From Bitten Nails
To Easy Sales

How To Create 12 Different Types Of Digital Lead Magnet That Get People To Join Your Mailing List *AND* Eager To Buy Your Products

Tim Dodd

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From Bitten Nails To Easy Sales!

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3d Consulting Services

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Strategy #1 -Infographics & Cheat Sheets

If you've spent any time online, then you already know about cheat sheets and infographics.

These two items pack a big punch in a little package. Typically, cheat sheets provide a lot of information in a single page. This includes tips, steps, best practices and other information. This isn't an in-depth item, obviously, but it gives readers a good overview of a particular topic. A cheat sheet typically also includes graphics to make it more aesthetically pleasing.

Similar to the cheat sheet is the infographic. Like the cheat sheet, the infographic provides a lot of information in overview form. The difference is that an infographic (as the name suggests) offers the information in a more graphical format. This is an ideal format for data-heavy content.

One advantage of this type of content is that the items are easy for your prospects to download, consume and even share. Another advantage is that since the content provides a great overview of a topic, this content naturally lends itself to inserting backend offers.

With that in mind, let's talk about how to make and monetize cheat sheets and infographics…

Section 1: Create

As mentioned, this format works really well when you have data-heavy content (infographics) or overviews to present (cheat sheets). Follow these steps…

Step 1: Determine What Content to Include

The first thing you need to do is determine what all sort of content you want to include in your cheat sheet or infographic. Here are the two keys to remember:

1. **Provide an overview.** While you may have a lot of information, none of it is in-depth. As such, you'll want to think about the sort of information you can include in short steps (just one or two lines), tips, lists, best practices, questions to ask, examples, and similar items.

For example, if you're creating a weight-loss cheat sheet, you may include steps (such as how to calculate caloric needs), lists such as what ingredients to substitute to make a recipe healthier, a list of super foods, and tips for eating clean.

2. **Keep it short.** A cheat sheet should fit on approximately one page. An infographic may be longer, but it too works best as one page (as that makes it easier to consume, as well as forward on social media).

Now that you have these points in mind, you need to decide exactly what type of content to include. Follow these two steps:

Step 1: Brainstorm. Chances are, you're already quite familiar with the topic, right? That's why your first step is to brainstorm what sort of information you'd like to include. Once you've made this preliminary list, then you can move onto the next step.

Step 2: Research. Now you need to research to help uncover other information that you didn't include in your brainstorm. Here's where to find this information:

- Check blogs. In other words, see what your competitors are writing about on this topic. Pay particular attention to those blog posts that seem really popular, meaning they get a lot of discussion and social media shares. And of course, you should also pay close attention to cheat sheets and infographics, as this will give you an idea of what's popular in your niche.

- Browse social media. Check out sites like Facebook, Twitter, and LinkedIn to get a feel for what sort of information is popular in your niche, meaning pay attention to content that gets "liked," "shared" and commented upon. If you see a piece of information being shared across multiple platforms and competitors – and this information is getting a lot of interaction on social media – that's a good sign that the information is something your prospects want.

- Review products. Another good place to get content ideas is by browsing popular products in your niche. You don't even need to necessarily need to read the actual product, as sometimes the sales letter or table of contents will give you plenty of ideas of what to include in your cheat sheet or infographic.

In all cases, keep in mind that you're primarily looking for information in any form that's already popular and in-demand. For example, you may see an article on a blog that's really popular. You can take these ideas and turn the information into a cheat sheet or infographic.

Next…

3. **Narrow the focus.** If you did a lot of research, then you probably have a lot of ideas of what to include in your cheat sheet or infographic. If you have more ideas than can fit on a page, then you need to narrow your focus.

To help you accomplish this task, ask yourself these questions:

- What information is absolutely crucial to the topic? In other words, if you're teaching someone something about this topic, what steps, tips and other information are crucial to their understanding of the topic?
- Which information is unique? Your cheat sheet or infographic will be more powerful if you include information not found anywhere else. This doesn't mean your entire cheat sheets needs to be full of never-before-seen information, but you should certainly include a tip that's rarely seen elsewhere.
- Which information would work well alongside some sort of graphic? This question is particularly important if you're creating an infographic.
- Does your information focus on just ONE targeted topic? If you find that you have a whole lot of information, then narrow the focus of your cheat sheet even more.

For example, let's suppose you're creating a weight-loss cheat sheet. As this is a big topic, you may want to split it into multiple focused cheat sheets, such as one that focuses on nutrition, one that focuses on exercise, one that focuses on supplements, and one that focuses on motivation. You could even narrow your focus even more, by creating a cheat sheet that focuses on just one type of exercise, such as high intensity interval training.

Next…

Step 2: Decide What Graphics to Use

Once you've decided what all information to include in your cheat sheet or infographic, then it's time to decide what sort of graphics to use.

NOTE: *In all cases, be sure the graphics possess these qualities:*

- It's a professional graphic. If you have some graphical skills, you can use a platform such as Canva.com to create quality graphics. If you don't have these skills, then it's a good idea to leave this task to the hands of a professional. You can find graphics designers by searching Google, asking your network for recommendations, and posting on freelancing sites such as Upwork.com or even Fiverr.com.
- The graphic is simple. You don't want to create "busy" graphics that have viewers spending time trying to figure out your graphic. It should be so simple that the viewer instantly grasps what the graphic is all about.
- The graphic is relevant/supports the content. Don't add a graphic just to add a graphic. Instead, every graphic you add should support and enhance the text content.

Specifically:

Charts/tables. These are great ways to represent data in a visual format.

Illustrations. These add visual interest to the cheat sheet or even clarify information. For example, if your cheat sheet refers to doing an exercise, you might provide a simple illustration showing the right way to perform this exercise.

Icons. These are simple graphics to add visual interest to the cheat sheet or infographic. For example, if you're sharing a tip, you might insert a lightbulb icon next to the tip. Or if you're sharing a warning, you may insert an exclamation point (or even a skull and crossbones, depending on the nature of the warning).

To see a good example of how a cheat sheet can use graphics and icons to enhance the content, visit: https://3dconsultingservices.com/3d_cheatsheets/BuyersGuides.pdf

Once you've decided what sort of graphics to include, move onto the next step…

Step 3: Develop Your Cheat Sheet or Infographic

Now it's time to pull together your text and graphics to develop your cheat sheet.

First off, you need to determine the layout of your cheat sheet or infographic. Generally, a cheat sheet is going to have at least two columns of information. That's because a cheat sheet contains a LOT of information, and you need to make the most of the whole page.

Most viewers will read the left-side column first (top to bottom), and then move onto the right-side column (top to bottom). As such, if it's important for viewers to read certain pieces of information in order (such as a set of steps), then arrange your cheat sheet with the first steps in the upper left side of your cheat sheet, and the last steps appearing in the lower right side.

Here's one very popular way to arrange your cheat sheet or infographic:

The very top (header) should be the title of your cheat sheet alongside some branding (such as your company name).

Introduction: this gives your reader an overview of the topic. You may define a term, state the benefit of the information they're about to learn, or in some other way introduce it.

First column of information (tips, steps, etc.).	Second column of information.

Closing statement. This may be a recap, or you may share a special tip or important note centred at the bottom of the page.

Promo at the end (in the footer).
This is generally also centred at the bottom of the page so that it's emphasized. This is where you provide your link and call to action.

So, let's talk about how to order the information. Check out these guidelines:

- Order chronologically. If you're providing step-by-step how-to information, then offer this information in the order of the steps. Obviously, if you have any tips, best practices, examples or other notes, these tidbits will appear alongside the relevant steps.

- Order beginning to advanced. If your cheat sheet doesn't necessarily have chronological steps, then you might order from beginning-level information to more advanced information.

  For example, a cheat sheet on weight loss may include easy information at the top, such as reducing calories. The bottom may cover advanced information such as macronutrient balancing.

- Order quick/easy to longer/harder. For example, if your cheat sheet is looking at traffic generation methods, then you might put guest blogging at the top, because your viewers can literally implement that method right away (today). You might put something like search engine optimization at the end of the cheat sheet, because it takes longer to implement and get results.

- Order with the primacy and recency effect in mind. If you give people a list of information, they tend to remember the first and last items on that list. That's why you may consider ordering the information with the BEST content right at the top and bottom of the cheat sheet. (Note: starting with your best information also "hooks" readers and keeps them engaged.)

Pick the order that makes the most sense for your particular content. After you've selected the order, start compiling your cheat sheet with your content and graphics.

Here are the best practices:

- Use short, concise text. In some cases, not even using full sentences. The idea is to pack in as much information as possible into a relatively small space.

- Utilize lists whenever possible. A cheat sheet should be easy to read, so avoid paragraphs of information, and use lists instead (such as a list of tips).

- Underline important text using graphics. Your reader's eyes will naturally be drawn in by graphics, so be sure to highlight your most important content with graphics. For example, insert icons or graphics next to your best tips or warnings.

If you don't have a good eye for design and layout, then you'll want to hire someone for this task. You can search Google for someone who's skilled at layout and design, or you can post a project on a freelancing site such as Upwork.com.

> ***TIP:*** To save time and money, you may hire a designer to create a template for your cheat sheets. You can then fit all cheat sheets into this template by swapping out content and graphics.

Now let's look at how you can cash in with your cheat sheet or infographic…

Section 2: Cash In

Before you write a single word of your cheat sheet, you need to figure out the goal of your cheat sheet. In other words, what do you want people to DO when they finish reading your cheat sheet or infographic?

Here are some of the most common actions you may want your reader to take:

- Purchase a product.
- Sign up for a mailing list.
- Read or watch another piece of content.
- Tell a friend about this content.
- Request a free quote.
- Sign up for a webinar.
- Enter a contest.

…or something similar.

The important thing here is that you need to select just ONE primary goal. If you throw too many options at your reader (such as joining a list AND buying a product), you're only going to end up confusing them. And more often than not, your readers won't take any action at all. That's why you want your entire cheat sheet to gently direct your reader towards taking one action, such as purchasing a product.

The beauty of a cheat sheet is that it gives a great overview of how to do something, which makes it easy for you to promote a product in the footer of the content. In other words, a cheat sheet or infographic is naturally "useful yet incomplete."

With that in mind, let me share different ways to set your cheat sheet up lead readers towards purchasing a product at the bottom of the giveaway:

- Offer a step-by-step overview. You can then sell an in-depth information product in the footer. For example, if you provide an overview of how to generate web traffic, you can then promote an in-depth traffic-generation course at the end.

- Provide tips. This format lends itself well to selling information products on the backend. However, you can also sell tools on the backend.

  For example, if you're providing tips on how to eat better, then you might sell a tool such as a meal-planner at the bottom of your giveaway. You might even include this as one of your tips (e.g., "Purchase a good-quality meal planner to make it easy to count calories and eat clean.").

- Offer a "jam-packed" overview. The idea here is to pack so much information into your cheat sheet that your prospects quickly realize they don't have the skills, time, or knowledge to perform a certain task themselves. You can then offer a "done for you" service in the footer.

  For example, you might offer a comprehensive overview of how to set up an effective Facebook advertising campaign, and then offer a campaign-management service at the end.

- Scare prospects. This is where you provide an infographic with a lot of data, some of which might be frightening. The key is to get prospects to identify themselves as having a problem or at RISK for this particular problem. You can then promote a product to help them avoid or alleviate the problem.

  For example, let's suppose you're offering a product to help smokers quit. Your infographic may touch on all the negative aspects of smoking, including serious health consequences, accelerated aging, the expense, social stigma and more. You can then offer your product as the solution to reversing these negative impacts.

As mentioned, most of the time you'll include your promo in the footer of the cheat sheet. However, this isn't as simple as dropping a link. In order to get the best response, you need to do two things:

Make sure your cheat sheet or infographic naturally leads to the promotion. Follow the guidelines above for different ways to create a useful yet incomplete cheat sheet.

And then…

Provide a call to action. You can't just drop a link and the name of a product, and then expect people to rush to your order button. You need to provide a call to action, which is where you specifically tell people what you want them to do and why they should do it.

> *For Example:* "Starting a business is hard… UNLESS you have an experienced business coach to help you avoid the pitfalls and make the very best and most profitable decisions. That's what you get when you hire Tim Dodd, so click here now to shortcut your success!"

Whenever possible, it's a good idea to create a sense of urgency so that prospects take the action now rather than postponing it. Here are two ways to create this urgency:

1. Create a special offer offering a limited-time or limited-quantity offer.
   e.g. "Hurry, because the first 100 people to act now will enjoy a $50 discount. This offer will go fast, so click here to get started…"

> **NOTE:** *This sort of offer means your cheat sheet will NOT be evergreen, so use this particular tactic sparingly.*

2. Remind prospects that their pain will continue if they don't act now.
   e.g. "Do nothing and tomorrow morning you'll wake up feeling ugly and disgusted with yourself when you look in the mirror. Or you can make the decision to take control of your health and your body today. The choice is easy, so click here to start getting into the best shape of your life!

Now let's wrap things up…

Conclusion

So, there you have it: you now know how to both make and monetize a cheat sheet or infographic. These giveaways are powerful because prospects can consume them quickly and share them with friends. They're also beneficial because they're naturally "useful yet incomplete," which makes it easy to promote a product in the footer.

So, what are you waiting for?

Go ahead and get started on your first cheat sheet to giveaway as soon as possible. You'll be glad you did!

Strategy #2 - Problem Solving Worksheets

For this guide, we're going to be looking at how to create and cash in with worksheets, particularly for information based businesses.

Worksheets make for excellent giveaways, because they can do the following:

1. Help prospects identify a problem. A worksheet can get prospects thinking about their problem, which makes it easier for you to pitch a solution to this problem.

   For example, you might offer a worksheet that helps people identify the problems they have in their marriage. This then leads to a product to help them fix those specific problems.

2. Help prospects solve part of a problem. Worksheets are also really useful to your prospects because it helps them take action and solve part of their problem. In turn, this motivates them to solve the rest of their problem. You can then pitch a product at the end of the worksheet.

   For example, you might offer a worksheet to help copywriters profile their target market. You can then offer a copywriting course to help them create the actual sales letter.

