



[Dawn Kay](#) And [Keith Purkiss](#)



**Dawn:** Hi Dawn here from [DawnKaysBlog.com](http://DawnKaysBlog.com)

Today I'm very excited because I have on the call with me Keith Purkiss from [KeithPurkiss.com](http://KeithPurkiss.com)

Now Keith has built up quite a big mailing list from taking part in giveaway events and regularly hosts his own events too.

So he certainly knows what he's talking about and how to get the most out of them.

So let's get Keith on the call with us so that we can all pick up some fab Giveaway Event Contributor Tips.

Hi Keith and thank you for coming on the call with me.

**Keith:** Hi Dawn and thank you for asking me. How are you doing?

**Dawn:** I'm brilliant thank you.

First of all for the benefit of people that are just starting out, could you outline the benefits of being a contributor in a giveaway event?

**Keith:** One of the most obvious ones would be to use it to build a list of subscribers. You can also (and I'll go into this in detail later on) you can get some sales.

And the other benefit which I think probably a lot of people wouldn't notice is you can get to know other people and other people will spot your name.

Because you'll be in a table of contributors. So it's branding and building relationships with people.

If you do a lot of events you'll get noticed and you'll get in contact with a few people.

**Dawn:** You do actually because you see quite a few of the same names every time you enter don't you.

**Keith:** Yeah that's what I find and you start recognizing 10, 20 people after a while and they all seem to be in every event. So you get your face in the profile and if you're ranked high, you'll be on the front page when people sign up. So you're branding yourself and getting noticed.

I just find that you might not directly be speaking to people but in a way you're getting to know people. You see them and they see you.

**Dawn:** You get your name out there.

**Keith:** Yes and I think that's a big benefit but most people would probably look at it as building a list.

**Dawn:** Building a list yeah.

Okay then so we've just learnt the benefits, so what things do you need to have in place to take part in a giveaway event?

**Keith:** The minimum would be you'd need a gift to giveaway which could just could be some plr.

And you'd need a mailing list, a squeeze page and ideally a download page.

You could send people straight to a zip file but obviously it's not as effective and you should send them to a page and then they download it from there.

So that's the absolute minimum that you could have really!

**Dawn:** You mentioned plr. Is there any plr providers that you'd recommend for people that would want to go down that route?

**Keith:** There would be sites like [Plr Monthly](#).

Also you could join a giveaway and people are giving away plr so you could take some of that.

Obviously that's gonna be more widely known and not as effective but if you want to start up FREE, you could take some free plr and use that initially.

**Dawn:** That's a great idea that and I never thought of actually using the plr that you can get free in giveaways.

**Keith:** It's a bit of recycling so you'd have to be a bit careful.

**Dawn:** Yeah.

**Keith:** What you could do with that though is you could download say a lot of Facebook plr products (3 or 4 different ones). Put them into a pack and then that would be your own product. Like a collection of different ones, related ones.

**Dawn:** Different ones.

**Keith:** Yeah it wouldn't be the same product exactly because they'd get 4 or 5 at once. Just to make yourself a bit different to everyone else.

**Dawn:** Do you think it's probably best to enter your own unique product in a giveaway event then?

**Keith:** Yes it is.

**Dawn:** Right.

**Keith:** Obviously some people struggle creating their own product so just to get started, just put in whatever you can and then improve later on.

**Dawn:** Because they can always like get one done at a later date can't they.

**Keith:** Yes and the other thing is you can also giveaway software if you've got resale rights to it.

That would be another option of course. You can join one of the resale rights sites and if it's got giveaway rights in it, you can use that.

**Dawn:** I think that's actually what I did first. I think it was E-writer Pro, can you remember that one?

The software that creates eBooks. I gave that away.

**Keith:** Oh yes.

**Dawn:** That was my first taste of giveaway events and I did pretty well with that actually. And that was just something that I had rights too.

**Keith:** And not everybody's gonna have it. There's so many products, you can probably find one that not many other people are using. Or just look in an event and see what's not there.

Look in a few events and find something original. And obviously you can do what you're doing now and interviewing somebody and give that away

**Dawn:** So you've answered a bit of my next question, which was could you give us some ideas of what type of gifts you could enter?

