

15-Minute Email Academy

Steve Gordon

Subject: The real story of how I added 15,971 Facebook Followers in 3 Days

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If it didn't actually happen to me, I wouldn't believe it either...

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In fact, I was convinced this was a bunch of, well...baloney.

I was at a mastermind in August run by my buddies John Corcoran and Jeremy Weisz in Chicago. At every meeting they bring in a mystery guest they call a "sherpa"...an expert in some area of business.

In Chicago, the sherpa was Kim Walsh Phillips (if you're following the podcast, she was on the show last Thursday).

Kim's a Facebook marketing expert. She's the co-author of the authoritative book on results-based marketing on Facebook with Dan Kennedy.

And, at the mastermind she gave a presentation on **getting 10,000 Facebook fans in 3-days**.

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To say I was SKEPTICAL, is putting it mildly.

I've got a bit of FB success under my belt, and I KNEW the days of massive fan growth like that were over...

So, I sat there, arms crossed for a few minutes, then I had a thought...

"I'm going to do this and prove she's full of it!"

So I started taking notes. I missed some of the first part, but got enough.

Unfortunately, John and Jeremy arranged for a "pizza tour" of Chicago for dinner that night...

I ate 3-pounds of Chicago deep-dish, had a beer or two* and by the time, I got back to my hotel room remembered my "I'm going to disprove her thought from the afternoon".

So I opened up my laptop at 11:38pm. Followed the steps Kim gave us (at least the Ones I'd written down), and closed the laptop at 12:44AM...66 minutes later.

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Went to bed and slept off the pizza.

I woke up the next morning and checked FB...a few hundred more fans (I'd started with 4692).

By 10am, I'd added a thousand...

When I told a few people at the morning break what I was doing, I soon had the entire group huddled around my computer at EVERY break.

By the end of the day, I'd added just over 2000 new followers.

Exactly as Kim said...

So, in the room that night, I did "Step 2" of her process (less than 20-min).

By the end of the next day, I was over 5,000 new followers...this was getting fun.

I had to leave the mastermind on the 3rd day to catch a flight home...

Just before I boarded by connecting in Atlanta at 8pm, I crossed the 10k mark.

About 90-minutes of easy work, and I'd added a big chunk of new followers.

I kept going and in 5 days, I stopped the process, after adding 15,971 fans...I now have a total of 20,267 (the 4296 I started with, plus the new 15,971).



Not sales, for sure, but BIG social proof for our brand, and since August we've seen a spike in website traffic from Facebook

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Well worth the very minimal effort to make this happen.

I had to "eat crow" with Kim...she's the real deal when it comes to Facebook, and I can't tell you how much I appreciate someone who's real, and who shares strategies that "normal" humans can implement.

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So what's the point of this story...?

Kim's just written a book outlining the whole process, called ***The Game Changer: How to get 10,000 new real fans in 72 hours and turn them into your next cash-paying customers (Without a marketing budget)***

And, unlike my notes from the mastermind, she doesn't leave out any of the steps ;-)

She's giving the book away, as in free, on Kindle right now, so, if you'd like to get it, click here.

And, if you do get the book, please reply and let me know. More importantly, when you start your push to 10,000 fans, let me know that too!

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-Steve