As you can see, a worksheet can be both useful and profitable as a giveaway. Which brings us to the question: how do you make an effective worksheet? Read on…

Section 1: Create

Now let's look at how to construct your worksheet. This process includes these three steps:

Step 1: Determine Your Offer.

Step 2: Decide on a Topic.

Step 3: Develop Your Worksheet.

Let's take a closer look at each step…

Step 1: Determine Your Offer

The first thing you need to do is decide what sort of offer you'd like to promote at the end of your worksheet. Knowing what you intend to promote will help you create a worksheet that naturally leads to this offer.

> ***TIP:*** As always, do your market research first to ensure that you're promoting an offer that your audience really wants. Preferably, this should be your own product or service, whenever possible (versus an affiliate offer).
>
> And, likewise, be sure the topic of your work-sheet is something of interest to your target market.

Once you've decided what you're going to promote, then you can start planning your worksheet. Here's how…

Step 2: Decide on the Topic

You've got an offer in mind. Now you choose the topic of your worksheet based on the offer you're promoting. That's because you want your worksheet to naturally lead to this offer.

The best way to explain how this works is by showing you a series of examples. Let's take a look:

> ***Example #1:*** let's suppose you're selling a weight-loss guide. You may create a worksheet that helps people determine how many calories they should be eating each day based on their height, weight and activity levels. You can then sell the guide at the end of the worksheet as a way to help them eat the right kinds of foods.
>
> For this example, your worksheet solves PART of the problem, and the backend offer solves another part of the problem.
>
> ***Example #2:*** you're selling a "get out of debt" guide. You can offer a work-sheet that helps prospects determine how much they need to pay on their credit cards, loans and other debt in order to be debt-free within a certain time frame. Your worksheet may even offer some tips, such as telling your prospect which debt to pay off first. Then you can promote the guide as a way to create a comprehensive plan for debt management, budgeting and saving.

For this example, the worksheet basically gives people an overview of how to get out debt. After they complete the worksheet, they will have a basic plan in place. The backend offer is designed to help them implement that plan.

Example #3: you're selling an outsourcing guide. You can create a worksheet that helps people decide whether to outsource a particular task.

In this example, the worksheet helps people identify themselves as part of your target market. It also helps them take the first step, which is deciding what to outsource. Purchasing your guide helps them complete the subsequent steps, such as finding freelancers and motivating freelancers.

Example #4: You're selling business coaching. You may create a worksheet that helps people determine if coaching would be beneficial to them. This worksheet would uncover places where they are "stuck" (where a coach could help them).

In this example, the worksheet helps prospects self-identify as people who need coaching. The next logical step is for them to purchase your coaching offer.

Example #5: You're selling a book about dog breeds and how to choose the right dog for oneself. Your worksheet will help people take a good hard look at their lives, such as how active they are, whether they have children (or intend to), if they have other pets, what their tolerance is for shedding, whether they want dogs who can do certain activities with them (such as hike) and similar. You can then sell a comprehensive dog breed book at the end of the worksheet.

In this example, the worksheet gets people thinking about their lives and how a dog will fit in. The backend offer then gives them a comprehensive look at all the major breeds, so that the reader can choose the right dog for their needs and lifestyle.

As you can see, the overall key to this step is to pick a topic for your worksheet that gets people taking steps towards their goal. Your worksheet should get them thinking and even excited about the process. Because once they are immersed in the worksheet, then purchasing your product to continue what they've started will become the next logical step for prospects.

Many times, your worksheet will help people identify a problem in their lives and/or take the FIRST step towards completing a process or achieving a goal. Your product will then help them complete subsequent steps. Or, your worksheet might give your readers an overview of ALL the steps they need to take to complete a process or achieve a goal, and your information product will give them the in-depth details they need.

Go ahead and take some time to brainstorm what sort of worksheet topic will not only help your prospects start taking action and/or identify themselves as part of your target market, but it will also naturally lead to the offer you want to sell on the backend.

Then move onto the next step…

Step 3: Develop Your Worksheet

You know what you want to sell at the end of the worksheet. You know the overall topic of your worksheet and what task it will help your prospects accomplish. Now it's time to develop your worksheet.

Here are the components of a worksheet that you may want to include (note that only necessary component is the "Question" section, but you can add in these other elements to create a more useful and comprehensive worksheet):

Steps. If you're providing an overview of a process, then your worksheet may include the steps of this process. Within each step, you'd have your reader answer questions and do other worksheet activities.

> *For example*, let's suppose your worksheet gives an overview of the three important steps to losing weight: good nutrition, exercise, and getting (and staying) motivated.
>
> Within each of these steps you'd then provide worksheet activities. For example, "nutrition" section would include calculations for eating the right number of calories, as well as worksheet questions to help determine if there are any dietary restrictions.

Thus, the overall worksheet provides an overview of the process so that prospects know what steps they need to take, but to get exact details or other help they'll need to purchase your backend offer.

Now let's take a closer look at how to develop the questions, as this will comprise the bulk of your worksheet…

Questions. Every worksheet should include questions that the reader needs to answer in order to move forward.

Now, there are different sorts of questions you may ask. These varieties include:

- ***Information questions***. These are straightforward questions that your prospect will know the answers to without thought or research.

  For example, if you've created a weight-loss worksheet, you may start off by asking questions to uncover dietary restrictions and preferences, such as "Do you have any food allergies or intolerances? If so, list them."

- ***Research questions*.** These are questions that your prospect may need to research in order to answer.

  For example, if you have a worksheet helping people pick a target market, then you may ask questions such as "What are the top five bestselling books on Amazon in your niche?" Your worksheet would explain how to get this answer, and then readers would need to do their research.

- ***Thought questions*.** These are questions that are designed to help people reflect on an issue or to think about their own goals, needs, etc.

  For example, if your worksheet is helping people save and invest money, then you may ask people to reflect on their investment personality (e.g., their tolerance for risk).

  Or if your worksheet is about how to become an entrepreneur, you may ask questions to assess whether the person has the personality needed to start their own business.

Next…

Fill-In-The-Blanks/Templates. These sorts of tasks help your prospects take a step towards completing a task.

> *For example*, let's suppose you're creating a copywriting worksheet that helps people create a sales letter. One of the steps of creating a sales letter is to

create a headline. You might provide templates to help readers start brainstorming headlines.

e.g. "Who wants to [get a good benefit]?"

Mini-Checklist. Here you can provide a mini checklist for one or more steps in your worksheet.

For example, if your worksheet helps people prepare for overseas travel, you might include a mini checklist of items that may not be compatible in certain countries (such as phone chargers, cell phones, etc.).

Lists*.* A list can help people gather the right tools or information for a task.

For example, if you have a debt-management worksheet, you might start a worksheet by listing all the different possible types of debt and have people circle which ones apply to them. This may include car loans, student loans, credit cards, lines of credit, and similar items.

Tips. You may sprinkle tips and best practices throughout your worksheet to add value to the giveaway.

For example, if your worksheet covers good nutrition for weight loss, you might offer tips for ingredient substitutions to make meals healthier.

Now let's pull all this information together into one big example. Let's suppose you've created a copywriting worksheet that's designed to help people write a short sales letter. This copywriting worksheet may include these components:

- ***Steps***. The worksheet will provide an overview of required steps, including profiling the target market, creating a headline to get attention, presenting a problem, presenting a product as the solution, highlighting benefits, handling objections, crafting a guarantee, creating a call to action, and closing with a strong postscript.
- ***Questions***. Here you'll ask the reader questions such as:
    - What are the main benefits of your offer?
    - What is the price?
    - What bonuses are you offering?

You'd also ask questions pertaining to the demographics of their audience (e.g., age of target market, gender, income, etc.).

- ***Templates***. Here you may provide one or more templates, such as a set of headline templates, a set of call-to-action templates, and/or a set of postscript templates.

- ***Mini-checklist***. Here you might provide a checklist for writing a headline. The checklist would include points such as:
    - Does the headline state your main benefit?
    - Does the headline arouse curiosity?
    - Does the headline use "power" words?

- ***Lists***. Here you might provide a list to help readers. For example, in the previous example where it referred to the headline using "power" words, you can provide a list of the top few dozen power words (such as you, secret, how to, quick, easy, etc.).

- ***Tips***. Throughout your worksheet, you can sprinkle in tips to help readers become better copywriters. For example, you might offer a tip in the profiling section on how to research an audience's demographics.

In summary, this example worksheet would offer a good overview of how to write a sales letter. In order to get the full details on how to accomplish this task, readers would need to then purchase your copywriting course.

Which brings us on to the next section: how to cash in with your worksheet? That's what we'll cover now…

Section 2: Cash In

At this point, you've developed your worksheet, and you've decided what sort of offer to promote on the backend. Now it's time to embed this offer into your worksheet.

There are two main places where you can promote your offer:

1. At the end of the worksheet. In most cases, this is the best place to embed your offer. That's because the worksheet is designed to lead towards the offer. The offer can appear as the last "question" or "task" in a worksheet or it can even appear in the footer of the worksheet.

   Taking the copywriting worksheet example. The entire worksheet gets people thinking about their sales letter and starting to take action towards working on it. However, the prospect still needs the in-depth information on HOW to write the sales letter, so they'll buy your copywriting guide now while they're motivated and taking action.

Or another example is if the worksheet makes people realize they NEED your product. For example, if a "heart healthy lifestyles" worksheet shows middle-age men that they are at a great risk for having a heart attack, they may purchase your heart-healthy guide to avoid heart disease.

2. Embedded within the worksheet. The idea behind this method is to make purchasing a tool as one of the tasks in the worksheet. You can then reiterate the call to action at the end of the worksheet.

   For example, let's suppose a weight-loss worksheet goes into depth on how to create a custom meal plan for one's needs, goals and lifestyle. Within the worksheet you might offer a tip to purchase a meal-planning app to make this easier (with a link and call to action for the specific app you're selling).

> ***TIP***: Some people promote an offer right at the beginning of the worksheet, such as a "featured product." However, the problem with this is that the person isn't yet engaged in the worksheet. They're not yet thinking deeply about their problem or taking steps to fix it. Thus, an ad at the beginning of the worksheet is nowhere near as effective as a call to action at the end or even an embedded offer.

The takeaway here is that worksheet MUST naturally lead to the offer you've embedded within the worksheet and/or at the end of the worksheet. The offer should help users accomplish the same task or goal as the worksheet.

For example, if the worksheet's goal is to help people eat healthier, then you can promote a nutrition guide that's designed to help people eat healthier.

Or if the copywriting worksheet is designed to help people write a sales letter, so too should the offer you're selling on the backend.

Indeed, the worksheet and backend offer should complement and enhance the use and enjoyment of the other. This means they should both be useful separately, but they should be even more useful when you use them together.

The second key point is the offer should include a strong call to action. A good call to action includes these two parts:

1. What you want people to do. This is very specific. You don't assume that people know what to do – instead, you tell them exactly what to do.

   e.g. "Click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters…"

2. Why they should do it. It's not enough to tell people what to do – you need to tell them ***WHY*** they should do it. This prompts them to take action.

   e.g. "Click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters, ***and you too will discover the secrets of writing million-dollar copy!***"

> ***TIP***: A really strong call to action also includes a reason why people should take that specific action ***RIGHT NOW***.
> In other words, you create a sense of urgency.

One of the best ways to create urgency is by presenting a limited-time or limited-quantity offer. The problem with this method is that your worksheet won't be evergreen if the offer is limited. (Such as offering a discount to those who act by a certain date.)

As such, you can create urgency simply by reminding people of the pain of their problem, and how this pain will continue if they don't take action.

> ***e.g.*** "If you're tired of creating sales copy that leaves your bank account empty, then click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters, and you too will discover the secrets of writing million-dollar copy!"

One final thought…

Don't just use the first call to action that pops into your mind. Your call to action can truly make or break the success of how well your giveaway creates backend sales, so spend some time brainstorming calls to action.

Ideally, you should then test your best calls to action to see which ones create the biggest and most profitable response for you. For example, you can create two identical versions of your worksheet, with the only difference being the call to action at the end. You can then code the links (so you know if traffic is coming from Worksheet A or Worksheet B). Then send out these two versions to your mailing list to see which one performs the best.

Now let's wrap things up…

Conclusion

As you can see, a worksheet is a really useful tool for prospects – and it can be really profitable for you. One of the big advantages of a worksheet is that it gets your prospects "invested" in a process. Once a prospect is invested, they're more likely to continue – and this continuation includes purchasing your product. So, go ahead and start developing your own giveaway worksheet as soon as possible, because you might be surprised by your good results!

Strategy #3 - Fill in the Blank Templates

If you're a smart marketer, then you've no doubt spent time thinking about what sorts of giveaways to offer prospects and visitors. Have you considered a template?

Just as the name suggests, this is tool that makes it faster and easier for your prospect to complete some task. Generally, all a person needs to do is fill in the blanks or otherwise tweak a template in order to use it.

Here are a few examples of templates you can create:

- A sales letter template.
- A resume template.
- A legal template for creating a freelancer agreement.
- A Facebook ad template.
- A blog article template.
- A web design template.

> ***TIP:*** Although I used a legal template as an example, keep in mind that you should ***NOT*** be creating legal templates if you don't have the necessary qualifications to do so. However, you could hire a lawyer to create a legal template for you.

The reason a template makes such a powerful giveaway is because they tend to be in high-demand. People love templates because they make tedious, time-consuming tasks easier. Indeed, a template tends to be regarded as a high-value tool.

The reason why you'll like offering templates is because you'll get a lot of downloads (because they're in demand), plus they lend themselves well to pitching an offer at the end.

> *For example*, you might offer a sales letter template for free, and then offer a copywriting course (or even a copywriting service) at the end of the template. People will realize that in order to make full use of the template, they need instruction or additional tools, which is where your backend offer comes in.

So, how can you create and cash in from a template?

That's what you're about to discover. Read on…

Section 1: Create

Let's get down to the business of making your template. Check out these simple steps…

Step 1: Select Your Offer

As always, your first step before you even thinking about creating one word of your template is to determine what you want to sell on the backend. That's because you want to create a template that works in conjunction with your backend offer.

