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You're listening to the Tiny Course Empire Podcast with Cindy Bidar. This is Episode Number 35, and today we're talking about one of my favorite list building activities, and that is How to grow your email list by participating in bundles and giveaways. And to help us all learn more about that, I've invited a very special guests to speak to us, stick around.

Welcome to the Tiny Course Empire Podcast, a weekly show dedicated to helping you launch and grow your digital course business. Even if you don't have a big team or a six-figure ads budget, we'll help you design smart systems, take consistent action and achieve massive success on your own terms. Now, here's your host, Cindy Bidar.

Welcome back to the Tiny Course Empire Podcast, I'm your host, Cindy Bidar. You'll find show notes and recommended resources for this episode at TinyCourseEmpire.com/35. If you're new here, welcome. I am so happy to have you join us. Be sure to hit the Subscribe button so you don't miss any episodes because coming up next week, I'm going to be answering the question I hear at least three times a week, and that is, how did you build this? I'm going to be digging into all of the tools and the software that I use and why I chose them, and what it costs to run this Tiny Course Empire that I've built, if you love behind the scenes, look at my business, you're not going to want to miss that episode.

But that's next week. This week we're talking about list building, and one of my favorite methods for getting a flood of subscribers is to participate in bundles and giveaways. Over the years, I've been part of probably 20 or more events like this, and some of them have added as many as 900 brand new subscribers to my list in a matter of just a few days. At the time of this recording, I have a brand new course about to launch that's going to help you grow your own list in the same way, and as a part of that course, I invited a friend and a bundle expert to offer up some insight into how bundles work, what hosts are really looking for from participants and how you can stand out even if you're brand new and you don't yet have a big list to share. I thought you might like a sneak peek at this interview, so... Let's hear what she has to say.

Hey, everybody, is Cindy with CindyBidar.com and SixFigureSystems.com, and I am here today with Val Selby, and Val is going to talk to us about what she knows about participating in bundles and giveaways, and I call on Val to take part in this course specifically because this is Val's specialty, this is what she does, she's made a name for herself as the person that runs all of the behind the scenes stuff on

some pretty good size bundles and giveaways, you've probably...

You participated in any, or you've seen anybody promoting any... You probably have seen Val working away there. I've personally worked with Val on a bundle that I worked on with a partner of mine, so I know that she knows her stuff, so that's why I wanted her to come on and talk to us today. So welcome, Val, thank you so much for joining on.

Thank you for having me. Everybody talks about zone of genius, and it took me a long time to figure it out because I was trying so hard and then all of a sudden it's like wait a minute or... I don't know what in the thing I could talk about all day. Every day.

Well, it's because you do such a great job of it too, Lynette and I, this goes back several years now, when Lynette and I ran that bundle and we hired you to work with us on it, we were like, we've got to know nothing, Val's got it all figured out. So.

It's like the place I could potentially see that's a positive...

Yes, yes, you have clearly found your sweet spot, so how did you kind of land on that... How did that happen? How that come out?

Oh my gosh, I would say it came by accident, but it really didn't... I was an intern for Kelly McCausey and she was doing her event, so we were doing that. And I'm like, Why is this so easy? Well, if you think back to a site that I had had, I had actually ran a site with a partner years prior, and that's what we did in a different form in a totally different way. But that's what we did. I group people up, we had parties, there was direct sales stuff, but that's what I did and I was like, it just was falling into place, and I know you're a systems girl, I am not usually a systems girl, but man, if you start doing these events, boy did I learn fast that I had to have my systems in place, so it was an absolute disaster, and once I figured out, Well, goodness, I know other people that are putting these on and they've been complaining about how hard they were for them, what if I go and ask them, do they want to help? And as the credit cards thrown at you yes, please here, because... Yeah, doing it. I kind of associate it with... Well, it's not, it's an adrenaline high for me, so you know those people a jump off buildings or they're doing sporting events, and I was always into sports and I realized that that's part of the issue is it's still a build-up, build up, build-up, watch... Oh my God, we're there. And then calmed down is a total adrenaline rush for me.