And what people can giveaway if they haven't got time to create their own but still would like to take part?

**Keith:** We've definitely covered most of that so it would be any digital item:

- Ebooks
- Interviews
- Software

What else can we think of?

**Dawn:** I think I've even put checklists into a giveaway event. You know a quick checklist on how to do something. Things like that or a mind map something like that.

**Keith:** Yeah something that you can create quite quick.

**Dawn:** Quick, yeah.

**Keith:** Like a tip sheet.

**Dawn:** So really there's always something that you can giveaway and there's really no excuse for people not doing it.

**Keith:** No, because you can start off just giving away something that you've got free from somewhere else. It's not the most effective way to do it but it's better to put something in than nothing.

And when you see it working you can improve your system and create something of your own and then just keep improving from there.

**Dawn:** Brilliant.

Well you've just created a fantastic piece of software that makes it super simple to join giveaway events.

So could you tell all the listeners a little about [Push Button Giveaways](#). What it does and why you created it please?

**Keith:** I'll start off with why I created it which was when I was starting to build my list up I was joining a lot of events, every one that came out.

And there seemed to be sometimes 1 or 2 every day and you sometimes get a whole heap of them starting at once.

So it was taking me a bit too long to join them all so first of all I'd just store my gifts in a word file or a notepad file and just copy and paste into each event.

Then I used a piece of software that creates hotkeys so you just hit a key to fill in the form.

And then finally I set up my own site [Push Button Giveaways](#) and that stores everything for you.

It stores your

- Gifts
- Text ads
- Special offers

It'll display a list of giveaway events and you can join them with 2 clicks to join them.

You keep going and you can submit your gifts, update your profile. It also creates emails that you can copy and paste and send your list that will have all your affiliate links to each giveaway in it.

There's also a blog widget which I've got on my blog at KeithPurkiss.com and each time you join an event in [Push Button Giveaways](#) it automatically updates that widget so it will have all your events on it without you having to do anything.

Another feature is the link rotator so if you join an event through the site and somebody else joins there's a chance that they'll join through your link because anybody that's joined so far links gets rotated.

**Dawn:** That's a really good feature that one.

**Keith:** I actually had someone join an event that didn't even promote it and they still got somebody signed up through their link.

**Dawn:** That's really good.

**Keith:** It actually happens to me. I've just noticed I've got 14 signups for an event and I hadn't actually sent an email out for it yet.

**Dawn:** That's brilliant when that happens.

**Keith:** It's a mixture of the link rotator and my blog because obviously if people join through my blog it's through my link as well.

**Dawn:** I know a lot of people struggle with that which I'm gonna ask you a question about that later. But yeah to be able to use that, that's brilliant.

**Keith:** That covers a few problems people did used to get.

And the other item that we added as a bonus feature, it's got some DONE for you gifts which one of them actually is an interview.

[John Thornhill](#) interviewed me and we've put that in and other people can give that away to build their own lists.

And that's built into the site so you don't have to set up your own squeeze page or download page or anything else you just put in your Aweber form and you click the button and add the gift to a giveaway.

So that's just a shortcut to help people get started before they get their own gift. So I think that covers one of the previous questions really.

**Dawn:** It does actually when we was on about what gifts to put in. You've got them all covered in there.

**Keith:** Yes.

**Dawn:** I know I couldn't live without it because when I joined giveaway events before I used [Push Button Giveaways](#) it took me absolutely ages to enter each one and then I had to look for all the giveaway events to join as well.

But now all I have to do is login and just join them. So I love it and it's definitely saved me heaps of time.

**Keith:** I think we've got around 2000 members and as soon as someone hears of an event they can suggest the event themselves if it hasn't already been entered.

So usually when I hear about an event someone else has already added it because there's so many people in there now. So if you can get in an event quick and enter it into [Push Button Giveaways](#) obviously your gonna get people signing up through your link.

If you're the first one to suggest it then the next person is always gonna sign through your link.

**Dawn:** So it's best to get in there quick.

**Keith:** You've got to get in their quick and people usually beat me now.

**Dawn:** And it's your software.

**Keith:** When I first started I was adding all of the events. Now I think I've probably only added 1 this year so far. They've all been in there before I've got there.