For example, if you're selling a guide to building a big, responsive list, then you might offer a lead-page template that includes both the design and the sales copy. All a user needs to do is fill in the blanks about their lead magnet, and then they can upload the template to their website. This saves a user a lot of time, money and/or frustration.

However, this obviously only solves part of the prospect's problem. A prospect who truly wants to build a profitable mailing list will need a whole lot more than a lead page template to achieve their goals. That's why promoting an email marketing guide turns this giveaway into a very profitable giveaway.

With this in mind, determine what you'd like to sell on the backend. Once you've done that, you can move onto the next step…

Step 2: Set Up Your Template

Now that you know what you want to sell to those who take advantage of this giveaway, the next step is actually composed of two steps:

1. Decide exactly what sort of template to create.
2. Develop your template.

So, let's start with the first step, which is to decide exactly what sort of template to create.

Decide on a Template

Time for some brainstorming. Take a look at the product you want to promote, and then brainstorm all the different types of templates you could offer as a giveaway.

For example, let's suppose you're selling a copywriting guide. You can create any number of templates to offer as a giveaway, and you can even offer a set of templates. Examples include:

- A set of headline templates.
- A set of benefit-statement templates.
- A set of postscript templates.
- A set of guarantee templates.
- A set of call-to-action templates.
- A complete sales letter template.
- A sales letter design template (web design).

(And that's not even an exhaustive list – this particular topic lends itself to several different sorts of templates!)

Here's another example…

Let's suppose you're selling a guide for affiliate marketers. You might offer the following sorts of templates:

- Email templates for a fear-logic-gain series which affiliates can use to sell just about any sort of product.
- A lead-page template affiliates can use to help build their list.
- Social media blurb templates for affiliates to use to promote offers.

And one more example…

Let's suppose you're selling a guide to creating high-quality eBooks. You might offer a Word template that your prospects can use to make the interior of their eBook look professional.

As you can see, depending on what you're selling, you may brainstorm just one type of template that makes sense – or you may end up with several ideas that you need to narrow down. If you end up with several ideas, then ask yourself these questions:

- Which template would your prospects want the most? You may need to do some market research in order to figure out what your prospects want. You can find out what sort of similar templates they're already buying, and/or you can survey them to help uncover their wants and needs.
- Which template is the best fit in your sales funnel? Think about not only

what you're selling on the backend, but also what other products and information you have in your sales funnel.

For example, if you have a blog post that leads to your giveaway, then figure out which template best matches that blog post. For instance, perhaps your blog post is about writing good sales letter headlines. In that case, it makes sense to offer a free set of headline templates as a giveaway (and sell a copywriting guide on the backend).

Use the questions above to select the best template for your needs, and then move onto the next step…

Develop Your Template

Now it's time to create your actual template.

> ***TIP:*** You can complete this step yourself, or you can hire a freelancer to do it for you. For example, if you want to create a sales letter template, then it's a good idea to have a professional copywriter create it, which results in a high-quality product.
>
> As mentioned before, if you create any sort of legal template, then you absolutely ***MUST*** have a lawyer create it for you. Failing to do so risks putting your customers in legal jeopardy. Be sure to also include a disclaimer that recommends users take their final document to their own lawyer for review.

What you're creating is a fill-in-the-blank template. Some people simply create the template on the fly. Other people find it easier to start with an actual complete document, and then create a template from this document.

For example, if you were creating a sales letter template, you might start by looking at one of your own high-converting sales letters. You can then create a template from this proven performer. All you do is remove the specifics from the proven letter and add a blank.

Let's say you have a bullet point in your sales letter that says, "You'll discover the #1 trick for getting rid of belly fat."

You can turn the specifics (getting rid of belly fat) into a blank, like this:

"You'll discover the #1 trick for _______________."

If you go through an entire sales letter and do this, then you'll have a template complete in no time.

Generally, your template will have these three parts:

1. The actual fill-in-the-blank portions of the template.
2. The explanation of what to fill into each blank.
3. An example for each blank.

Let me explain these three parts with an example…

Let's suppose you're creating a set of headline templates.

Here's the actual fill-in-the-blank: "Who Else Wants to _____________."

To make this template easier to use, you don't actually want to just include a blank. Instead, you want to include an explanation of what belongs in that blank.
e.g. "Who Else Wants to [*Get a Good Benefit or Desired Result*]?"

To further clarify the explanation, it's also a good idea to include one or more examples of what this template might look like after someone has filled in the blank. *For example*:

1. Who Else Wants to Lose a Quick 10 Pounds?
2. Who Else Wants to Double Their Conversion Rate in as Little as Five Minutes?

Let me share with you another example of the actual blank, the explanation for that blank, and an example for that blank.

In this example, let's suppose you're creating a welcome sheet template for personal trainers to use with their new clients.

An actual blank may look like this: "You'll be expected to ________________."

The explanation would look like this: "You'll be expected to [*fill this blank in with the #1 thing you expect of your clients*]."

Then provide an example: "You'll be expected to show up to all your sessions on time and be prepared to work." Or, "You'll be expected to eat clean in order to support your fitness goals."

Of course, the above examples relate mainly to text templates. If you're creating a design template or anything else, then you'll need to do something a little different.

For example, if you're creating a lead page template, then your template would include items such as:

- An editable HTML file that users can tweak and then upload to their site.
- Placeholders for text.*
- Editable graphics.
- Overall design with editable components (such as the ability to change the font size, font colour, background colours and more).

* *If you want to create a really valuable template, then insert a text template for the sales copy into the design template.*

No matter what sort of template you're creating, you need to be sure that you've created an editable source file. This source file should be in a common format so that everyone can easily access and edit it. Better yet, you may even offer the template in multiple formats so that the user can select the one that best meets their needs.

For example, if you're creating a text template, then you can offer your template in .txt format (as both Windows and Mac users can access it). However, since plenty of your audience members are likely to use a common word processor such as Microsoft Word to edit the file, you can also offer your template in a .doc/.docx format. That way, users can select whether to work with the .txt or .doc file.

If you're creating a web design template, then you'd offer the applicable files in an editable format, such as the .html and .css files.

If you're creating editable images, then you may want to offer multiple editable formats, including SVG (which is an open-source format) and .PSD (which is proprietary to Photoshop, but preferable for those who do use the platform).

And now the final step…

Step 3: Supply Instructions

No matter what sort of template you're creating, you'll want to provide instructions to go along with this template. These instructions should be packaged in a separate file (such as a text file or .pdf).

Your instruction file should include the following:

- Thanking the user for downloading the giveaway. Be sure to list the main benefits of the template, and then encourage users to put the template to work for them as soon as possible.
- A list of what the user will need to use the template. For example, if the user needs a specific software platform (such as Microsoft Word), list that in the instructions.
- Instructions for use. Here you provide the step-by-step instructions for using the template.

  If it's a text template (such as a sales letter template), then the instructions will be fairly straightforward with regards to filling in the blanks in the .txt document. If it's another type of template (such as a web page template), then you may need to provide additional instruction, such as how to change colours, fonts, table widths, graphics and more.

In all cases, be sure to tailor your instructions to your audience. If you are dealing with beginners and technical novices, then you may provide additional instructions. If you're dealing with people who know how to use templates, then you can provide minimal instructions.

> ***TIP:*** You may also include contact information or a link to a peer support forum for anyone who needs additional support.

Now that you know how to create your template, let's take a look at how you can make money from it…

Section 2: Cash In

Like any other giveaway, your goal is to monetize your template. Generally, this means promoting a paid offer to those who use the template. However, the way you do this is different from other types of giveaway.

When you're creating other types of giveaway (such as a worksheet), you generally embed the offer directly into the content. That way, users will see your links and calls to action every time they use your giveaway.

Take note: do ***NOT*** embed offers solely into your templates.

The reason is obvious: your users are going to edit the template. Once they do so, your offer is gone. And even if your users use the template again, they may not use the original template – meaning they may not see the intact offer.

Instead, what you want to do is embed your offers into the instruction file that you package with the template. Your users have no reason to edit this file (and indeed, it should be in a format that cannot be edited, such as .pdf), and they'll see your offers every time they refer to the instructions.

Now take note…

If your instructions are really simple, then your users are likely to refer to the instructional file just ONCE… and never again. That's why you need to include tips or other content in your instruction file that your users are likely to refer to repeatedly. In other words, add value to your instruction file so that users keep it handy.

Here are examples of ways to add value so that users refer to your instruction sheet more than once:

- Provide a step-by-step crash course. For example, if you're offering a sales letter template, then your instructions might include a crash course in writing good sales copy.
- Present tips. If you don't want to provide a crash course, then an alternative is to share a list of tips. For example, along with a sales letter template you might provide ten or so of your best tips for boosting conversion rates.
- Offer a mini checklist. Here you might offer a checklist to be sure that people have completed all parts of the template. For example, if you have a sales letter template, your checklist would include items such as "Did you insert your order button?" and "Did you tweak the headline?"

Note that you can also offer a link to multimedia within your instruction file. For example, if you're offering a web design template, you might offer a short video that shows users how to edit and upload the template to their own websites.

Point is, you want your users to refer to your instruction file more than once.

That way, they see your offer more than once.

One good way to position your link and call to action is by offering a product that helps users make the most of the template that they now have in their possession.

For example, if you offered them a sales letter template and you sell a copywriting guide on the backend, then your promo may look something like this:

You now have a proven sales template that you can use to quickly and easily create your own sales letter. But if you want to make the most of this template and get the highest conversion rates, then you need to know the secrets of crafting high-response copy.

That's where [Name of Copywriting Product] comes in. This in-depth guide will reveal to you the secrets of turning an average sales letter into a cash-pulling super star!

[Then go on to explain the top five or so benefits of this guide.]

You deserve to know the same secrets that the million-dollar copywriters know, so click here to get your copy today. And do it now, because the sooner you do, the sooner you'll start reaping the profitable rewards!

If you've read about monetizing other giveaways (such as worksheets), you may have noticed that some of those other formats only give you enough room for a link and call to action. The instruction document gives you more room, so you can really present the benefits of your offer and then close with a strong call to action.

TIP: Just because you have extra room in the instructions to present a promo doesn't mean your instructions should be one big advertisement. If people see it as an ad, they'll likely read the instructions document only once.

Here's a good rule of thumb: make 85-90% of your instructions pure content, and then use the remaining percentage to present your offer.

One final note…

If you are offering a template that your users will publicly display – such as a landing page template – then be sure to include a link to your website at the bottom of the template.

Sure, some users may edit out your link, but others will keep intact. They figure preserving your link is “payment” for the free template. If you look at web design templates online, you’ll see this is a common practice.

Again, even if your link and call to action appear in the template itself, it should ALSO appear in the instruction file. That way, you can rest assured that your offer will remain intact.

Now let’s wrap things up…

Conclusion

Congratulations: you now know the secrets of making and monetizing a template!

The downside to offering a template is that it doesn’t work for every topic and niche. The upside is that it’s very powerful in those niches where offering a template is a viable option. And since you present your offer in the instructions, you have more room for a promotion.

The point being, templates can be very profitable giveaways. But don’t just take my word for it. Instead, see for yourself just how well they work by developing and distributing your own giveaway template as soon as possible!

Strategy #4 - Step by Step Checklist Planners

It's no secret that people are hungry for information. But they're also really hungry for tools that will help them apply the information they've learned. And that's why offering a checklist, planner or "x-day" guide as a giveaway can be both popular with your prospects and very profitable for you.

> **NOTE**: *Since these three types of giveaways are very similar with regards to how you create and cash in with them, we're going to cover all three in this lesson. Indeed, you can create a checklist that's also a planner or x-day guide. That's the type of giveaway we're going to focus on in this lesson. We'll refer to it as a checklist planner or checklist guide throughout this lesson.*

For example, you might create a "30 Day Guide to Setting Up a Website." Under each day (Day 1, Day 2, etc.) you'd offer a mini checklist of what to do on that day. Thus, it's not just a checklist or guide – it's also a complete planner for carrying out a specific task.

The reason why this is so popular is because people often read a lot about how to complete a task, but once they're done reading they're not exactly sure what steps to take next. A checklist planner takes the guesswork out of the task, because it tells people exactly what to do and when to do it.

What makes this such a profitable giveaway for you is that most of your prospects probably won't know exactly how to complete each step covered in the checklist planner. That's why promoting an in-depth information product or tool within or at the end of the checklist planner is so effective.

So, how do you create and cash in using a checklist planner?

That's what you're about to discover.

Read on…

Section 1: Create

As always, the first step is to be clear about your goals for your checklist planner. In most cases, your goal is to lead your prospects towards making a purchase. As such, that means you'll need to decide what to sell from within the planner.

One of the best products you can promote is some sort of information product. That's because a checklist planner makes for a great overview of a process (it tells people what to do), and the information product complements this overview by telling people exactly how to complete the steps.

> *For example*, if you sell a 7-day guide to writing a sales letter, then you can sell an in-depth copywriting course on the backend.

Alternatively, you can sell a tool to help prospects complete the process. *For example*, if you're selling an email marketing checklist planner, then you might sell an autoresponder on the backend.

Still another thing you can sell is a done-for-you service. *For example*, if you're selling a checklist guide for testing and tracking a sales letter, you might offer a done-for-you optimization service.

Finally, you might consider selling coaching on the backend. *For example*, if you're selling a 30-day checklist planner for setting up an online business, then you might offer business coaching to help people take each of the steps outlined in the checklist planner.

Point is, be sure you know exactly what you're selling before you write a single word of your checklist guide. That's because your guide should naturally lead to the offer you're promoting.

Once you know what you're selling, then the next step is to start creating your checklist planner. Here's how…

Step 1: Determine the Topic

Here's where you decide what task, exactly, your planner is going to cover. Since you've already decide what to sell on the backend, then generally this step is easy. All you need to do is provide an overview of the task covered in the offer you intend to sell.

