

4. List farming method (cheatsheet)

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What is it?

List farming is when we send broadcast emails to our list/database and invite them to a live webinar presentation where we present information useful to our niche and then at the end ask them to schedule a strategy session call with us if they would like additional help.

When should we use it?

If you have an existing email list/database this is the lowest hanging fruit opportunity that you have right now and it's the fastest way to generate some sales quickly. A simple list farming webinar can generate a windfall of new clients and profits very quickly with little to no effort.

What are it's pros and cons?

Pros: Easy, effective, fast, immediate results, can generate a lot of money quickly.

Cons: You must have a list/database built up and somewhat of a relationship with them already.

What's the process/workflow?

1. Segment your list/database and prepare a segment of people ready for an email broadcast
2. Create the slideshow presentation for your live webinar and practice going through it once
3. Create landing page and connect all the technology up so that everything works properly
4. Start sending emails to your list four days in advance of the webinar, one email each day.
5. Host the live webinar.
6. Email people to the recording of the webinar for 4 days after the webinar to keep pushing it.

What resources support this method?

- Sample webinar recording: Available [here](#). Sample webinar transcript: Available [here](#).
- Sample webinar slides: Keynote available [here](#). Powerpoint available [here](#).
- Webinar landing page templates and scheduling system: Available [here](#).
- Webinar invite emails: Available [here](#).
- Instructional video showing how to set everything up: Available [here](#).
- Program content: Week four - Organic attraction methods: Available [here](#).