**Dawn:** That's brilliant then because they're all building it for ya.

**Keith:** With people being in all different time zones there's always going to be somebody who's heard of an event before me now.

**Dawn:** Yeah, that's brilliant.

**Keith:** It keeps it up to date though which is good.

**Dawn:** Now you can enter one gift in a giveaway event for free but there is also an option to upgrade.

What benefits do you get from upgrading and in your experience how many more subscribers do you get on your list when you have upgraded?

**Keith:** The most common script you'd normally get 2 different options (2 different options to upgrade that is).

So you get 1 gift free and you might get 5 if you take a \$17 upgrade. If you turn that down you could get say 3 gifts for \$7.

But as well as gifts the other bonus features you get is text adverts which is pretty much like Google Ads. It's a small text advert usually displayed about 3 across inside the giveaway event.

Those can actually be anything you want. It could be an affiliate offer; you can use your gifts again to send people to your squeeze page from that. Anything else you can think of.

One of your paid products, so you could normally add a specific number for each upgrade depending on the event.

And the 3<sup>rd</sup> thing you can do is special offers. Similar idea but there all paid so it will be one of your paid products. It could be an upgrade from your gift or you could use resale rights.

I've seen people sell packs of plr so somebody might buy that to create gifts to put in an event themselves. So that's another feature of upgrading.

And the final one is you usually get a higher commission so if people join through your link and upgrade you could get up to 100% commission if you buy the top upgrade. It's usually a bit less if you buy the second offer, maybe 50%.

So if you promote the event you'd probably get your money back from a couple of people upgrading.

**Dawn:** So in your experience it's definitely worth upgrading then.

**Keith:** It would depend on the event.

When I first started out I didn't upgrade at all but I kind of built my list quite slowly. After that for a while I was buying pretty much every upgrade because with a reasonable sized list you can just mail your list and enough people will upgrade to cover that anyway. Also I sell quite a few special offers.

People tend to not value text adverts all that much. But I've got one specific ad that I'm tracking on to a separate list and that's had over 200 subscribers just from one advert in a whole string of giveaway events so over the time it does add up so it's worth doing.

**Dawn:** You don't fancy telling us what it is do ya?

**Keith:** Well I can tell everybody because it's one of my products.

**Dawn:** Oh is it.

**Keith:** It's Free Backlinks Generator and it's got a completely separate list that I just use in 1 text advert. What else would they be?

**Dawn:** Another benefit of upgrading is that you don't actually get downgraded do you?

**Keith:** That's specific to different events.

**Dawn:** Right.

**Keith:** Some people don't downgrade you at all. Some people downgrade you if you don't upgrade and other ones (the strictest ones) you have to get signups for JV's and for members or they'll downgrade you.

So it depends, there's a lot of options in the script so it depends which ones they've chosen.

I would of said that if you've bought an upgrade they shouldn't downgrade you but it doesn't always work like that.

**Dawn:** That's what I actually thought to be honest. I thought that if you did pay then you don't get downgraded. That's how it was when I first started out anyway.

**Keith:** You would think people would do that because it would be another benefit of upgrading.

**Dawn:** So you've always got to look at the guidelines and see what you can do.

**Keith:** You'd have to read it carefully. If they don't downgrade you for buying an upgrade when you're just starting out that would probably be a good benefit.

Because it is a problem people have when they first start if they've got no list at all

**Dawn:** Don't answer that one yet Keith because it's coming on in a further question.

**Keith:** Right.

**Dawn:** So when you enter a gift into a giveaway event there are obviously lots of other gifts there too.

So what can people do to make their gift stand out from the crowd so that they get more opt-ins?

**Keith:** One of the ways, if you do have a list is you promote it because you get points for everybody that signs up via your link and the links are ranked according to those points.

And also if you invite a JV in and they sign up, you get points for people that they sign up so it's like a 2 tier system.

Obviously not everyone's gonna get enough points to do that. But the other thing you'd want to do is there'll be a graphic showing in the giveaway so you want to have a good graphic.