For example:

- If you're selling a blogging guide, then you can give away a checklist planner that gives people an overview of how to set up and cash in with a blog.
- If you're selling a diet guide, then you can offer a checklist guide to getting one's nutrition and exercise in order.
- If you're selling a course in getting into graduate school, then you can offer a checklist planner for increasing the odds of getting accepted.
- If you're selling a travel guide, then you can offer a checklist planner that gives an overview of how to pack, what to see, and how to make the most of the vacation.
- If you're selling a career-building guide, then you can give away a checklist planner that helps people find and land lucrative jobs.

In all of the above examples, the checklist planner provides an overview of an entire process. In some cases, you may provide a checklist for PART of a process.

One way to do this is to provide a more comprehensive checklist for the first part of a process, and then sell a product which helps people with the second half of a process.

For example, if you're selling a blogging guide that focuses on how to create engaging blog posts and monetize the blog, then you might sell a checklist guide that shows people in-depth how to set up the blog. Once a prospect's blog is set up, the next logical step is to build the blog and monetize it, which is where the paid product comes in.

In other cases, your checklist may provide an overview of part of a process (versus a comprehensive take on it), and the product you're selling will fill in the details.

For example, if you're selling a career-building guide, then you might give away a checklist on one part of the process, such as writing an effective resume. The guide then fills in the details on that process, as well as subsequent steps of the process.

Having said all that, in most cases creating a checklist guide that gives an overview of the entire process is your best bet. Unless you can think of a reason why that won't work in your particular situation, in which case you may narrow the focus.

Make your decision about what, exactly, your checklist guide is going to cover, and then move onto the next step…

Step 2: Decide on the Number of Days

The next thing you need to do is determine how many days long your planner will cover. This is going to depend on the following factors:

- The topic. You need to be realistic about how many days (or weeks or even months) it will take for your average prospect to walk through the steps of a process.

  For example, some things are fairly simple and don't take a whole lot of time, such as setting up a WordPress blog. In other cases, a process may take months, such as getting one's nutrition and exercise in order.

- Your audience's knowledge/experience. If you're dealing with someone who doesn't have the knowledge or skills to complete a process quickly, then your checklist guide will be stretched out over a longer period of time (because you need to give the user time to learn how to do the task).

  Let's go back to the example of setting up a WordPress blog. Someone who has some technical background will be able to do this task quickly (in about 10 minutes), even if they've never done it before. On the other hand, someone with no technical knowledge at all will need to learn about things like editing files and FTPing. This task may take them several hours to complete.

Point is, you really need to understand the task itself as well as your audience in order to determine how many days it will take for the average user to complete the task or achieve their goal.

> ***TIP:*** Obviously, there are other situation-specific factors you need to consider. *For example*, if you're creating a guide to losing 10 pounds, it will take very little time for some-body who is obese to lose that amount. Meanwhile, it will take longer for someone who is just trying to shake off those last 10 pounds.
>
> As such, you need to be clear about who the checklist is most suitable for.

Once you've decided how many days your checklist will cover, then move onto the next step…

Step 3: Develop Mini Checklists for Each Day

Now what you need to do is list the steps your prospects need to take each day in order to complete the task.

Take note: some of the steps you list may be immediately actionable (without any additional explanation).

For example, a weight-loss checklist may have a step such as "Cut back your soda intake by 25% today." That's clear-cut. No further explanation is needed, even for a complete beginner.

In other cases, your steps may require explanation. *For example*, a weight-loss checklist may have a step listed as "Determine your ideal number of daily calories." Someone who has never done this before won't know how to make this calculation. You can leave steps like this deliberately vague, so that users need to purchase your embedded offer to get more information.

Point is, offer a balance of immediately actionable information with steps that require additional explanation. The immediately actionable information makes your checklist useful and provides instant gratification, while the steps which require additional information lead the prospect towards your paid offer.

So, let me give you an example of what your checklist may look like. Let's suppose you're creating a five-day guide to finding and recruiting joint venture partners. Here's an excerpt of the first two days that shows you how this guide may take shape:

Day 1

Create a big list of potential joint venture partners by following these steps:

- Search Google for your niche keywords to uncover top websites.
- See who has the bestselling products on ClickBank and similar platforms.
- Check who has the biggest platforms on social media.
- Ask your existing partners to introduce you to their partners.
- Ask your contacts for recommendations.
- See who's winning the affiliate contests in your niche.

Day 2

Research your potential partners, and remove anyone who shows any of the following red flags:

- Pattern of complaints from customers.
- Pattern of complaints from business associates.
- Pattern of complaints from freelancers.
- Any fraudulent activities.

Check the existing partners on your list have a GOOD reputation in the niche. Ask:

- Is the potential JV partner well-respected by colleagues and customers?
- Does the potential partner consistently put out high-quality products?
- Has the person been established in the niche for at least a year?
- Have your interactions with the person been professional/courteous?
- Does the person project a professional image on social media and elsewhere?

Check that the person has a big platform or ability to promote. Platforms include a busy blog, big social media platforms, a forum, a newsletter, or similar.

(Then you'd continue in the same manner with Days 3 through 5 of this checklist guide…)

As you can see in the above example, there is a mix of immediately actionable steps with steps where the user may need more information in order to complete that step. In some cases, a single sentence provides immediately actionable information with a step that requires explanation.

Take this example: "See who has the bestselling products on ClickBank and similar platforms."

Seeing who has the bestselling products on ClickBank is immediately actionable for most people (though some people may need an explanation of how to do this). Seeing who has the bestselling products on "similar platforms" requires more information (what platforms exactly?).

Generally, creating the checklist is a fairly simple process if you're using it as an overview of your paid product. All you have to do is go page-by-page through the paid product, pull out the main concepts and steps, and then create the checklist from that information.

> *For example*, if a paid weight loss product spends a chapter talking about balancing clean macronutrients (carbs, good fats, and protein), then one of your points in your checklist may be something like:
>
> "Be sure you're eating a healthy balance of slow-burning carbs, essential fats, and clean protein."

That point provides good information, but doesn't go into detail about how, exactly, to eat this sort of a healthy balance.

Or let's suppose you're promoting a Facebook marketing guide. A couple pages in the paid product may be devoted to the right way to set up a Facebook Group in order to attract members. Your checklist may cover this point like so:

"Set up a Facebook group, paying particular attention to the way you name it and the description you create for it."

Again, that point tells your readers what to do, but it doesn't provide the necessary in-depth detail that most people will need to complete the step.

As mentioned, the reason for providing this sort of overview is because people will need more information. And you can fulfil this need by selling an in-depth information product from within the checklist.

Let's take a closer look at your monetization strategy for this giveaway.

Section 2: Cash In

Now that you've created your checklist, it's time to cash in with it. How you do that depends on what you're selling.

In MOST cases, if you've created a checklist planner that serves as an overview of how to complete some process, then you can pitch the paid product at the end of the checklist.

You may also build anticipation once within the middle of the checklist about the product you're promoting.

Let's suppose you're selling a copywriting guide. And let's suppose your checklist provides an overview of all the steps required to craft a good headline and opener, introduce the product, provide a bulleted benefit list, handle objections, offer a guarantee, present a call to action and so on.

As mentioned above, the key is to provide a mix of self-explanatory (immediately actionable) information alongside information that requires additional explanation. You can then pitch the product – in this case, a copywriting guide – at the end of the checklist along with a call to action.

> ***For example:***
>
> *Are you ready to put this checklist to work for you? Then download the Whiz Bang Boom Copywriting Guide, which shows you everything you need to know about writing high-converting, extremely profitable sales letters! If you've ever wanted to know what the million-dollar copywriters know, then click here now to get started…*

You can also build anticipation from within the checklist. Let's stick with the copywriting checklist guide and paid offer. Within the checklist you may have a step that requires more information, and next to that step you can let people know that they'll be able to get more information.

> ***For example:***
>
> *Be sure to handle buyer objections, which is an important key to getting people to move towards your order button. (Check the bottom of this checklist for a resource that shows you how to boost your sales letter conversions by raising and handling objections the right way.)*

Let me give you another example.

Let's stick with the idea that you're giving away a copywriting guide. In this case, however, let's suppose you're selling a large set of copywriting templates for headlines, sales letter openers, benefit statements, guarantees and more. You may even include an entire sales letter template.

Within the copywriting checklist guide you may build anticipation, like this:

> *Need help creating cash-pulling headlines? Check the recommendation at the bottom of this checklist to find out where to get your hands on 101 headline swipes and templates!*

Then at the end of checklist you can pitch the offer like this…

> *Now that you know all the pieces and parts you need to create a high-converting sales letter, your next step is to take action. And you can make this step easier and faster than ever by putting these 99 sales copy templates and swipes to work for you!*
>
> *This package includes headlines, openers, guarantees, calls to action, postscripts, and everything else you need to build a high-converting sales letter!*
>
> *Best of all, you can have your sales letter up and running in as little as 15 minutes from now. Yes, these templates and swipes make it THAT easy!*
>
> *But don't take my word for it – click here to download this package today. And do it now, because this incredible offer could disappear at any time!*

You'll note in the above example that the last paragraph includes a clear call to action: "click here to download this package today." You'll see that it also stirs up a sense of urgency by suggesting the incredible offer could disappear.

You see, one really good way to boost conversions is by creating urgency. Often this is done by presenting a limited-time or limited-quantity offer.

However, the problem with doing that is that it limits how long you can use that particular giveaway. Once the offer has expired, your giveaway is done for. And all the people who downloaded that giveaway can no longer take advantage of the related offer, which can dampen conversions when they notice that others were able to get a deal that's no longer available.

That's why you may consider creating scarcity and urgency in other ways.

The above scarcity-inducing statement ("could disappear at any time") doesn't say it WILL disappear. It only says it MAY disappear. And oftentimes, that's just enough to get people clicking on your link and moving towards your order button.

Now let's wrap things up…

Conclusion

And there you have it: you just learned how to create and cash in with a checklist planner!

As you discovered in this guide, a checklist planner is very useful and in-demand among prospects, because it gives people a clear "action plan" of what they need to do every day in order to complete a task or achieve a goal. And you'll love distributing this giveaway too, because it naturally provides an overview of a topic, which makes it easy for you to promote an in-depth treatment of that same topic.

Best of all, creating a checklist is simple. Just pull the main points and steps out of your backend product, and use that information to build your checklist.

So, what are you waiting for? Go ahead and start creating your checklist today, and very soon you could be reaping the profitable rewards!

Strategy #5 - Ready to Use Documents & Forms

Are you looking for a slightly unusual yet very useful (and profitable!) freebie to give away to your prospects?

Here's an idea: distribute valuable documents and forms. Let me explain…

Documents and forms are tools that your prospects can put to use immediately. Unlike templates, these documents and forms require very little to no tweaking. That's because in most cases the documents and forms are "universal," which means they are ready to go for everyone in your niche.

Let me share with you a few examples of documents and forms:

- A client-intake form for life coaches.
- A welcome packet for personal trainers to give to their clients.
- A quiz to help dog lovers select the right breed for them.
- An invoicing form.
- Purchase orders.
- Meal plans, recipes and shopping lists.
- An affiliate agreement for vendors to use.

> ***TIP:*** As always, don't create legal forms yourself ***UNLESS*** you are a lawyer. If you don't hold a law degree, then find a lawyer to create forms and documents for you.

Documents and forms make great giveaways, because your prospects can literally put them to use within minutes of downloading them. For example, if you give a personal trainer a set of meal plans, recipes and shopping lists, this personal trainer can turn around and give these documents to their clients that same day. As such, recipients of documents and forms place a really high value on them.

What's beneficial to you is that providing documents and forms gives you an opportunity to sell related offers on the backend. For example, if you giveaway recipes and meal plans to personal trainers, then you can also sell them additional items to make it easier for them to run their business, such as exercise programming and workouts.

Which brings us to the question of how do you create and cash in with documents and forms? That's what you're about to discover, so read on…

Section 1: Create

The type of documents and forms you create will depend on what you're selling. In essence, the documents and forms should be something that prospects can use in conjunction with your paid offer.

In many cases, your paid offer might be some sort of comprehensive information product, such as an eBook, membership site, or online course. For example, if you're selling a business start-up kit to aspiring online business owners, then you might giveaway legal forms for a website, such as a privacy policy and terms of service.

However, in-depth information products aren't the only things you can sell on the backend of your documents and forms. You might also sell tools, services or coaching.

> *For example*, perhaps you're offering meal plans and recipes for personal trainers to give to their clients. You might then offer personal coaching to these trainers, to help them overcome obstacle to growing their business.

So, the point is, decide what it is that you're selling. Once you do that, then move onto the steps of actually creating your documents and forms…

Step 1: Decide What to Create

Now that you know what you're selling, your next step is to figure out what sort of document or form would be a great match to the paid product. This is a matter of brainstorming.

For example:

- You're selling a guide to hiring employees. You can offer free application forms to business owners.
- You're selling a guide to writing and marketing a novel. You can offer a query document for writers to use when they approach publishers.

- You're selling information about creating information products. You might offer free product disclaimers and copyright notices for marketers to insert inside their products.
- You're selling information to mental-health counsellors. You might offer a client-intake questionnaire for counsellors to give to their new clients.
- You're selling information to web designers. You might offer a quote form for their clients to fill out.
- You're selling outsourcing information. You might offer project descriptions or even freelancer agreements to your prospects.

Those are just a few examples. You'll need to look at the product you're selling as well as your prospect's needs in order to determine what sort of documents and forms you should create. Ask yourself:

- What sort of forms and documents would make your prospect's life easier?
- What sort of forms and documents can you create that your prospects can put to use almost immediately?
- What sort of forms and documents do your prospects really want and need in order to achieve a goal or complete a task?

Once you've done some brainstorming, then select the form or documents that you think will be in the highest demand (research this if you need to), and then move onto the next step…

Step 2: Research the Forms or Documents

Now you need to determine what all to include in your forms or documents.

If you're an expert in this field, then you may already know exactly what to include. In that case, start by creating a rough draft of the form or document.

The second step is to make sure you make this form or document as valuable as possible. And that means researching similar forms and documents to see what OTHER people have included in these items. This research will likely give you ideas of things to include that you may not have thought of on your own.