Isn't that interesting? You are clearly suited for it because you do it really well, and

you are like the go-to person, like if anybody says anywhere on the internet, anywhere in my circle of whatever of friends and colleagues, anybody says, I'm thinking about running a giveaway, you're like the first thing you've got to call and get Val involved.

Thank you, thank you. And yeah, it's been word of mouth for the whole part and consulting, because I'd love to just get people on and in quite a few people that I'm not even running their events for them, but they just needed assistance, they need it set up, so... Absolutely adore because those are even more fun because I'm not doing the work right. I'm just sitting in there giving them ideas, getting them set up and they can run with that, I'm like, Yeah.

Yeah. That's the best kind, isn't it? So I have a few questions. I know that my audience, my students inside six-figure systems are looking at doing bundles or not doing bundles, but hosting bundles... No, not hosting bundles, I just said that, not hosting them, but participating in them as a way to build their mailing lists. That's been a really, really effective method for me in the past, I have added, you guys no kidding, like as many as a thousand people to my email list in a single day, sometimes when you participate in a really excellent event like one that Val is running. Because they're not all that good, but when you participate in a really well run, really well thought out event, you can truly, truly add a ton of subscribers to your email list very, very quickly. And for very little cost. So one thing that really, as a former bundle host, and actually my husband and I were just talking about this the other day, is like, maybe we should think about running another one. I'm like, No. No, not happening. No, I'm not do it. And one of the reasons is because I've seen some participants who just really, they don't seem to get it right. So one thing I'd like to ask you is, what do you think that bundle hosts wish the participants really understood and got before they volunteer to participate?

Well, one big thing I know from the host side was we had to get really specific in more of our events, as there are more events happening, we had to pinpoint what exactly are we looking for versus everybody come in because as well as I do, that's fine, if you put 1000 people on there, but if none of them were your target audience, it's worthless, now you just pumped yourself up a level and you're paying more for your CMS. We're looking for everything to be in place. Are you ready for a bundle, and I know that this goes against what some people are teaching, but you really need to be a legit, but for have a website and about page, your legal documents, the terms of service, that kind of thing on there. And a contact form, I've run events before. Now, I love working with new people. Absolutely adore working with new people because for events, then I get to teach them the right way. Right, like you're doing right here. It's like, Oh, this is the right way to do it. But I noticed that there were some people that were training people

to just throw up a mailing list, and what are you going to do with them then once you've got them on the mailing list, what's your plan if you build the list, now what.

Yeah, yeah, that's a great point. You need to have something else. You're just paying for the CMS, as you say.

Yeah, and you just gave away a product for free for no reason... Right, so I love to see when there's a plan in place or if I can go look at their website and go, Hey, you know what this is, I've checked your stuff and you don't have anything else that's going to. What if you did this connected this dot to that dot kind of thing, but that's great.

So you're not only... You're not only assisting the bundle host to run a better event, but you're assisting the participants to get better benefits from participating.

Yeah, for a big reason, I learned that if I do that, my customer service goes down, so if I walk them through this, they're not going to have as many problems with their things. That everything is going to be connected. They don't get customer service, we don't get customer service, so everything flows in. That's, just my nature. When I see something that needs to be fixed, I'm, Hey, how about this?

Yeah, I can't even tell you how many times I've opted into somebody's list or even made a purchase and all of the pieces weren't connected and... Did you look at this at all? Did you test this?

I always test your stuff, people open to your own list. Yeah, and I know I have had a little bit of push back about getting the items on the important items on your website, but then once I've had the talk with them of, Okay, think of this as somebody from the other side, you're going to a bundle, you're going to go put your email list with right now is gold, because we're all getting a bunch of emails, and are you going to sign up for something if there's no about page, if there's no way to contact them? If you don't know anything about them at all, what's going to make you give your email address? Yeah.

I think a lot of times people think, Well, I'm giving it away for free. But if you're participating in a bundle, you're not giving it away for free, they paid for it, they didn't pay you directly, but they paid for access, and even if they didn't, even if it's a giveaway and they didn't pay for it, you still want to make the best possible impression. This is the first time these people are going to come in contact with you is the first time they're going to see what you do, what you teach, what you have to offer. So you want to make that the best possible first impression, if you want to turn them into customers from there.

