



✓ MY CHECKLISTS build your eMail list fast

Ask Campaign Checklist

To Grow Your Prospect List

eMail / autoresponder tool
market research
sell products and services
conduct a webinar or tele-class with both customers + prospects

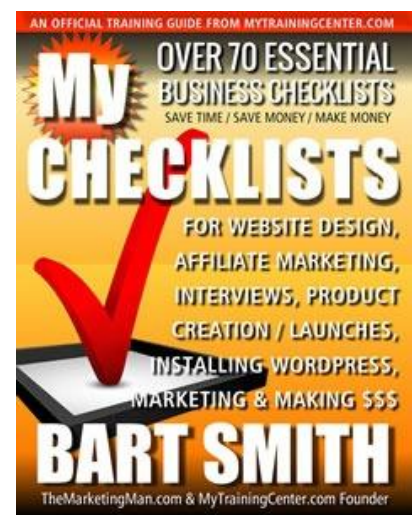
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Ask Campaign Checklist

by BartSmith.com | My Checklists [Book Details Page](#) + [Video Tours](#)

An ASK CAMPAIGN is a laser sharp marketing strategy used to find out what your clients really want to know and how you can provide it. You, simply, allow them to ask a question about a topic you are an expert in. After you collect 20-100 questions from your clients, you then proceed to answer the top 10-20 questions at a tele-seminar call while your audience can hear your responses to the top questions you chose to answer.

“Asking” is a powerful tool. Imagine getting first hand information! While some ask campaigns can be performed independently, it's ideal to have another person narrate the questions while you respond with the answers, otherwise, you can do it all yourself.



SAMPLE ONLINE “ASK CAMPAIGN” OPT-IN FORM

Below is a sample online form you will create to have potential prospects, clients and/or customers fill in with their name, eMail and most pressing question about a topic you are an expert in.

When they fill in this form, you get everyone’s questions sent to you. Pick the TOP 10 QUESTIONS to answer on an upcoming webinar or tele-seminar. When you answer their questions live, people will learn about what it is you know and/or have for sale, such as a product or a service.

Your Name

eMail Address

Your most pressing question about how to make money in the stock market:

SEND US YOUR QUESTION

Ask Campaigns are a great way to impress potential prospects into buying from you with confidence and ease. You can conduct an unlimited number of ask campaigns with as many groups as you can find who will host your ASK CAMPAIGN event.

ASK CAMPAIGN CHECKLIST

1.0 ____ What tools do you need? Have an [autoresponder service](#) that allows you to create a web form on your website. Here's a good example of one. It's short, gets right to the point, and it's easy to use

Autoresponders are used to create individual lists for any campaign you run. You can use any number of autoresponder/eMail service provider companies out there today such as, Aweber.com, GetResponse.com, MailChimp.com, etc. to help create your "Ask (Your Name) ..." campaigns.

1.1 ____ Go to [FreeConferenceCalling.com](#) to sign up for a FREE account if you plan to conduct ask campaigns using tele-seminars and your ask campaign will only be on the phone and not live online.

1.2 ____ If you're going to use a webinar to conduct your ask campaign, choose a webinar service such as [Zoom.com](#) (free) or [WebinarJam.com](#) or [EasyWebinar.com](#). Once you secure one of these services, you can proceed to the next step.

1.3 ____ Determine how you will record and edit your ask campaign so you can play it back later for those who miss the event. Will the software you get record the event for you? Also, will you need video editing software, such as [Movavi.com](#) or audio editing software such as [Magix's Sound Forge Audio Studio](#)?

2. ____ Set up and create the main components for your ask campaign and execute your campaign to influence your audience to value the information they get.

2.1 ____ What topics do you want people to ask you about? You could share your expertise or engage a guest expert to respond to some questions.

2.2 ____ Decide date/time for your tele-seminar or webinar. Include the information, along with call-in details, in the autoresponder you created for this specific event.

2.3 ____ Create an Ask Campaign web page on your site for people to register. This will help get attention, encourage participation, and ideally generate lots of good questions. You can do this on your already existing website or build a separate web page with its own domain name to drive traffic to.

2.4 ____ Create a “thank you” response on its own web page. Once people register for your tele-seminar/webinar ask campaign, they’ll be redirected to a thank you page that will give them any appropriate information needed in reference to your event. It might be as simple as, “Thank you for registering. Check your eMail for details on the event.”

2.5 ____ Create the autoresponder for every ask campaign you solicit. Then create a custom field called “Ask Your Question” per the autoresponder service you’re using such as [MailerLite.com](https://www.mailerlite.com/).

2.7 ____ Create a custom web form with a custom field that will be placed on your ask campaign web page. This will ask for names, eMail addresses and their questions.

2.8 ____ Copy/paste the web form HTML code into the ask campaign web page and TEST IT. Do your name, eMail address and question display correctly?

3. ____ BEFORE your Ask Campaign, eMail your list and invite them to join you for a Q&A with you. Direct them to your Ask Campaign opt-in form web page in advance of the date/time to supply you with a number of their most asked question about (a topic you are an expert in).

3.1 ____ Prior to conducting your campaign, export the questions compiled in the autoresponder to an Excel spreadsheet. Begin compiling the questions every couple of days until the day of the event and giving you time to prepare your answers.

3.2 ____ Sort the Excel spreadsheet data alphabetically by question. This helps you read faster and spot possible duplicates. Compile the top 15-20 questions.

3.3 ____ Enter questions and answers into a WORD document and rehearse LIVE prior to responding to them.

4. ____ Conduct your Ask Campaign call or webinar and record it so you can offer a playback for those who couldn't listen or view. Articulate the questions and answers slowly. If you run out of time, you can answer questions via eMail to those who registered.

5. ____ AFTER Your Ask Campaign Tele-Seminar or Webinar, download the MP3 file or recorded video embed code. This will help you when editing as needed.

5.1 ____ Post the audio or video on a web page so people can download it, listen or view.

5.2 ____ Are you selling something? Include a buy button in your recording to collect sales. Include a countdown timer, too, so buyers understand that this is a one-time only deal for 48-72 hours (for example).

5.3 ____ Create a product out of the questions and answers you have accumulated such as a brochure or guidelines.

5.4 ____ Gear up to conduct your NEXT ask campaign soon after to stimulate enthusiasm and build relationships with customers/prospects!

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