For example, if you're creating a welcome packet for personal trainers to use with their new clients, then you'll want to get your eyes on as many other welcome packets as possible to get new ideas. Perhaps you notice other welcome packets include weekly weigh-in documents, which you didn't include in your draft. That's an idea to add to your packet.

NOTE: *Keep in mind that you are in NO way copying these other documents and forms that you're researching. Instead, you are using them for inspiration and to get ideas for what points to include in your own document. Your finished product will be completely your own, completely unique.*

Another way to get ideas for what to include in your forms or documents is to consult with people who actually use these sorts of documents on a regular basis. For example, if you're creating a job-application form for business owners to use when they're hiring, then you'll want to get feedback from human resource managers and business owners about what all to include in your form.

Once you've completed your research and have decided what all to include in your document, then move onto the next step…

Step 3: Create Your Documents and Forms

Now that you've done the research and perhaps sketched out an outline or rough draft, it's time to create the finished product.

NOTE: *If this is a legal document or anything else that requires a professional to create it, then hire a professional to make it for you.*

Here's one of the keys to creating this giveaway: it needs to be something that your prospects can put to use immediately, with very little or no tweaking needed.

TIP: If you're creating a document where users need to input a lot of information and tweak it to suit their needs, then you should be creating a template instead of a document or form. Check the strategy session on templates to learn more about making and monetizing this type of giveaway.

For example, a welcome sheet or welcome packet that you offer to personal trainers to give to their clients should be very generic. Your prospects may opt to print out the form on their personal letterhead in order to personalize it, but they shouldn't need to spend time tweaking it or filling in the blanks.

As such, you'll want to go line-by-line through your document to ensure that anything you include is generic enough to be applicable to most if not all of your users.

For example, if you're creating a welcome packet for personal trainers to give to their fitness boot camp clients, then don't refer to any specific types of exercise. That's because you simply don't know what sort of boot camp any particular personal trainer is going to run. Some may do circuits, some may use kettlebells, some may do high intensity training and so on. But for every trainer who utilizes one of these methods or pieces of equipment, you'll find a trainer who doesn't use them (which renders your document useless).

Once you've completed your document or form, then ask yourself these questions:

- ***Is there anything in this document that my users absolutely NEED to tweak?***

  If the answer is "yes" and you also notice there are several things to tweak, then create a template instead.

  If the answer is "yes" and there is very little that needs to be inputted or tweaked (we're talking one or two items tops), then be sure you offer the form in an editable format. Alternatively, see if you can reword the content to be more generic.

  If the answer is "no," then you've created a good, generic form. Congrats!

- ***Will this document or form be useful to a majority of your audience?*** If the answer is "no," then once again you need to see if you can make the document more generic.

  For example, if you're offering meal plans and nutrition tips for personal trainers and you choose a specific type of diet (such as the Paleo diet), then you may find that not all trainers are going to be interested in this. That's okay IF you're selling Paleo-specific products on the backend – in that case, you've got a targeted market. If you're not doing that, then focus on creating meal plans with more generic information, such as reducing caloric intake and eating clean.

One more tip…

Do you want to save yourself some time in creating your form? Then see if anyone in your niche is selling the private label rights to the documents and forms you need. If you're giving away documents that your prospects are going to give away or sell to others, then be sure you purchase the master private label rights.

And finally, if your users will have cause to edit the document, then be sure it's in an editable format (such as .txt). If users are likely to print it, then ensure it's formatted nicely and prints out well (double check this on your own printer to be sure).

Then move onto the next step…

Step 4: Provide Instructions

It's a good idea to include an instruction sheet along with your form. This sheet should include the following components:

- A thank you for downloading the document. You'll also want to reiterate the benefits of using the document, and then encourage your prospects to use it right away. If they use it and derive benefit from it, then they'll be more open to purchasing your backend offer. (More on that in a bit.)
- Who is best served using the document. If it's aimed at a certain segment of the population, then be very clear about who should be using it.
- Let's go back to the example of creating documents for personal trainers. If your documents are only for those who do fitness boot camps, then make this clear in your instructions. That way, those who do one-on-one training won't inadvertently use documents that aren't geared for that specific use.
- How to use the document. Here you provide instructions as to how to use the document. If the document requires any tweaking, then explicitly explain where and how the document needs to be tweaked. If a user can print it out on letter head or in another format, explain this. If the user can upload the document to a website, explain this as well.
- In short, provide clear instructions so that even someone who isn't familiar with the form is able to put it to use immediately.
- A promo for your paid product. Finally, your instructions (and possible the form itself) should include a link and call to action. You'll learn more about monetizing your documents in the next section.

Now let's look at how to make money by giving away these documents and forms…

Section 2: Cash In

As mentioned in the previous section, you can cash in with your documents and forms by embedding a related offer (often an in-depth information product) within the giveaway.

There are two ways to do this:

1. Embed an offer directly in the document or form itself.
2. Embed an offer inside of the instructions.

Depending on what sort of form you're offering, I suggest you embed your promo in both locations.

Take note: sometimes the people who use your forms (your prospects) are going to be part of a different audience than your prospect's end users. As such, your promos need to reflect that.

Let's go back to the example where you offer personal trainers documents (such as welcome packets) that they can give to their clients. In this case, you have two completely different audiences:

1. Personal trainers.
2. People who want to lose weight.

Thus, you can embed two different offers.

In the instructions, you'll embed an offer that's of interest to personal trainers, such as a marketing package that helps them grow their business.

In the welcome packet you can embed an offer that's of interest to people who want to lose weight, such as an in-depth dieting guide.

Take note, however…

If your document is editable, then generally your prospects WILL edit it before they distribute it to their prospects and customers. What you can do to help ensure your links stay intact is to offer rebrandable links. This means you let your prospects change a promo link to their affiliate link. That way, if the end user buys something, both you and your user make money. (Provided the link is for your product or for an offer on a two-tier affiliate program.)

And therein lies one of the big benefits of offering documents and forms: you get two chances to make money from two different audiences. Indeed, you're likely to find that the offer embedded in the document gets you the most sales simply because it gets you the most exposure.

Consider this…

Let's suppose you have a document that you give away to 2000 people. That means that 2000 people are going to see the offer that you've embedded in your instructions. However, the offer you've embedded within the document itself is going to see by many more multiples of people. And that's because a good chunk of your 2000 prospects are going to be using the form, which puts your offer in front of even more people.

Of course, not every single one of your 2000 prospects are going to use and distribute the form. But let's say even just 25% (500 people) put it to use. And on average, each of these 500 people are able to generate 100 views of your form. That means that you'll have 50,000 people seeing the form's offer.

Now you can see why it's well worth the effort to create and embed a targeted offer inside the document!

NOTE: *Depending on what sort of form you've created, it may be the case that very few people actually see the form.*

For example, if you create a freelancer agreement, then relatively few additional people will see it. That's because your average small business owner will only hire two or three freelancers. So if you have 500 business owners using the form, and then each hire about two freelancers, then a total of 1000 freelancers will see it.

That's not an inconsequential number, but this sort of form also won't garner massive exposure in front of tens of thousands of people.

Point is, if your main goal is to sell something to the end users, then be sure you select a type of document or form that's likely to get a wide distribution and lots of exposure.

As mentioned, the other place you can embed an offer is in the instructions. Whenever possible, you can let users know they can make the most of the document by purchasing the product you have on offer. Or, at the very least, your form will solve one part of your prospect's problem, and your related product will solve another part of their problem.

For example, let's suppose you're giving away client-intake forms for life coaches. You can then offer a product that helps life coaches before BETTER at what they do, grow their business, and enjoy more success. This starts by teaching them what to do with their client intake questionnaire, and the best way to help someone according to how they answered the questions.

Another example: let's suppose you've created an affiliate agreement for vendors to give to their affiliates to sign. You might pitch a product in the instructions that promises to help vendors grow their affiliate teams, motivate these affiliates, and start making a whole lot more money with their affiliate programs.

One more example: let's suppose you're offering a small set of meal plans and recipes for personal trainers to give to their clients. You can then offer these personal trainers a way to make money, by selling them the private label rights (PLR) to a nutrition guide. Thus, these personal trainers can sell a nutrition guide to their clients, which effortlessly gives them another stream of income in their fitness business.

Now let's wrap things up…

Conclusion

Now that you know how to create and cash in with documents and forms, your next step is easy: start creating them! You can start by taking a look at your paid offers to see which ones are the best fit for this type of giveaway. Then you can offer one document or even a small package of documents as a giveaway to those who give you their email address. A valuable giveaway like this works well to turn browsers into buyers, so give it a try today to find out if that's true of your audience too!

Strategy #6 - Time Saving Buyers Guides

Savvy consumers are always looking for information to help them make buying decisions. In fact, they actively seek out information, and then spend hours poring over reviews, product specs, consumer reports and similar bits of information.

That's why a buyer's guide makes for such a powerful giveaway. As the name suggests, this sort of guide helps steer buyers in the right direction when they're making a purchase decision. It saves the buyer time by putting all the information needed to make a purchase into one place.

As mentioned, consumers actually seek this information out, which makes a buyer's guide incredibly powerful. The big benefit for you is that a well-constructed buyer's guide tends to have high conversions. That's because almost everyone who reads your guide is a buyer who's on the verge of making a purchase, and your guide will help them make a decision (and then make their purchase through your links).

Sounds good, right? So, let's talk about how to create and cash in with a buyer's guide. Read on…

Section 1: Create

Before we get started on the actual task of creating your buyer's guide, there is something you need to understand: a buyer's guide is NOT a "salesy" document.

Sure, the ultimate goal of your guide is to create a sale – and it works like crazy when done right. However, your buyers aren't looking to read an advertisement. If your language is heavily sales driven, then at best buyers are going to put up their "anti-advertising shields," which means they aren't going to be as open to what you're telling them. At worse, they're going to delete your buyer's guide without even reading the whole thing.

The point is that you need to create a guide with an educational and authoritative tone -- NOT salesy. You'll learn more about that in the steps below.

With that in mind, let's take a look at how to create your buyer's guide…

Step 1: Determine What Type of Guide to Create

First off, you need to figure out what sort of buyer's guide you want to create. Here are the top options:

1. A buyer's guide that examines two or more products. For example, you might create a "Buyer's Guide to Web Hosting," in which you tell buyers what to look for when purchasing hosting, and then go over and pros and cons of the top web-hosting companies.
2. A buyer's guide that focuses on just one product. Here you give buyers an overview of what to look for when purchasing a particular type of product or service, and then guide readers towards the product or service you want to promote.

If you're selling affiliate products, the first option is a really good choice. That's because you can actually link to and promote multiple products from within the guide. This format also allows you to guide the buyer in the best way, based on their needs.

> *For example*, let's suppose you're selling weight-loss guides. Perhaps one of the guides is better for those who just need to lose a quick 10 pounds, while another guide is better for those who need to lose 50 pounds or more. You can guide your readers to the best guide for them based on their needs.

If you're selling your own product, then you'll probably lean towards option #2 (where you point readers towards your product). However, if you choose this option, then you need to be very careful about appearing too biased or using salesy language. If your product is a clear winner in the field, then go with option #1 (which reduces the perception of heavy bias).

The second thing you want to consider is how specific you'll make your guide.

Obviously, this depends on what you're selling. In general, however, it's a good idea to create a targeted guide.

> *For example*, "How to select the best low-carb diet" is better than the broader topic of "How to select the best diet."

Pick the format and topic that best suits your needs, and then move onto the next step…

Step 2: Devise an Outline

Now it's time to determine what all to include in your guide. For the purposes of this discussion, we'll look at how to create a buyer's guide with multiple products represented.

Here's an idea of what your outline may look like:

A. Introduce the topic. Here you'll summarize what your guide is about, who can benefit from this guide, and why. You can even build anticipation for what's coming to keep readers engaged and reading.

   For example, to build anticipation you might say something like, "Only one [type of product] [possessed a certain type of feature/benefit] – read on to find out which one!"

B. Tell readers the features and benefits they should be seeking. This is particularly important if you're creating a "first-time buyer's guide." A first-time buyer not only doesn't know what to purchase, they're not even sure what features and benefits they really need. This section should go through the top "must have" features and benefits.

C. List the top products, and then go through each one individually. Share the price, specs, benefits, and anything else (such as case studies or other research) you can to support your conclusion.

   > **Note:** *Don't just share the features (AKA parts) of a product. You'll also want to share the benefits of what feature. That is, you'll want to share what each feature does for the reader.*

   For example, a feature of a tablet is a non-glare screen. The benefit is that users can use it in multiple lighting conditions (under office lights, outside, low-level light for bedtime reading, etc.).

   IMPORTANT: Be sure to list if any of the products or services have a distinguishing feature that makes them stands out from the competitors. Your readers are looking for reasons why they should choose one option over another, so be sure to note any differences between the options.

   Also, be sure to note any undesirable parts of any of the products or services in your guide. In other words, what makes a product or service stand out from the competitors in a BAD way?

D. Let readers know the best product based on their needs. In other words, there probably isn't going to be a "one size fits all" product that's right for everyone. That's why in this section you'll make recommendations based on the readers' needs, preferences and budget.

E. Conclusion. Here you can summarize the guide and provide a call to action (where you reiterate your "verdict" on which product or products are best for the reader).

Let me give you an example…

Let's suppose you're helping your audience choose a payment processor. You'd introduce the topic by letting readers know the guide is for small online business owners who're looking for the best payment processor/platform.

Next, you share with readers the top features and benefits they should be seeking in a payment processor. Examples include:

- Security and compliance.
- Ease of use.
- Ability to choose between onsite and offsite forms.
- Easy integrations with other platforms.
- Ability to use an offline card reader.
- Affordable fees.
- Affiliate tracking ability.
- One-click upsells.
- And similar features.

For each feature, list the benefit and why it's important for small business owners.

Next, you'd go over the top payment processors that a small business owner may want to consider. In this example, you'd list options such as PayPal, Stripe, 2CheckOut, and similar options. For each payment processor, you'd list whether the platform offers the top features and benefits you listed in the beginning of the guide.