You can get them for \$5 of a site like Fivver.com. Just get an original graphic even if you're giving away some plr as you don't really want to be using the original graphic because somebody else might have it in the same event or they might of seen it before.

The main one I would recommend if you can is your own product. That's gonna be original and again people won't of seen it before so more people are going to sign up for it.

**Dawn:** What about a catchy title and description. Does that help as well?

**Keith:** Oh yeah, that's something I hadn't thought of when I was looking at that one. You've got to get your title and description right as well.

**Dawn:** And just make yours stand out a bit more.

**Keith:** Yeah I would look through an event, see which ones attract your eye and then you get an idea from that what's working best.

**Dawn:** Brilliant. So how do you monetize the opt-in process Keith and what would your advice be to someone starting out so that they could do the same?

**Keith:** The most obvious one if you're just starting out would be to have affiliate banners on your thank you page or your download page. So that would just be promoting someone else's product.

If you're giving away a Facebook eBook then you might promote a banner to something like [Like Page Builder](#) on your download page or something related and those usually convert quite well.

If it is your own product you'd put in an upsell for a related item or you can still do that if its somebody else's product similar to the download page banners.

Just upsell them a related product which might be one you get a Clickbank commission on or even a WSO with a 100% commission. You can send people straight to a WSO if you want after they've confirmed.

**Dawn:** So going back to banners. How many would you say you should have on a thank you page?

Because sometimes people just stick them full of them don't they. How many do you think?

**Keith:** That's a difficult one. It's one of those things and you should probably do this with everything which is split test everything.

I've got 2 squeeze pages for every site and I'm split testing them and seeing which one converts the best. If you're not sure what's gonna work best I would do the same on the download page.

**Dawn:** But for people that are first starting out maybe do you think they might not be in to split testing. Have you got a rough how many?

I know I've recently only just started doing it and I've been online for a few years so there's probably people listening and thinking "what's split testing".

**Keith:** I used to put around 2 or 3.

**Dawn:** I would of said 2.

**Keith:** I think if you put too many I think maybe people won't click on any of them and they'll just think oh what's this lot.

**Dawn:** That's what I always think as well.

**Keith:** And it's gonna look untidy.

At the moment I'm actually only putting 1 because after my gifts I send them into a members area to interact more and I've only got 1 banner on that page.

But because it's a members area I've got bonus pages and download pages and they could click on the bonus page and see a list of other ones so there'll be 4 or 5 in there.

And when they log out of the members page I've got an exit page banner for another one. So because I've got several different places they can see them, I've just got one on the first page they see.

**Dawn:** So you don't need to have to put them all on that page.

**Keith:** Or you could also in your first email that you send them. It should be a link to the download page in case they missed it. You could advertise another item in there as well.

It could be a link to another one of your free offers or it could be an affiliate product. There's several different places you could put them but you definitely want to experiment with them. Pick a related product though and make sure it's related but probably not too many.

**Dawn:** Yeah and I know that's something that a lot of people struggle with Keith so thanks for sharing that and I will try it myself next time.

One of the rules of a giveaway event is you have to promote the giveaway and refer others to it.

So how do people promote the event when they don't have a list yet?

**Keith:** We've partly covered it before. The rules vary so if you're selective and if you don't join them all you could just join the ones that don't promote you. There's a few people that do those.

The other ones as I mentioned in [Push Button Giveaways](#) it's got a link rotator built in so if you're quick and you join every event quick you should get enough sign ups just from the link rotator.

And then there's the blog widget so if you do a bit of blog hopping and a few people visit your blog you should get 1 or 2 people off there as well.

**Dawn:** That's quite handy that isn't it and haven't you got that on your blog if they wanted to go and have a look.

**Keith:** Yes it's [KeithPurkiss.com](#). I've just mentioned my blog again.

**Dawn:** Yeah well you can keep mentioning it.

**Keith:** I'm sure I get people from there because as I've mentioned before I've had more sign ups than I'd expected from some events that I hadn't emailed out so the blog widget is a good one.

And if you use Twitter and Facebook a lot and you've got related list you should be able to get sign ups on there and I know a few people who are quite good at that and they've even got a Facebook Fan page for giveaways.

