tele-Messenger yet? If not, then learn how to use tele-conferencing to not only promote your message but to focus it on building your list. There are different approaches to using tele-conferencing to build your list, more than to just promoting your message or selling a tele-program. Learn how to use free info calls to build your list. Learn how to setup and promote a regular Tele-Talk Radio program to build a list. Learn how to connect with your list in supportive ways through Tele-Circles and through word of mouth build your list. Learn how to link tele-classes with other offers and be the funnel to building your list.

This training is different than our regular Tele-Messenger training. It focuses on list building and using your tele-messenger skills to invite and unite people on the phone around your message, around your projects and programs but first capturing them on your list. I will discuss examples and approaches you can adapt to your own message and be a big list builder for you. I will share with you how one series of tele-calls I created and promoted built my list by over 15,000 people in just a few weeks. You will learn how to take recorded calls and have them passively build your list through the sites we offer and through your own website. Learn how to collaborate with other messengers as a tele-program expert and leverage their outreach and flow signups over your list.

You will also learn how to convert your tele-programs to physical products (CD Roms, Home Study Programs) to generate a new stream of income and plug into offline viral marketing programs.

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorials on how to using FreeTeleMessages.com
 - Tutorial on using TeleTalkRadio.com
 - Tutorial on using TeleCircles.com
 - Documents describing different tele ideas that you can merge with your message
 - Online course that walks you through the tele-program setup process
 - Online course that will teach you how to market your tele-programs
 - Online courses that will teach you how to funnel people interested in your programs to your email list
 - Tutorial on how to use autoresponders to promote your message and programs with a tele-program being the starting point of those messages
 - And more....
- Online Support Center and Workbook System
- Free 3-month membership to FreeTeleMessages.com
- Free membership to TeleCircles.com
- Free membership to TeleTalkRadio.com
- Collective email blasts to promote your tele-programs through the sites you are offering them through
- Opportunities to join collective offline marketing channels to promote your list, create a new stream of list building and generate a stream of income from recorded tele-programs

Module 6: Using Purpose Projects to build your list (Starts January 5th 2010)

Website: PurposeProjects.com

Purpose Projects (PP) are well thought out projects that invite people to collectively join together around a specific action and purpose. An example of a PP is the gathering of people from all over the world on a specific day, doing specific things to attract the experience of Peace to an area of the world that needs it. Another PP would be the collective gathering of people doing something each day at a particular time of the day with an intention to collectively manifest something on an ongoing basis.

PP's can be a MASSIVE list builder for a messenger and can gather 10's of thousands of people on your list around your message if it resonates with the right energy and need of those people at that time. This module launches in January 2010 and can collectively cause a HUGE energy wave to sweep the world from all the messengers in this program. What a great way to start a new year and backed by an entire year of building your list. Using list you built to promote your PP can explode your list.

We will teach you how to create your own PP around your message. Learn what makes up a great PP and why would people want to be a part of it. We'll look at past examples and the results they produced and what we can learn from the approach they took. Learn what the important elements of a PP are and how to inspire others to share it with everyone they know

- 4 two hour group calls
- 2 group coaching calls
- 4 action weeks with tutorials, documents and online courses
 - Tutorial on how to use PurposeProjects.com
 - Tutorial on how to setup a website to promote your PP
 - Documents discussing examples of past PP's and what to learn from them
 - Online courses that teach marketing techniques to promote your PP
 - Documents giving you example promotional material
 - Online course that walks you through the steps of creating a PP
 - Online course that will teach you how to use other tools (flash, emails, audio, etc)
 - And more....
- Online Support Center and Workbook System
- Free membership to PurposeProjects.com
- Collective email blasts to promote your PP through the MN email list.

What Each Module Includes

- **4 two hour trainings**
- **2 weeks of group coaching**
- **4 weeks of Action Steps and Action Support**
 - Flash video tutorials
 - Info documents
 - Online courses
- **Brand New Online Support Center (SC) and Workbook System (WS)**
 - Individual SC's and WS's for each module but tied into one central access point
 - SC will give access to ALL call recordings
 - SC will give access to online courses, documents and flash tutorials
 - SC will link to all module resources and tools taught in the program
 - SC will have networking and messenger-to-messenger communication features
 - WS is connected to an online journal system that captures and stores your answers for quick access for editing, printing or review of your personal course experience
 - WS is the green way of personalizing the workshop to your message
 - WS can be printed for offline work
- Each module will have a **website(s) attached to it** that you get **free memberships** to or **3-month trial memberships**.
- Websites and technologies are **provided to you at no cost or small monthly fees (after trial memberships) saving you thousands and thousands of dollars** in lieu of having them designed and built on your own.
- **Group email blasts and marketing** of your message through the websites connected to the modules and through special marketing campaigns setup for this program
- **Additional discounted opportunities** to be included in offline collective programs or advanced technologies that are customized for you and your message
- In addition to teaching you how to build your list you each module will also teach you ways of creating and activating **multiple streams of income around your message**.
- **And more introduced throughout the modules....**

Course Fees and Easy Pay Options

The following pricing is set as of January 7th 2009:

Individual Module Options

- Regular Price (After January 1st 2009) - **\$315** paid in full (per module)
- Easy Pay Price (After Jan 1st 2009) - **\$348** split into three installments of \$116 each

Full 12- Month Program Options

- Regular Price (After January 1st 2009) - **\$1700** paid in full (\$283 per module)
- Easy Pay Price (After Jan 1st 2009) - **\$1900** split into 12 installments of \$158 each