What you want to do immediately, because these are lukewarm people, I like to call them lukewarm because they didn't actually buy from us, but they put money on the table, right, and to get your stuff. So it's like, these are the people that have already said, kind of maybe. So how can I quickly turn them into a Yes? Well, they need to get to know me, which they can't really do if I don't have other offers or a website that's ready to roll.

Yeah, absolutely, absolutely. So are there any, we keep talking about maybe new businesses or different types of businesses, are there any kind of businesses that you think just really aren't a good fit for participating in a bundle or a give-away, is there anybody who should just say no. Off the bat.

If you are only doing products like physical products, that's the only one, I wouldn't be able to wrap my brain around figuring out how you would do that just because it costs. Yeah, that would be so, so expensive, unless you have a way to digitize something and do it, but that's really the only way I have not come across a business yet that couldn't benefit from a giveaway or a bundle.

How about a service provider, what would a service provider, like maybe a freelancer?

It's good, because you want them to buy that service, right, so what do they need to get ready for that service. Do you have an onboarding first step, possibly that you could tweak in to get this done, that then also leads into, okay, well, if you couldn't quite do it by yourself, here you go. Here's my offer. Here's my VIP day, we'll get it done.

That is great.

Yeah, services service stuff is... I shouldn't say any of it's easy, this is why it's my zone of genius, because to me, I'm just like, Well, x, y, z to get it done, may just do this.

So you are saying, if I'm understanding you correctly, what you're saying is for a service provider, a service provider might productize some portion of their service, maybe the first part of whatever service it is they're offering, so if we could use you as an example of as the bundle guru service provider, you do this done-for-you work where you do all of the bundle or the giveaway management, so the way you might productize that would be, what part of that would you productize?

Well, let's talk about just one thing that I do consider giveaways and bundles is a

little bit different, and what I'm going to give. A give away often is going to be something that I want them to have to open up and immediately consume because they're going to get lost in the sea usually. So for that, I have a quick little, I think it's a two-page questionnaire of Are you ready to hop a bundle so that, that's kind of like my pre-questions that I would normally send in an email, you know, when somebody wants to have a conversation and maybe schedule a quick call, then that's kind of those questions. That's where that came from. And then that leads, of course, into if they have more questions and they're going to book the call, that's at the bottom of that. Right, yeah. I have not done a bundle with the services, so I would say, honestly, I probably would walk them through finding their theme, even to the point where, look at who your contacts are, who is this going to be for your ideal client, why come through that first process? Because again, I'm looking ahead to what do I want them to have in place when they come to me and hire me. Yeah, if they had that information already done, I'd be golden, so now that I need to add stuff to my list, but that's in play.

I love that because you're not only are you helping them, but you're helping yourself, you're making it easier for them to hire you and you're making your job easier when they do. So that's just brilliant. A lot of times I talk to service providers and they'll say, Well, I'm a freelancer, I'm a VA, I'm a whatever, and I don't really, I write custom content, I don't really have anything to offer in a bundle, but I think we've just said Sure, you do.

I do, every single one of them does, yeah. Yeah.

And it does not have to be and should not be your time, don't ever put into a bundle that you're going to give everybody 20-minute call. Yes, no, you're going to be on the phone until eternity getting no work done. So don't have that.

I've talked to multiple people and talk to them out of it, I'm like, Here's the deal, when we run these... We don't know if we're going to get 100 people or 5000 people, and like how much time do you have? And how angry are you going to be when it's all booked up with freebies. Because everybody's going to jump on that freebie of your time, everyone will sign up for that.

Absolutely, yeah, don't do that. What kind of offers are the most popular. I'm not talking about the specific offer, but what format do people tend to opt in more for courses. Do they like e-books? Do they like templates? What do you see? That tends to be the most popular.