And they can just post all their links on there and as long as they've got enough fans on there, they're gonna get a few signups from there and even the events that you have to promote, you normally only need to get 1 sign up anyway.

**Dawn:** Yes.

**Keith:** So that should be enough to cover that.

**Dawn:** So there's always a way and again there's really no excuses for not using giveaways to build your list then because you can promote them.

**Keith:** The other one and this is one I used to start with. If you're careful you can post your links in certain forums.

Not the Warrior forum because you'd get deleted but something like [Internet Marketing Apprentice](#) forum. There's special sections where you can post adverts.

**Dawn:** There is and there's one of them on your [Website Wealth Wizards](#) forum as well isn't there.

**Keith:** We have one in there as well and you can get that one free and post in there. There's normally several people that are gonna join events so again if you're the first one to post you should at least get one from a forum as well.

Because I think most events don't tend to get posted much now in forums so if you decide to go that route you're probably gonna get sign ups.

**Dawn:** Brilliant, thanks for that then Keith.

Now I know a lot of people struggle with content for their follow up messages and also with how they build a relationship with their list.

So what tips could you give someone that's just first starting out?

**Keith:** This isn't something that just people that start out are struggling with.

**Dawn:** Yeah I know we all do, I know.

But I can remember when I first started out and I joined a giveaway and it was like "argh what do I send them now".

**Keith:** I can say what I've added in some of my sequences.

The one where I'm giving away an interview about giveaways I've got a series of I think it's 8 emails which is full of a different tip each day on how to maximize your results from giveaways.

Which would tend to be most of the content we've discussed today. Things like banners on your download page.

So for that gift you can have a whole series of tips about giveaways. So it would have to be related to your gift.

**Dawn:** So it depends on the gift really.

**Keith:** Yes, if it's a Facebook gift (it's not something I'm an expert on) but you'd put tips for building a list on Facebook or anything else to do with Facebook in your follow up series.

If you gotplr you can giveaway 1plr eBook and use another one and split the tips out of their and use it for your follow up sequence. You can use that content.

And the method I'm gonna recommend is you think which marketers list are you on where you open all their emails and just get a new Gmail account and sign up to their list again and collect all their auto responder emails and just look at what they've done and get ideas from that.

**Dawn:** I do that. I've got a swipe file on my desktop and if I see a good one it goes in.

It's a really good way of looking at other people and seeing what they do and not copying but just to give you feedback on what you can do for yourself.

**Keith:** You get the idea of what to do.

I've seen people, the first few emails they'll just introduce themselves and maybe connect to a few of their best blog posts and that kind of thing.

**Dawn:** People do it all differently don't they.

**Keith:** Yeah, I'm gonna change some of mine now.

I've been thinking of going down the blog post route but you've got to do some good blog posts first and then put those into a sequence and try that one out. I think that's probably a good way of doing it. Send them to your blog and you're kind of interacting with them more.

The other thing I'd do is a lot of my emails have got PS's in or signature in where I send them to my Facebook page or my blog or my newsletter. I've got a page where they can download pdf newsletters so that tends to go in my signature on nearly all my emails.

Any new ones I'm doing or any I'm updating, I make sure I've got those things in my signature.

It's just different ways of interacting with people. Even though I'm not the biggest user of Facebook I've still got a link to my Facebook account in there. It's something I'm working on.

**Dawn:** You've always got to work on something.

But the main point is just make sure that you've got a follow up sequence in place really because as I said that's one thing that I didn't do at the beginning and I was like oh no what do I do now.

**Keith:** I'm not sure about the details of other auto responders but on [Aweber](#) if you don't have a follow up email. It sets it at something like 999 and if you do then put one in it doesn't go to anybody that's already on your list.

Somebody's already got all your emails so you have to reset that number on everybody's detail. That happened to me and I forgot to put one in at the beginning so you need to at least have 1 in.

**Dawn:** That's a really good tip there actually because I don't think a lot of people know that.

**Keith:** No I didn't and I was trying to work out what had happened.

So you just put a welcome email in linking to your download page even as a placeholder and that will make sure that they're all at the beginning of your sequence and you can always go back and improve that email later and add more in.