As mentioned, this is where you list any distinguishing features (such as if a particular platform has unique and powerful reporting features). You'd also list any problems or disadvantages with the platforms (such as if a particular platform is NOT user-friendly).

Now that you've gone over all the features and benefits of each payment processor, your readers are probably forming their own opinions about which option is right for them. However, you'll want to guide readers based on their needs.

In our payment processor example, you might talk about how low-volume sellers should use one platform, while high-volume sellers would do better with an alternative platform. Or how people who need offline capabilities should specifically choose yet another platform.

Finally, you can write up a summary of your guide, and then reiterate your "verdicts" by once again guiding buyers to the best option.

Step 3: Develop Your Guide

Once you've created an in-depth outline, then your next task to create the guide. You can do this yourself, or you can hire a freelancer to do it for you. Either way, follow these guidelines…

Add Pictures

This is particularly important for physical products, but even if you're selling digital products you'll want to take screenshots.

For example: if you're creating a buyer's guide around payment processors, then you'd offer screenshots of the dashboard, the payment forms, and other features that are important for buyers to know about.

> ***NOTE***: *If you're creating a buyer's guide for products or services that don't belong to you, then it's important that you create your own photos and screenshots whenever possible. In other words, don't just use the manufacturer or vendor photos, as your prospect has likely seen them multiple times. Instead, offer your own high-quality photos and screenshots, especially those that highlight the features you're discussing in the guide.*

As you're creating your photos (and screenshots), keep these points in mind:

Use sharp, high-quality images. Like it or not, people tend to associate the quality of the product with the quality of the photo. If you take even slightly fuzzy or otherwise low-quality photos, you're going to create negative opinions of both your guide and the products you're promoting.

That's why you need to create high-quality images with good lighting and clean backdrops. If you're unable to do this yourself – due to not having either the skills or the equipment – then you'll want to outsource the task to a competent professional.

Take close-ups. As mentioned, you want to share photos that your prospects haven't seen before. And you want to focus on sharing features that you mention in the text. That means you'll want to take close ups of the product features.

For example, let's suppose your buyer's guide covers laptops. If you're referring to the placement of the different USB ports, then show these ports in your photos.

Or let's suppose you're comparing payment processors. If you're referring to the user-friendliness of the processor's main dashboard, then show a screenshot of this dashboard.

> ***TIP:*** Whenever possible and applicable (if your guide is appearing on a website), you'll to consider adding short videos to your guide. That's because a video can show a 360 view of a product and even show a demo in a way that a static image is unable to.

For example, if your buyer's guide covers blenders, then show a short demo of the blenders being put to use doing common tasks, such as making smoothies or milkshakes. If you want to show how tough the blender is, then show how it crushes ice or performs a similar task.

Next…

Watch Your Tone

As mentioned, it's very important that your tone doesn't come across as salesy.

Instead, you need to offer engaging, accurate/factual content with a confident, authoritative tone.

Keep this in mind: YOU'RE the expert. If your guide is wishy-washy in any way – if you're not able to confidently lead buyers towards the best solution for their needs – then they're going to click away. They're going to delete your guide and find a real expert who can help them.

How do you present yourself as a confident expert?

Follow these tips:

- Offer factual information only. Don't start exaggerating or engaging in hyperbole.
- Explain (briefly) why you're an expert. For example, have you spent 10 years working in the field? Whatever your credentials are, be sure to list them someplace, such as in the introduction. Let readers know why they should listen to you.
- Show all sides. In other words, share the good, the bad, and the ugly of every product or service in your list. This helps build trust.
- Use active, confident language. Passive language makes your guide weak (and by association that makes you look unconfident and weak).

  Here's a passive sentence: "The phone must be answered."

  Here's an example of that same sentence in a more active form: "You must answer the phone."

  See the difference? The active voice always shows a specific subject (*e.g.* "you") performing an action (*e.g.* answering the phone).

Now let's look at the final tip for creating a good buyer's guide…

Create a Good Title

Just as with the content of your buyer's guide, you want your title to be factual and straightforward. In other words, don't create an overly "salesy" title. Sure, you want something that captures your market's attention, but you don't want a hyped-up title that screams "this is an advertisement!" (Because if you created your buyer's guide the right way, it should be useful and informative, NOT an ad.)

Let me give you a few examples of an informative title that's also likely to capture the market's attention:

- The Best [Types of Products] in/for [Current Year].
  e.g. *The Best Traffic-Generation Courses for 2018.*
- The [Current Year] Buyer's Guide to Choosing the Best [Type of Product].
  e.g. The 2018 Buyer's Guide to Choosing the Best Whey Protein.
- What Every [Type of User] Ought to Know About the Latest [Type of Product].
  e.g. What Every Small Business Owner Ought to Know About the Latest Accounting Software.

Take note that these titles refer to the current year or "the latest" products. That's because your buyers are looking for the most updated information, so you want to be sure your guide is current for this year. Indeed, you can even update your guide every 6-12 months, depending on how quickly new products come to market.

Now that you know how to make a buyer's guide, it's time to look at the right way to put it to work for you. Read on…

Section 2: Cash In

As I mentioned earlier, you may be able to promote more than one product (depending on the type of buyer's guide you created).

But let me be very, very clear here: if you are promoting more than one product, then be sure to guide different segments of your audience to the product that best meets their needs.

Because here's the thing…

If you present a lot of information to a prospective buyer and then let them make the decision (without offering them any guidance), they may very well end up overwhelmed. They'll get analysis paralysis. And they won't take any action or make a decision. They may end up seeking out even more information elsewhere, which means they'll ditch your guide and go see what your competitor is offering.

That's why you want to provide information that will help different audience segments choose the best solution for their needs. Let me share with you a few examples across different niches of how to word this:

Example 1: Digital Cameras.

If you need to take action shots – such as at your child's sporting events – then you're definitely going to want to get the [Name of Camera]. That's because it's very easy to use and it captures action brilliantly without the user needing to fiddle with a bunch of settings. Click here to check it out: [link].

If you're going to be primarily using your camera for close ups (macro shots) or night scenes, then you'll want to get the [Name of Camera] at [link].

For everyone else, the best camera for your needs is the [Name of Camera]. This is the best all-around camera for capturing vacation photos, selfies, and day-time videos. See for yourself at [link].

Example 2: Low-Carb Diets.

Both of these guides are designed for people who have at least 50 pounds to lose, and they both work well in that regard. However, if you'd consider yourself a picky eater, then you're going to want to stick with [Diet A]. That's because it relies on more traditional, mainstream dishes for its meal plans. But make no mistake, the food is delicious. You can see for yourself at [link].

If your tastes are a bit more adventuresome, and especially if you enjoy spicy ethnic food, then you'll be really pleased with the meal plans and recipes included with [Diet B]. Check them out here and see if you don't agree: [link].

Example 3: Blogging Guides.

So, which one is right for you?

If you're not only a seasoned marketer but you also have plenty of technical knowledge, then [Guide A] is your best bet. This guide gives you plenty of advanced information to help you get your blog running and grow your business, but it also assumes that you're coming to the table with a technical and marketing background. Click here to download your copy: [link]

If you don't have that sort of background, then you'll want to download [Guide B] by clicking here now. This is a great guide that provides plenty of instruction to get your blog up and running fast, even if you'd consider yourself a bit of technophobe.

Point is, your buyer's guide should naturally end with a link and a call to action. But don't make it salesy, or your readers will doubt the credibility of your entire guide.

Conclusion

As you've just discovered, a buyer's guide makes for a powerfully effective giveaway. That's because the people who are reading it are already on the verge of buying. Some of them have already made the decision to buy ONE of the products listed in your guide – they just need guidance to help them select the right one. If your guide can offer them that guidance, then you can bet you'll enjoy high conversions and plenty of sales!

But don't take my word for it: create and distribute your own buyer's guide as soon as possible, so you can see for yourself just how well it works!

Strategy #7 - Evergreen Email Mini Courses

A great many marketers who offer giveaways tend to hand out eBooks and reports. But you know what? There are so many eBooks and reports floating around that your prospects are getting a bit numb to them. They see "eBook," and they think of some low-quality rehash of information.

That's why you'll want to think about offering different kinds of giveaways. And one of the options you'll definitely want to consider is a five-day mini-course delivered by email.

This giveaway is just what it sounds like: instead of giving someone all the information at once, you break it up into five parts that you deliver via email over a pre-determined length of time. You might send the course with one email going out each day for five consecutive days, or depending on the topic you might spread them out a little more.

There are many powerful reasons for creating mini-courses. Here are three big ones:

1. Your calls to action get exposure. Not only do your subscribers see your initial links and calls to action five times during the mini course, but they'll see your promos for other products that you recommend in future emails.
2. You get to develop a relationship over time. People do business with those they know, like and trust. And one really good way to build this trust is by sending a series of high-quality emails like this mini course.
3. You train your subscribers to open your emails. If you've ever handed out a giveaway in exchange for an email address, then you know what often happens: people give you their "throwaway" email addresses. Or they simply collect their giveaway and never open any of your emails. Offering a five-day mini course overcomes this problem, because over five days you show your subscribers that you offer high-quality information via email, which trains them to open all your future emails too.

As you can see, there are plenty of good reasons for offering email mini-courses to your prospects.

Which brings us to this two-part question: how do you create and cash in with a mini-course? To find out the answers, read on…

Section 1: Create

At this point, I'm going to assume that you've already picked out a product to promote within your mini-course. If you haven't done so yet, do it now. That's because your entire course is going to lead to that offer. In other words, you can't write a single word of your course unless you know what you're selling.

Once you've picked an in-demand offer to sell, then let's get down to the business of creating your mini course…

Step 1: Detail the Five Parts

The first thing you need to do is determine what you'll share in each of the five parts of your mini course. This could be five steps of a process, five tips, five different ways to do something, five tools or resources that prospects need to complete a task, and so on.

In order to decide what you're going to write about, take a look at what you're going to sell. You want your mini course to provide part of a solution so that you can then direct subscribers towards the paid offer to get the rest of the solution.

Let me give you an example…

Let's suppose you're selling a diet guide. Here are different ways to construct your mini course in a way that lead to the paid offer:

- Create a mini course that details the five steps to losing weight. This works particularly well if the paid product includes five steps. That way, you can offer a direct overview of the diet guide. You tell your subscribers what to do, but they'll need to buy the diet guide to get details on HOW to complete each step.

  For example, one step might discuss "eating clean." The email will give an overview of this step, but readers will need to buy the guide to get meal plans, recipes and in-depth details.

- Create a mini course that goes into depth on *one* step. Then the subscribers will naturally want to know the rest of the steps, and for that they'll need to purchase the paid product.

For example, your mini course may go into detail about how often to exercise and what sort of exercises to do to lose weight. Readers will then need to purchase the diet guide to get details on the second major part of weight loss, which is good nutrition.

- Create a mini course that shares five "secrets" or tips for losing weight. These will be good tips that readers can put to use immediately to help them lose weight. You'd then point readers towards the diet guide to in-depth instructions and even more tips.
- Create a mini course that shares five common dieting mistakes. You'd then point readers towards the diet guide to help them avoid other mistakes that will derail their weight loss goals.
- Create a mini course that offers recipes and shopping lists in each email. You'd then point readers towards the diet guide to get even more recipes, meal plans, and in-depth instructions for losing weight safely and effectively.

In all cases, the point of each email is to offer something useful yet incomplete. You want each email to help the reader solve their problem. And yet your mini course shouldn't completely solve the problem, which is why you point readers towards the paid product.

For this example, we looked at selling an in-depth information product on the backend. Naturally, you can use a mini course to sell other types of products and services too.

Let's stick with the weight-loss example, except in this case let's imagine you're selling a meal-planning app. You could create a mini course that goes into depth about how to eat right to lose weight. You'd then promote the meal-planning app as a quick and easy way to create healthy, balanced and low-calorie meals.

Another example: you'd could share five tips for good nutrition, and then sell a physical product on the backend, such as pre-packaged meals. Once again, the idea is to make it quick and easy for readers to put to use the weight-loss information they've just learned.

Once you've decided what to put in your five emails, we can move onto the next step…

Step 2: Develop the Content

Now that you know what all you're going to include in your five emails, it's time to develop the content.

> TIP: As always, you can write it yourself if you have the skills, time and inclination, or you can hire a competent ghost writer to do it for you. If you'd rather have someone else create it, then search for a ghost writer via Google or post a project on a site such as upwork.com. Just be sure to do your due diligence so that you select a professional writer who produces high-quality work at a fair price.

Check out these tips and ideas for developing your content…

Decide on Length

There isn't a one-size-fits-all answer when it comes to length. Some content call for short, others for longer emails. Some audiences will only ever read emails that take 30 seconds or less to read, while others will read 1000-word articles.

So, here's the thing…

The only way to know for sure what your audience will respond to the best is to test, test, and test some more. However, as a general guideline, you can start by offering articles that are right around 500 words. That's sort of your "average" length article, and it's the length that most readers are accustomed to seeing in their emails.

No matter the length of your emails, your goal is to hook readers fast and keep them engaged. The next few tips show you how to do it…

Create a Good Subject Line

Your subject lines can make or break the success of your mini course. That's because if your subject lines don't get attention, then no one is going to even bother opening (much less reading) your emails. That's why you need to create an enticing, benefit-driven subject line. If your subject lines also arouse curiosity, that's even better.

For example, here's a bland subject line: "Golf tip"

Here's a more enticing subject line:
"The #1 trick for shaving three strokes off your golf game…"

Next…

Hook Readers with a Great Opener

Your subject line engaged your readers enough to compel them to open your email. Now you need to keep them engaged with a good opener. Here are three ways to do it:

- Tell a story. Think of the way a great novel or short story hooks readers from the very first line. You can do the same thing, except you'll be telling a story that's directly related to your audience (such as how you or someone else overcame the same problem your audience is facing).

  e.g. "You're not going to believe the trick I used to double my conversion rate…"

- Share a startling statistic or other fact. Obviously, this fact should be directly relevant to your audience.

  e.g. "This year, 610,000 people are going to die of heart disease…"

- Ask an engaging question. You want to ask a question that gets your audience to think about their problem. For this example, I'll combine the startling statistic with a question:

  e.g. "This year, 610,000 people are going to die of heart disease – will you be one of them?"