I don't tend to see a format so much as a, are you on the theme with the event? And I can say this from personal experience as well, because I got wrapped up in,

Oh, I'm going to be in all the events too, and my downloads were really down because I was not in sync with what the events that about. And I know this year I've been very purposeful. And the events that I'm in right now, I had 30 that very first day, because I am on point with exactly why these people signed up, what the message was. So if you need to help figuring out exactly with a message, I recommend staying in contact with whoever's hosting it, get on board with them. If you're having a problem figuring out what you want to put in, ask them is, Is there something that you're looking for that's not already represented here, something that hasn't been covered, something you're hoping somebody will cover. That's often actually an excellent question.

That's an awesome question.

But yeah, it definitely needs to be on point for what the theme of the event is the, gosh, you see, it's up to your message after that, how much are you putting on your little opt-in page or are you doing a full sales page?

Do you recommend a shorter page or a full sales page, because I'll tell you what I typically do. I typically just duplicate my sales page for whatever course it is I'm giving away, and then I make it free following whatever the recommendations are from the bundle host. Whether they want to come on and it's 100% off or they want just to opt in and then I have to finance that or whatever, but I'm usually just duplicating my sales page. Do you recommend that or do you think we should go a little bit shorter?

I think for, depending on what you're offering, duplicating the sales page is usually a good thing, as long as you have an opt-in button at the top. Don't make them scroll down. Or all the way to the bottom because how many of us are going to say, I'm sorry. No, that's too much. I go to the next one in the bundle, there's 40 other people in here, so it's grabbing that attention span with clay. So for giveaways, if you're doing a PDF, something really quick, I do recommend just doing a really quick option, not a full sales page, but always have that opt-in at the top of the buy button or the opt-in or whatever, it's talk for those of us that are scammers and won't read the full sales page.

Me? Yeah, exactly. I never read a whole sales page... Yeah, don't understand people who read them word for word, I just... I just don't... So not me.

I get right to the point at the very top before of what they're getting, but that's awesome. That also leads me to, you need to be very specific when you send in your submission of what are they getting, because that's usually when I've already made my choice of if I'm going to click that button for access to it, I already know

that I want it by the description that was in. And a lot of times that description is 50 words, 100 words, and people are terrible at that.

Yeah, it's hard to write good copy in a short amount of space. It definitely is, definitely is.

It's a skill for sure. And the straight to the point of exactly how, and this is one of the issues that usually comes up, don't tell them what they're getting, tell them how it will help them and why they need it, especially the big How it will help them. For the PLR providers don't list out, you're getting this, this, this, this, and this. Yeah, we know that we're getting that from 14, 15 other people, nobody cares that they're getting 27 pages and a year at for that.

Doesn't matter, the PLR, for example, that the best thing is, is, okay, how do you want me to use this to help my people. Because that's all that matters. It's, What am I going to use this for? Sell the benefits, not the features.

Yeah, good point, good point. That's a really good tip about putting the buy button or they opt-in form at the top of the page, too.

And one of the big things is just think about all the events that you've signed up for, when you sign up for an event and you're scrolling through the page, what are you looking for, what's going to grab your attention and make you say, Okay, as business owners we're even more trusting you with our email addresses, I'm... Oh my gosh, I already have to go through 300 emails a day. What makes you go to their site and give an email address and play off that, and there is testing, of course, because it's always, business is always testing. Always testing, always testing.

So a lot of my six-figure Systems Members, a lot of my followers, a lot of my email subscribers are brand new to business, so one of the struggles that they bump up against, and I was there myself is how do you get accepted into a bundle when you are brand new, when you don't meet that 3000 subscriber limit or you don't have maybe the best looking professionally done website, how do you get accepted into those first bundles. Because what I found is once you've been in a few, then the invitations start coming out of the woodwork like it's a flood. You'll be saying No more than you're saying. Yeah, yeah, that getting into those first couple of events, it can be tough. So do you have any recommendations for people to make that a little easier if you find events that are going on?