And each time you add more in it effectively broadcasts to everybody already on because they're already at the end. So just keep filling up my sequence and going back and improving it a bit if I see a new tip that I hadn't thought of before.

**Dawn:** Brilliant. Yes that's really good.

So is there anything else you would like to add about giveaway events that we've not already covered that you think might help people?

**Keith:** There's one tip I actually got from [Paul Teague](#) on a webinar and I can't remember his exact words but the idea of it was that everything you do in giveaways is good practice for marketing in general.

So they're a really good place to start out and that's because your building a list, you're getting sales. You can test out product niches and this is one small tip.

You could create say 5 gifts

- 1 on Facebook
- 1 on traffic
- List building

5 completely different areas and you can see which one of those gets the most sign ups and then think well that's a good niche, I'll create my own product in that niche.

Then I'd know it already appeals rather than try creating products that you're not sure if anybody's gonna want.

**Dawn:** I never really thought of it like that so you could use it for test purposes then.

Yes that's a really good idea that. Thanks Keith and Paul.

Yeah that's really good that one.

**Keith:** That was his thing that it's a good learning place but the testing out was something that I've been doing since I've started really just trying all different niches in the events.

So yeah it's a good place to learn and it's a good place to test things out.

**Dawn:** Well you've certainly shared a lot of tips with us today Keith that I know a lot of people are gonna benefit from so thanks for that.

And what are we gonna see next from you?

Are you working on anything juicy at the moment?

**Keith:** What I'm doing mainly at the moment is I'm adding extra content to some of my existing sites and building my list.

And kind of the idea behind that is I'm looking at bringing out a list building product to help people get started because I know a lot of people are struggling with that one and also coaching on list building:

**Dawn:** Oh brilliant so is that coming soon or is it towards the end of the year?

**Keith:** I would think a couple of months really. I'm doing the research at the moment and just building my own list. I'm trying out various different methods, not just giveaways.

I'm adding in a few other methods because I think different methods are gonna appeal to different people. So I want to get 3 or 4 effective ones in there then people can choose which ones gonna work best for them.

Probably at least a couple of months because I'm actually doing my research first and not like some of the WSO's where they just bring out a method and they've not tried it.

>>> [Grab Keiths new list building product here](#) <<<

**Dawn:** No you've got to do it first haven't you.

**Keith:** Do it all first, yes.

**Dawn:** Definitely. Well good luck with that and I'm sure it will be fantastic.

So if people listening want to find out more about you where should they go?

**Keith:** The best place is obviously my blog [KeithPurkiss.com](http://KeithPurkiss.com).

So if they want to take a look there they can have a look through the posts and see what I'm doing.

I tend to post some of my plans on there every so often so you can have a look and see what I'm up to.

**Dawn:** And also you've got your newsletter on there as well haven't you.

**Keith:** I've just been changing my blog actually around a bit. There'll be a tab that says newsletter at the top and that's a pdf direct download of all my newsletters.

Which started just over a year ago at the beginning of 2011 so there's 12 on there at the moment.

**Dawn:** I know that's one I do look forward to reading every month because you always share what you've been doing and I find it really informative.

So I definitely recommend going and having a read of that.

**Keith:** There's actually a series in there of giveaway tips as well which is the same as my auto responder sequence almost. I use the same kind of ideas and put them into a pdf.

That's actually a good tip is try and recycle your stuff or repurpose it in different formats because not everybody is gonna of seen it in my email sequence so some of it goes on my blog.

**Dawn:** That's definitely something I'm trying to do a lot more of this year, repurpose everything and put it in all different formats.

Well thank you for sharing all your giveaway tips with us Keith. I've really enjoyed our chat today and I hope you have too.

**Keith:** Yes, thanks Dawn.

**Dawn:** And thanks again for taking time out of your busy schedule to come on the call with me.

It was lovely to finally talk to you after all this time.

**Keith:** Okay, thanks very much Dawn and I hope people got some useful content out of the interview.

**Dawn:** I'm sure they did as I say you've been really great Keith. So take care then and I'll catch up with you soon.

**Keith:** Okay, thanks and goodbye for now.

**Dawn:** Bye for now.

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