Next…

Build Anticipation

Whenever possible, you should build anticipation in two ways:

1. Build anticipation for what's coming later in the email.
   e.g. "In just a few moments you're going to discover the best conversion tool for small business owners – and best of all, it's free…"

2. Build anticipation for the NEXT email. The idea here is to close each email by building anticipation for what is coming. This helps boost open rates for upcoming emails.

   e.g. "That's it for this time. But stay tuned, because tomorrow you're going to discover a simple productivity trick that will slash your work days nearly in half. This one's a real surprise, so check back tomorrow!"

Next…

Format for Easy Readability

If someone opens up your email and sees a wall of text, they're going to click away without reading. If you want to increase the chances of your subscribers reading each and every email in full, then you need to format for easy readability. This means creating short sentences, short paragraphs, and plenty of white space.

For example, instead of putting a list in paragraph form, use a bulleted list instead.

You can also do the following to help break up the text:

- Use enticing benefit-driven sub-headlines for new sections. This helps break up the text, and it can bring a skimmer back into your text.

  e.g. "A surprising way to get traffic that no one's talking about…"

- Insert relevant graphics. This adds variety to your email, and it helps break up long passages of text. A good caption beneath a graphic can also help draw skimmers back to reading your article.

- Create variety in your text. *For example*, alter the length of your sentences. If you use short sentences exclusively, readers may judge you as being simple-minded. If you use long sentences exclusively, readers may view you as trying to talk "above" others (i.e., arrogance). Offer both long and short sentences (and long and short words) which creates variety and keeps readers engaged.

Now the next step…

Step 3: Decide Delivery Details

Once your emails are complete, then you need to load them up to your autoresponder and decide the delivery interval.

> **NOTE:** *Don't yet have an autoresponder? If not, then choose one of the established, well-respected third-party services such as Aweber.com, GetResponse.com, iContact.com, MailChimp.com or a service of a similar calibre.*

In most cases, you'll want to deliver your five-part mini course in five consecutive days. When someone subscribes to your course, they'll get the first part immediately, they'll get the second instalment one day later, the third lesson a day after that and so on and so on.

This daily interval works well because it keeps your name in front of your new subscribers and helps you build a good relationship with your prospects. Your subscribers are happy too, because they don't need to wait long to receive all five parts of your course.

Depending on the content of your course, however, you may decide to lengthen the interval between lessons.

For example, if you want your prospects to take action in real time – and you suspect it will take more than a day to complete the steps outlined in any one email – then you may space the emails out accordingly. However, since this is your first contact with most subscribers, you'll want to keep the emails as close together as possible (such as delivering them every other day) so that your subscribers remember you and remain enthusiastic about your course.

> **NOTE:** *As mentioned, daily delivery is best for MOST courses and audiences, whenever possible and applicable. In no circumstance should you deliver emails more than one week apart.*

Now that you know how to create the content, let's take a look at how to earn money from it…

Section 2: Cash In

At this point you know what you're going to sell, and you have a set of five content emails in the form of a mini course. Question is, how can you monetize this course?

As mentioned, the key is to create a mini course that's useful yet incomplete, which gives you an opportunity to sell something on the backend which solves the rest of your prospect's problem. Here are the keys to turning your mini course into a powerful sales tool…

Sell One Product

Some mini-course creators get tempted to sell five different products since they're sending five emails to new subscribers. But don't do this. A new subscriber needs at least three to five (and sometimes more) "touches" with a marketer before they buy something from that marketer. And, in general, people usually need to be exposed to a single product multiple times before they make the decision to purchase it.

Point is, you are going to have a low conversion rate if you promote multiple products throughout your mini course. Instead, promote just ONE product throughout all five emails in your mini course, and you'll see conversion rates rise as your autoresponder delivers each new instalment of the course.

Follow the 80/20 Rule

The idea here is to create emails that are part solid content (steps, tips, and other how-to information), and part pitch for the paid product. As a general guideline, you can seek to create emails that are about 80%-90% course content, and 10%-20% pitch for the paid product.

Vary Your Pitch

You are sending out five emails, so you have five opportunities to sell your paid product. Heads up: do NOT pitch it in the same way every time, otherwise your prospect is likely to begin ignoring it.

Specifically:

- ***Do not pitch the product in the same place in every email.*** *For example*, don't always place your pitch in the postscript of your email, as your postscript, another time at the beginning of the email, and still another time embedded within the content itself.
- ***Do not pitch the product in the same way***. If you put the exact same pitch and call to action within every email, then you're not offering prospects any new information to help them make the buying decision. That's why you want to pitch the offer in different ways through the five parts of your mini course.

Let me give you an example of different approaches you can take in each of the five parts (which will appeal to different segments of your audiences and address different needs):

- ***Email 1:*** Gain pitch. In this email you share the main benefits of the product you're selling.
- ***Email 2:*** Logic pitch. Here you appeal to your prospect's logical side, such as by showing them a case study or other hard evidence that the product works.

- ***Email 3:*** Objection-handling. Just about every potential prospect who comes your way is going to raise objections. These objections might be specific to the product (***e.g.*** the product is too long, too big, wrong colour, etc.), or they might be more general objections such as the product is too expensive. Your job is to raise and then handle these objections to put the prospect's mind at ease.

  For example, if price is an objection, then you can justify the price before you drop the link and call to action. ***e.g.*** "If you hired a ghost-writer to create this content, you'd spend upwards of $5500. But order this PLR package now, and you'll spend a fraction of that to get the highest quality content available on the market today!"

- ***Email 4:*** Social proof. Here you might post one or more strong testimonials alongside your call to action. ***e.g.*** "People everywhere are loving the results they're getting with this new diet. Just look at what John C. from Kentucky said after losing 50 pounds…"

- ***Email 5:*** Fear. This is where you appeal to people's emotions by stoking fear. If you have a limited-time offer going on, you can stoke a fear of missing out. ***e.g.*** Click here before this offer is gone for good!"

  If it's evergreen email, then you can create some fear by letting people know the pain of their problem will continue if they don't order now. ***e.g.*** "Don't wait until your computer gets infested with viruses and your bank account information gets stolen – click here to protect yourself now!"

Conclusion

As you just discovered, a five-part mini-course delivered by email makes for a powerful giveaway. That's because prospects are going to give you their good email addresses, and they're going to read your emails. This gives you a chance to not only start developing a great relationship with your subscribers, but you also get to follow up with them repeatedly to close the sale.

But don't take my word for it – create your own mini-course today to see just how well it works to turn subscribers into loyal readers and buyers!

Strategy #8 - Tried, Tested & Proven Swipe Files

Here's a way to help your prospects complete a task or achieve their goals: give them a swipe file or a list of tips as a giveaway. In other words, give them a bunch of ideas they can put to work immediately.

What sort of ideas are we talking about? For example:

- Provide a swipe file of 101 sales letter headlines for copywriters.
- Compile a list of 50 weight-loss tips.
- Create a file with 27 wedding ideas.

Your prospects will love this sort of giveaway because it saves them time when it comes to figuring out everything themselves.

For example, a headline swipe file helps a copywriter create powerfully effective headlines quickly and easily. This sort of file helps the copywriter come up with headline that they never would have come up with on their own.

But prospects aren't the only ones who love this sort of useful giveaway. You'll love it too, because it gives you an opportunity to sell other products and services on the backend. And since this sort of giveaway is so useful, it impresses prospects… which in turn helps you generate more sales.

And here's something else…

A swipe file, list of tips or list of ideas also tends to have a high conversion rate. That's because your users will refer to it often, which means they see your links and calls to action often.

For example, a copywriter isn't going to read through a good headline swipe file once and be done with it. Nope. Instead, a copywriter is going to take that swipe file out every single time they write a sales letter. And that means they're going to see your link and call to action every single time too.

So, you can see why a swipe file can be a really effective and profitable giveaway for you. Question is, how do you create and cash in with a swipe file?

That's what you're about to discover inside this lesson. Let's start with a close look at how to make a swipe file…

Section 1: Create

As always, the first step in creating this type of giveaway is to decide what you're going to sell on the backend. You need to make sure that your swipe file and backend offer are good matches for one another. Specifically, you need to determine if your backend offer allows for you to create a list of tips, ideas, ways or some other sort of swipe file.

For example:

- If you're selling a diet guide, then you can compile a swipe file of 100 of the best foods to eat when you're trying to lose weight.
- If you're selling a marketing guide, you can compile a file listing dozens of ways to get traffic to a website.
- If you're selling a book about building stronger bonds in marriage, you can compile a list of dozens of activities couples can do to grow closer to one another.
- If you're selling a career-building guide, you can give away a swipe file full of answers a job applicant can use during an interview.
- If you're selling a travel guide, you can provide a swipe file full of things to see and do in a particular locale.

Point is, the first question is to ask yourself if you can create a useful list based on the product you're selling.

Once you've found a paid product where a swipe file or other list would be a good match, then here's how to create it…

Step 1: Brainstorm Ideas

For this step, you're going to brainstorm two kinds of ideas:

1. An idea for the swipe file as a whole.
2. Ideas to include inside the swipe file.

Let's look at these two separately:

Ideas for Swipe Files

Just a few moments ago you determined that you can create a list that's highly related to the product you're selling. Now for this step you need to determine exactly what kind of list you intend to create.

In some cases, you may only be able to come up with one good, solid idea for a swipe file to go along with what you're selling. In other cases, you may be able to come up with several ideas, in which case you need to narrow down the best idea.

For example, if you're selling a copywriting product, then there are probably a dozen types of swipe files you could create, including for:

- Headlines.
- Sub-headlines.
- Benefit statements.
- Calls to action.
- Postscripts.
- Sales letter openers.
- Guarantees.
- Price justifications.
- Objection handling.
- Story-telling selling.
- And more… You could even create a swipe file full of complete sales letters.

If you've done some brainstorming and realized there are several different types of swipe files you could create for your niche, then you need to pick one. Ask yourself these questions to help narrow down the list:

- Which one is in-demand in your niche? You'll need to do some research to see which of your swipe file ideas interests your audience the most. *Hint: if your audience is buying a particular type of swipe file, then you can bet they'll be interested in getting a similar product for free.*
- Which swipe file can be used alongside the paid product? In other words, what type of swipe file enhances the use and enjoyment of the paid product?

For example, if you're selling a guide that teaches people how to create sales letters, then people can use a headline swipe file and the guide together to create even better sales letters.

NOTE: *Your giveaway should be useful all on its own as well. In other words, your prospects should be able to put it to use even if they don't get your paid product recommendation.*

- Which type of swipe file would let you make the most high-quality product? If you can only think of a handful of items to include in your swipe file, then you won't have a very good product. It's better to choose a type of swipe file where you know you can come up with at least a couple dozen ways, ideas, tips or swipes.

Once you've answered the questions above, it should become clear which type of swipe file you should create. Then you can move onto this next brainstorming step…

Ideas to Include In the File

The first step in creating your actual swipe file is to brainstorm different ideas of what to include. For example, if you're creating a list of ideas for wedding themes, then you can start by brainstorming as many as possible off the top of your head.

Once you've created an initial list using your own brain power, then you can move onto the next step…

Step 2: Research Ideas

This is the most time-consuming part of creating a swipe file: now you need to research online and offline for ideas, ways, tips and swipes to include in your file.

Your goal is to create as comprehensive and as unique file as possible. For example, let's suppose you're creating a headline swipe file. If you do a little research online, you'll quickly discover that plenty of people have compiled similar files. A lot of them contain 100 "classic" headlines plus a handful of others.

If you want to make your swipe file stand out, then be sure it is NOT like the others. Yours should be so unique that even people who have other similar swipe files in their collection will still want to use your swipe file.

How do you do this?

A good start is the list you brainstormed, which is pretty unique to you. The second step is to do extensive research to generate even more ideas.

For example, let's suppose you're compiling a headline swipe file. Here are the steps you may take to create an entirely unique swipe file:

- Search for the best sales letters ever written, and then include those headlines (or a similar version of each headline) in your swipe file.
- Flip through popular magazines on the newsstand and "swipe" intriguing headlines.
- Do a search for popular products in a variety of niches, and swipe compelling headlines.
- Ask your contacts for recommendations of their favourite sales letters or headlines. Then include compelling headlines in your file.
- Run a search for other headline swipe files. (***REMEMBER:*** In no way, shape or form should you copy these files. Instead, check if there are any "must include" headlines in these products that you should include in yours too. For example, if a headline swipe file includes 100 headlines and you pull out one or two known examples, that's acceptable.)

You get the idea – you want to cast a wide net in order to collect as many swipes as possible. If you're compiling a different type of list, you'd do the same thing. You'd brainstorm, you'd research online, and you'd research offline to create as big of a list as possible.

> **NOTE:** *Be VERY careful not to fall foul of copyright laws when you're collecting swipes, ideas, tips, etc. Depending on what you're swiping and how you present it, you may not be legally allowed to swipe or copy something word-for-word. When in doubt, contact your attorney to ensure what you're doing is legal in your part of the world.*

Once your research is complete, you may want to set aside another 15 minutes or so to simply brainstorm additional ideas. That's because doing all that research is likely to spark ideas, so you'll want to get them down on paper before you forget it all.

Now the next step…

Step 3: Create Your File

At this point, you should have a big list of potential ideas. Now you need to just:

- Organize the ideas.
- Polish them.

Let's look at these two steps separately…

Organize the Ideas

Whenever possible – and where it makes sense – you should seek to organize your list of ideas. One good way to do this is to create several categories, and then list the applicable ideas beneath each category.

For example, if you're creating a big copywriting swipe file, then you'd organize the swipes beneath categories such as "Headlines," "Postscripts," "Guarantees" etc.

If you're creating a list of dieting tips, then you might organize the tips and ideas beneath the categories of "Nutrition," "Exercise" and "Motivation."

One more example: if you're creating a big list of traffic-generation tips and ideas, then you may categorize your ideas underneath headlines such as "Social Marketing," "Email Marketing," Viral Marketing," "SEO" and similar categories.