One of the best things to do is to contact the person who's running an event, if you can, but even if that's not the case, look at some of the other people that are in the

event, and talk to them and see who they know, because exactly what you just said. They're in an event, how many others have they been invited to. And they won't be able to do all of them. So they'll be like, Hey, go try this one, Hey, go try that one. That is one of the best ways I go about, and I know we're not there yet, is I of course, reach out even more than the average bear of contacting it, so that I can find more and reaching out to them. There's so many that don't have specifications of an email list, so many. My email list actually is only getting up towards the threshold, so I pretty much only see those ones that are under, I haven't even hit that part where you're getting. You're getting it all the time to submit. So I do find them all over and I sign up for some of them, and when you sign up for some of them, you'll also tend to get an invitation later down the road, if they're going to have another one, that's long term.

Yeah, well, it is kind of long-term, right, you're not going to. Because there's only so many events you can participate in, for one thing you can't do, you can't do one every week, you supposed you could, but you're exhausted, and so would your list. Which brings up another good point. I see some people who participate in a lot of events, sometimes I think it might be their business model that that's all they do is participate in events and they give away the same thing in every single event. Do you recommend that? I can see why it would be easier, but I can also see the downside. What do think?

I go back and forth, and luckily for me, I get to usually lean into what's my, my most feel about that, but I take them case by case, depending on the market, that's actually there. Because I personally, Since I am in so many events and follow so many events, I do see a lot of people doing that, and I think that it devalues your business, and I think that it devalues the event as well, because how often have you gone in there and you're like Well, there's already four. And they're up at the top because those are the top people that are bringing people to the event, so they're listed at the top and it's like, Well, I don't feel like scrolling down. I've already gotten these people's stuff, I've seen these people stuff 12 times that I've seen them in every event that I've looked at.

Yeah, and I'm on their list, so it kind of brings me also to value after you've got people... What are you doing with them? Now, if I'm just constantly getting told, Go to this give away, go to this give away, and I've seen the same product in each one of those giveaways that I'm like, Oh, why am I here?

What's your stance on... I see some bundle hosts now who want you to create something new just for their bundle or for their giveaway. What's your feeling on that?

For bundles, I am a firm believer in it, some being something that hasn't been in somebody else's event. So I guess that kind of does answer the question that you had just asked previously, from a personal standpoint, I do feel that you should be getting new things in there. Now new does not have to mean that you just created it, new to me would just be that it hasn't been put in all sorts of events, it's not all over the internet of Okay, well, they got it here, they got to here. And I do have some friends that they do that model of, This is my freebie that I put in stuff. And that's fine, when you're going out to new markets to a lot of people that haven't seen your stuff.

That's a good point, but if you enter in the getting in front of a brand-new market... Yes, and then it is new to them. Right.

Yes. Which has been amazing, because I've started doing that for now, and I'm like, Oh, I could use as a catch over here, because none of them have seen that.

Yes, that is good. And that's kind of the goal. I think that's kind of a more, maybe a more advanced goal, I feel like at the beginning, when you're brand new to this, you're kind of like settling for a, settling is probably the wrong word, but you're, like you said, you're participating in any event.

Yes, right. Is the market right for me? Don't know. Don't care.

Right. And then all of a sudden you went to that event that was like your ideal client and your target, and all of a sudden engagement, it starts happening or like, yeah, I am not doing that model anymore ever again, I am targeting because I just had that happen in the last three months, and I was just like, Oh, this is amazing. These people are engaging in my nurture series that's happening after because I couldn't sell to them for 10 days or whatever for that specific one, and they were engaging, they were replying to emails, they were signing up for my free group, I'm like, Oh, I love this. I want more of this.

Yes, the next event I got even more targeted of, Okay, who exactly do I want to bring into my circle, what person am I looking for in this event that I can talk to and bring in.

Yeah, exactly. What do you see? You mentioned something about I can't sell to them for the first 10 days because of the event rules, and I know sometimes that is one of the rules, that's actually one of the things that I will no longer participate in events where that is a rule, because it's not, it goes against my email marketing for us, so that's a pass.

Yeah, I don't do those events anymore, but I know that a lot of people do have that requirement.

Are you seeing that more and more or.

I think I'm still seeing it online, I am time not because the people that love that model are just sticklers for it, they absolutely love that model, they want you to nurture everybody and that's all fine and great, but I'm also the same mind. I have given away so much for free for so much of my business life that I had to break that mentality, and I don't want, I don't want free seekers on my list anymore. I want people not to make a difference and make change and openly do things, so I'm not saying that they're just hanging out, getting the wiser, but I want them to be active in some way.

Yeah, absolutely, and people who have followed me for more than five minutes are going to know that I really dislike the nurture sequence, the whole nurture sequence phrase, I think it's misused, and I think, personally, I believe that you can nurture your audience by selling to them.

Yeah, I think your people are on your email list because they want your recommendation, they want to know what you think they should do, or what you think they should buy, or how you can help them achieve a goal or solve a problem, and you don't do that by nurturing them at, by selling to them. Yeah.

And they were in business to make money.

Exactly, or we're in a hobby, one or the other.

Exactly, exactly. From a user standpoint, I can agree with that completely, because I would get on somebody's list and knowing the rules ahead of time that they couldn't do anything and then I want more already, and I don't even know what they do or sell or any of that, and you're going to the nurture series, and I've already lost my attention, which is just, it's too bad, you know?

Right, my personal stance is so, even on the Thank You page.

Me too. Yeah, too. The other problem with a nurture sequence, and what I'm going down a rabbit trail, and I know I'm preaching to the choir, but the other problem with the nurture sequence is you're teaching them not to expect offers, and then you get 10 days out and you try to sell them something, or you make an offer to them and they're like, Wow, wait a minute, where did this come from?

Yep, you're setting up a bad expectation on them...

Yeah, and that's what I mean by freebie seekers, that's why I like having the giveaways and all that, I'm very specific now of what I'm putting in there because I don't want just people who are going to sign up for my list and stick around and make my number count go up. I'm okay, if they come on, they grab their product and they leave. That doesn't bother me anymore. In fact, actually, I'm kind of celebrate that anymore because it means that I targeted, it means that I targeted enough that they're like, Nope, you're not for me, and I'm like, Oh, I don't love you less.

It's so funny, I had, as we're recording this, I am participating in a giveaway, and I had somebody just today who signed up for my course and I give away a full course, so it's a 100 course that I'm giving away, right? So she signed up for it, she got her email logins and she unsubscribe from that email, and I was like, I enjoy your course.

Yeah, it's okay. Okay. Yeah, totally. Okay, but I do agree that, yeah, if they're going for that nurture series, then they're going to be tuned out, they might get great tips, but, yeah. Are they going to do anything with it?

One thing is, I don't want anybody to walk away from this interview thinking that it's not a good idea to participate in bundles and giveaways, I talk about this in another lesson in the list building with bundles and give aways course, but there is a lot of money to be made from the people who come to you, from these bundles, from these events. In fact, I tracked it for one that I think you have participated in in the past, I participated in it for years, which is BC Stack... Were you on that one?

I have not been in that one...

Yeah, okay, that's a really good event, happens once a year. It's one that I always promote, that I always participate in. If I can, it's been really good to me, and plus I just really like Dan and Rachel Romano, too. No, no, joke, but I tracked it one year, attract how many new subscribers I got and how much money I made from that bundle, and over the course of the year, the new people who came to me, not talking about people who I sent to them, who opted in for my gift, whatever it was, but the new people who came to me spent \$20,000 with me a year, so heck yeah. Yeah, I'm going to participate in that one every year, if you have me, I'm there. I'm all definitely.

Oh yeah, that's a good one. And that was probably because you were on point with your messaging, right?

Yeah, like what you put in there will be stacks, a little bit bigger, it doesn't have a theme, it doesn't really have a theme, it's business-oriented, so I teach business. So of course, it's a good fit, but that just goes to show that it's not just the list building you can do. It's all about growing your business with it, not just your subscriber list, because like you said, otherwise you're just paying more for your active campaign account or whatever.

Yeah, make it more work for yourself somehow.

So I want to ask you the big question that everybody wants the answer to, where do you find these events?

And I kind of touched on that one a little bit already, but, oh my gosh, I ask. Just like you need to ask for the sale, ask everybody what's going on? What are people participating in? I know even for me, there's been friends that I'll have forgotten to contact, I'll just assume that they knew about the event, and I'm like, Oh my gosh, I'm the event lady, and here I'm not even inviting to this stuff. But definitely ask around, I do searches if I want something specific, especially if I've got a client that's really looking for an event to grow their business. I will do searches for it and find them and track people down if you have a niche. Look up that niche, and then also look up online event on look up bundle, look up give away, you'll be surprised how many on there. Now, I know that the really hard part is how many times do we find out about the event when it's going on up-or right after attention to. Because we get an email that says, Hey, you should be open for this. Right. Tell me about this. I only have a few hundred people I could have brought your way. Let me know, but I do keep an eye on things that I know would be perfect for me and what kind of date range that they were, and then I do reach out to the event organizer to find out because nine times out of 10, they're also going to be running another event sometime soon, so you'd be surprised, they're like, Oh well, I don't have this one, but I have one coming up in three months or four months.

Oh, awesome, I see. That information ahead of time. Awesome. Basically ask, ask your friends, ask your colleagues, hit the Google at the Google. Do you find that because I'm in the business, training business building kind of niche, not in homeschooling, I'm not in network marketing, I'm not in any of those other niches, are their bundles and giveaways and events like this in all of those other markets as well, or is it really kind of focused on business?

They're in just about every, I've come across events for just about every niche that's out there, and then of course, need to, you can always create one.

We'll save that for another course, right. They look for your course on how to do that, that was that.

There's been, I don't think there's any niche that's not been showcased. I'm trying to think, you brought up the home school and the home schools got a lot of the summits, at least in what I've seen.

Yeah.

And that's because I know somebody that runs home-schooled business, and I'm thinking of ultimate bundles here because they run in a different, a bunch of different niches, and so does info stack runs a bunch of different niche events, but I've seen homeschooling, I've seen health-related healthy eating kind of stuff, I've seen content creation, I know a lot of the PLR providers run bundles on it a bit.

Yeah, I've seen bundles in lots of different niches... Yeah.

Even down to vegan, I've seen the vegan niches, Cathleen Gage will usually run something on that, so there's, any niche that you are in, research it because you want to find those people, definitely want to find those people.

What about kind of, I don't know what I want to call it. Complementary niches, if you will. Let's say you're a vegan blogger and you have a vegan meal planning course. Let's just say for intends to pull stuff out of the air. Right. Would you recommend that somebody look for maybe other kind of health-related bundles to get into, would you think that would be a good use of their time, or is that getting too far outside their kind of core audience?

I think that that could still stay on target because not everybody's going to sign up, so you're only going to get the people that are interested or curious with, for that one, as an example, if you were had a beginner stuff for them and they were vegan, curious, and if you go into more of an open Health and Wellness, that might be super beneficial to doing that. It's still in your niche. There might be an issue where you could get to targeted with, like we said, with us in the vegan, that could potentially, you could get buried in it because there's too many people that are just in that specific. So it might be more beneficial to look for more of a health and wellness.

You're right, because the people who are opting in are not necessarily going to all opt in for your specific offer, they're going to kind of self-select if I'm a die-hard and I'm not. But if I was a die-hard meat and potatoes kind of person, I wouldn't opt in for a Vegan Recipe, a vegan meal planning guide.

Yeah, I'm going to do with it, right?

Yeah, but if I was, like You said, vegan curious, sure. Where if you were in that vegan one, you might get lost.

Yeah. There might be so many. There might be other guides in there. That you get buried.

Yeah, so I guess we kind of just talk to ourselves into, don't get too into it get to be possibly. Yeah, exactly. But don't go too far to the other extreme, either don't put your vegan meal planning guide into a business bundle because, yeah that's a stretch.

Oh yeah, yeah, denoting a tattooed to be healthy as a business owner, but, that's a stretch. Yeah, let's not get carried away. That's all not the people you're looking for.

What else? Is there anything that you wish I would have asked you that I didn't?

I think one of the major things is really something super stupid, super basic, but I'm surprised at how many people don't do it. Please read the submission page, read the submission page and look at the whole thing to see exactly what they're looking for. Know the dates, so that you're on time for dates if you want to be the most wonderful participant ever submit early, they sent ahead until Friday, I'm waiting until 11:45.

I do the same thing, it's kind of like my husband used to be a carpenter and things didn't get fixed around the house.

Exactly. But read that, submission pages exactly what they're looking for. Often times there's a lot of really good information in there. And have your things ready when you submit, which is another one. I do have one tip that I've been coming across recently in noticing. Yeah, it just popped into my brain, so I have to. When I'm looking for events and there's no submission deadline, it can often be a red flag, why is that because how organized are they? How organized is this event going to be.

I've actually turned down being in a couple events because they told me that I needed to have my information in at least three days before. I run these things three days is not enough time. Yeah, yeah.

That's why I know I've run them like that previously, and it's Helter Skelter en mass.

That's something I'm really paying attention to, is how close is that submission date and do they have a deadline at all. If they don't, it might be a red flag of how this full event is going to go for you, because they probably are not, if they are working on the sales page three days before and the access to the page three days before they are not marketing to your market.

Oh, that's a good tip. That's something you might look at that and go, Oh, I've got all kinds of time. But looked at from another angle, yeah, I can see why maybe I don't want to throw my lot in with this crew because I want them to be, or I'm hoping that they're blowing it up big, that's, that's why I'm in there, right?

We don't want them to be scrambling at the last one and potentially screwing things up and causing customer service issues because as a participant or we are promoting that event too, and whatever you're saying to your people, Hey, go sign up for this, you're lending your credibility to it. And if it's a mess, we ought to use a different term, and if it's a mess.

I said the term in my head too...

If it's a mess, it makes you look bad, right?

Yep, yeah, exactly. Val, thank you so much for agreeing to come on with me, I know your time is certainly valuable, you've got a lot of things going on besides being the bundle person. I know you do some private coaching and you do some other things, so I know you're super busy, and I really appreciate you coming on and talking to me about this. I think this is going to be so valuable for my members and for the people who are taking the List Building with Bundles Course, it's going to give them so much more information that they really need because it's kind of a mystery world out there. If you've never participated in a bundle before, you don't really know what's going on, you don't really know how they work, and it's really nice to get to see the inner workings from somebody who has done it so many times, so I just want to thank you for being here. Where can people find out more about you? Because I know they're going to want to go stalk you, so what's the best place?

Jump on over to ValSelby.com. I keep it easy, just like Cindy does, and I have ways to work, we can do consults. I do love to help people if they are trying to figure out how to get their own bundle pieces in, that'd be great, just hit me up at any time.

Awesome. Alright, great, thank you so much, I appreciate it.

So do I... Love talking about this.

Alright, we'll talk to you again soon. Wow, okay, big thanks to Val, because that was some absolutely fantastic information about getting the most out of participating in bundles and giveaways as a way to grow your list. There's a lot more to learn about being a fantastic bundle guest, which is why I've created an entire course called List Building with Bundles, and I hope you'll check that out. It's launching on Tuesday, April 5th. So if you are listening to this episode in real time, it's not quite ready.

In the meantime though, I'd like to invite you over to TinyCourseEmpire.com/35 to find the show notes, all the resources we mentioned. And I've put together a little checklist to help you get ready for your first or your next bundle event, let's call it a sneak peek at the course. You'll find the download for that at TinyCourseEmpire.com/35. And while you're there, be sure to leave me a comment, I'd really love to know what your biggest takeaway was from this interview with Val, I certainly learned a lot and I'm hoping it was useful to you as well.

And finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple podcasts or wherever you're listening. That helps others find us, and of course, if you have a friend or a colleague who would love to hear this episode, go ahead and send them the direct link again, that's TinyCourseEmpire.com/35. Have a terrific day, everyone, and I will talk to you all again next week.

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