Point is, you'll want to organize your file so that those who are looking for a specific idea or tip can quickly and easily find it within your overall swipe file.

Then move onto the next step…

Polish Your List

Now that you've organized the list within your swipe file, you can put the finishing touches on your giveaway. Here's how…

Create an Introduction

You'll want to tell your prospects who this file is for, and the best way they can use it. In other words, your introduction should provide instructions on how to make the most of your swipe file.

Insert Additional Tips, Insights or Examples

One way to make your swipe file unique and more useful is to add value to it. In other words, instead of just having a list of tips, ways, and ideas, you can insert additional information.

Let's suppose you have a headline swipe file. For each entry, you can start by listing the headline. You may then offer three examples (in three different niches) of how to use that particular swipe.

For example, perhaps one of your headlines is this classic: "Who Else Wants Lighter Cake – In Half the Mixing Time?"

You can then provide examples of how to use this headline in multiple niches, like this:

- Who Else Wants Higher Conversion Rates – In Just Five Minutes Per Day?
- Who Else Wants a Better Trained Dog – Without Using Harsh Methods?
- Who Else Wants to Land a $100,000 Job – In Just One Month?

Another way to add value to your swipe file is to provide additional insight or tips for some or even all the entries.

Let's go back to the "who else" example in a headline swipe file. You might explain WHY this particular headline works so well. (In this case, it's largely due to the social proof slant along with the strong benefit.) When people understand why a particular swipe or idea works so well, they'll be in a better position to put that idea to work for them.

Another thing you can do to add value to your swipe file is to add graphics and illustrations, where applicable. For example, if you're compiling a list of wedding themes, then you might show a pic of a wedding that carried that theme, so that your readers can really visualize how to put the ideas to work in their own wedding.

Finally, your last step is to go through your swipe file and do a final edit and polish. Be sure to run spellcheck and then proofread your work. You'll want to check for spelling errors, grammar errors, and accidental duplicate entries. It's even better if you can get someone else to proof your work, such as a trusted, knowledgeable friend. You can also hire a professional proof reader by searching Google or posting on a site such as upwork.com.

Once your swipe file is polished and ready to go, then it's time to move onto the final step: monetizing your giveaway. That's what you'll learn how to do next, so read on…

Section 2: Cash In

At this point you have a nice collection of tips, swipes, ways or other ideas that your prospects can put to work for them immediately. Now before you release this giveaway for publication, there's one last thing you need to do: cash in with it.

You've already picked the product you'd like to promote from within this giveaway. So now check out these tips for generating sales…

Promote in the Introduction

A swipe file is a little different from other types of text-based giveaways in that your readers aren't going to necessarily read it cover to cover. Sometimes people just skim through a swipe file seemingly at random in order to help them generate ideas.

Point is, if you embed an offer in the middle of your swipe file, it may get seen… or not. That's why you'll want to put your offer in the introduction, where virtually all readers are sure to see it at least once (and hopefully every time they open and use your swipe file).

What you'll want to do is explain how the paid offer will help your prospects solve their problem. Ideally, your promo should explain how the paid product and your swipe file will work together.

Let's go back to the example of the headline swipe file. And let's suppose you're selling a copywriting guide. You might promote this offer like this:

> "This swipe file will help you start writing better headlines, faster and easier than ever before. But if you really want to up your sales letter game, boost your conversion rates, and start generating more sales, then you're going to want to get your hands on [Name of Copywriting Product]."
>
> Here's why: using a swipe file is a great way to start creating better sales letters. But once you understand the secrets behind creating million-dollar sales letters, you'll be virtually unstoppable. You'll shatter sales records.
>
> You'll enjoy more inbox sales notifications than ever before. And you'll enjoy the financial security that a high-converting sales letter brings.
>
> Best of all, you can use this swipe file alongside [Name of Copywriting Product] for even better results! That's why you'll want to take advantage of this extraordinary offer now by clicking here…"

Drop a Reminder in the Conclusion

As discussed above, you'll initially promote your paid offer right in the beginning of the swipe file. This is a good fit, because the introduction is where you provide instructions for making the most of the file, and purchasing the paid offer is one of those ways to optimize the use and enjoyment of the swipe file.

However, as the promo is in the introduction, the reader hasn't yet had a chance to see the value of the swipe file. As such, they're unlikely to be in a buying mood… at least not yet. Once they've read or at least skimmed through the swipe file, they're going to be impressed. And that's when you should mention your offer again.

That's why you'll want to put another link and call to action at the conclusion of the swipe file. Indeed, you don't really need to write a formal "conclusion," since everything that needs to be said about the swipe file itself was already mentioned in the introduction. As such, you can simply end the file with a reminder of the offer.

> *For example:* "Don't forget, you can make the most of this swipe file by downloading a copy of [Name of Product] by clicking here. And do it now, while it's still fresh in your mind!"
>
> Another example: "Don't even think about writing a sales letter until you get your hands on [Name of Product]. Say goodbye to mediocre sales letters with dismal conversion rates, and say hello to better conversions, bigger sales, and more money! Click here to get started now…"

Now let's wrap things up…

Conclusion

As you just learned, offering a swipe file makes a very effective and profitable giveaway. That's because a swipe file is so useful that your prospects will refer back to it again and again. And every time they open your file and start scrolling, they're going to see your offers, links and calls to action. That means that a good swipe file can produce really nice conversion rates for you!

Want to see how well it works for yourself? Then go ahead and get this guide working for you by starting to compile your own useful, in-demand and profitable swipe file. Both your prospects and your bank manager are going to love it!

Strategy #9 - Valuable, No Fluff Content Videos (Contendeos)

Are you looking for a good, useful and profitable giveaway that you can use to attract new subscribers to your list and in turn generate sales?

Here's an idea for you: create and distribute a contendeo.

I know what you're thinking: wait, what? A conten…WHAT?

A contendeo. Simply put, this is a content video. This is a short video (only five to fifteen minutes long) that presents one big, useful idea. Your prospects will walk away with a tip, a set of steps, or other information that they can put to use immediately to help solve their problems.

You can see why your prospects are going to like your contendeos, because they get a partial solution to their problem. Better yet, they get this solution in the ever-popular video format. If you have any question about whether videos are popular, just spend some time checking out the number of views on popular videos on YouTube, Twitter and Facebook. It's enough to make your jaw drop.

You'll like distributing contendeos too, because their popularity makes them in high-demand. That means you'll get a lot of people viewing your giveaway, which directly leads to sales of your backend offer. And if you're collecting email addresses in exchange for the contendeo, then you'll also build a nice list in the process.

So, how do you put the power of videos to work for you? That's what you're about to find out, as inside this lesson you'll find out how to both create and cash in with contendeos. Read on…

Section 1: Create

You can think of your contendeo as a video-based "article." That's because your contendeo is going to share one big idea with your viewers, such as a tip for how to accomplish something easier or faster, a set of how to instructions for completing a process, or even a demonstration of how to do some process.

As always, your first step is to determine what you intend to sell on the backend of your contendeo. Because once you know what you're going to sell, then you can design your contendeo to naturally lead to your call to action. That's because your contendeo will be useful in that it solves PART of your prospect's problem, yet it is incomplete. This gives you the opportunity to promote a product that helps solve the rest of your prospect's problem.

> *For example*, let's suppose you're selling a blogging guide. You can create a contendeo that shows your prospects how to install and set up a WordPress blog. Now that their blog platform is all ready to go, your prospect's next step is to build the blog content and start monetizing it. This is the part of the prospect's problem that the blogging guide solves.
>
> Another example: let's suppose your video instructs viewers on how to teach a dog to sit. You can then pitch a dog obedience course at the end of contendeo so that viewers can learn about how to train their dog in other things beyond just sitting.

Point is, pick what you want to promote first, and then you'll be able to decide on the format for your video. With that in mind, let's take a look at the steps involved in creating contendeo…

Step 1: Pick Your Topic and Format

Your first step is to decide on the topic for your video. As mentioned above, it should naturally lead to you promoting the paid product. For example, your contendeo may:

- Present an overview of a how-to process. You can then sell an in-depth information product on the backend, coaching or a service to help them complete the process, or even a tool to help them complete the process.

  For example, you can provide an informational video telling people the steps involved in setting up a profitable business, and then sell an in-depth business start-up course on the backend.

- Provide in-depth instructions for part of a process. You can then sell a product that helps your viewers with the rest of the process.

  For example, you can provide in-depth instruction on how to create compelling sales letter headlines. You can then sell a copywriting guide that teaches people how to craft the rest of their ads and sales letters.

- Offer tips for completing a task or achieving a goal. You can then sell a product or service on the backend to help them achieve their goal.

  For example, you can offer one or more big tips for staging a home for sale. You can then promote a complete home-selling course on the backend.

- Explain how to avoid mistakes. Again, you can sell information to help them complete a process or achieve a goal.

  For example, you can explain to viewers the top mistakes dieters make that can sabotage their results. You can then point them towards a diet guide that ensures they diet in the most efficient way possible.

Go ahead and pick out your topic for your contendeo (just one big idea). And then once you've picked out your topic, then you can decide on the format. Here are the top three most common formats:

- Talking head video. Here's where the camera is simply aimed at your head and shoulders, and you convey the information. For example, perhaps you share your top five dieting tips.
- Slide-share video. This is where your video is composed of slides that share both text and graphics. You may narrate your slide slow, or you may opt to let the text do all the "speaking" for you. (If you don't do any narration, then sure to have background music to add auditory interest to the video.)

  For example, you may create a slide-share video that shares the top mistakes novelists make when marketing their self-published books.

- Demo video. Here's where you demonstrate how to do something. This could be a screenshare video (such as showing how to create a PayPal buy button), or it could be an offline video. For example, you might demonstrate how to replace the hardware on a kitchen cabinet.

NOTE: *Yes, there are other formats for videos, such as animated videos. However, for the purpose of this lesson we're going to stick with formats that don't require as much skill and/or expense to create.*

You can, of course, combine these formats. For example, you may start out with a talking-head video to introduce the topic, and then move to a demo video to show how to complete some process.

Point is, pick the format that best suits your topic. If you need to show how something is done, then pick a demo video or a slide-share with illustrations. If you're presenting information without the need for visual aids, then a talking head video is a good choice.

Next step…

Step 2: Prepare Your Content

The next thing you need to do is prepare your content. Specifically:

- Talking-head video. You'll need to prepare a script. The average speech rate ranges from about 110 to 150 words per minute. You'll likely speak on the upper end of that range to keep your video engaging. That means that a five to fifteen-minute video could range from roughly 750 words to 2250 words long.
- Slide-share video. Assuming you're doing a voice-over (narration), then the length of your script will be roughly about the same as the talking head video.

> **NOTE:** *Your slides will show just a few words – the main points of what you're talking about, while your narration will provide details. For example, your slide may share a tip such as "Eat clean carbs," while your narration will explain this tip.*

- Demo video. In most cases, you'll be speaking at a slower rate while you're demonstrating how to do something. You may need to do a few practice runs to figure out about many words your script needs to be.

When I refer to the script, we're referring to the words you speak during the video. Take note, however: you don't necessarily want to read word-for-word from your script. That's because you'll end up sounding unnatural and robotic. Instead, you may opt to provide an outline of the main points you want to cover, so you can refer to that outline while you're creating the contendeo.

Either way, you'll want to start by creating an outline for your video. You can think of this as "storyboarding" your video, which is when you decide what your videos will hear and see for each minute of your video.

> *For example*, if your topic is installing and customizing a WordPress blog, then you can start by drafting an outline for this process. Your steps may include downloading the files from WordPress.org, editing the files as required, uploading the files to a domain, and so on.

For each step, you need to decide what you're going to say and what viewers will see. For example, during the step about editing the files, you may simply share your screen as you locate, open, edit and then save the files that need to be edited. (If you were producing a slide-share video, then you'd offer applicable screenshots of this process.)

Point is, lay out a minute-by-minute outline of exactly what your viewers are going to see and hear during the course of your contendeo.

> **NOTE:** *To create the highest-quality video, you may want to research each step or tip you're sharing so that you can provide comprehensive information for your viewers. That way, you'll be able to share information that you may not have thought of on your own.*

> *For example*, if you're going to share dieting tips, then search Google for phrases such as "best dieting tips" or "nutrition tips for losing weight" or "exercise tips for weight loss."

> ***TIP:*** Keep in mind that your entire contendeo should naturally lead towards the paid product that you'll promote at the end of your video. You'll learn about how to do this in more detail in the "Cash In" section of this lesson. But for now, take note that your video is going to end with a link and call to action for this offer.

Once you've outlined your video, you're ready to move onto the next step…

Step 3: Produce Your Video

The next step is to produce your video. Specifically:

- For demo videos and talking-head videos: Be sure you have good lighting, a good camera, a good mic, and a clean backdrop. If you're demonstrating how to do something, zoom in and offer a close-up demo. You'll also need video-editing software. (Here are PC Mag's recommendations: https://www.pcmag.com/article2/0,2817,2397215,00.asp.)
- For slide-share videos: Here you'll need slide-presentation software (such as PowerPoint® or an alternative, plus you'll need screen-recording software. The software Camtasia (at https://www.techsmith.com/video-editor.html) is both a screen recorder and video editor.

> ***TIP:*** As always, if you don't have the skills, time or inclination to create a video, then you can hire a competent freelancer to do it for you. You can start your search for a good freelancer by posting a project on a site such as upwork.co or guru.com. Just be sure to do your due diligence so that you select a freelancer who provides good work at a fair price.

Keep these production dos and don'ts in mind:

- Don't try to record your video in one-take. This is just an exercise in frustration. It's better to break your video into smaller segments, record them individually, and then piece them together with your editing software.
- Do sound enthusiastic. If you're doing this yourself (rather than hiring a voice-over specialist through a site such as voices.com), then you'll want to spend some time on YouTube viewing popular content videos. Pay attention to both the sights and sounds of the video.
- Do keep the backdrop clean and simple. You don't want your viewers to get distracted by what's going on in the background of your video. That's why talking-head and demo videos should include a clean backdrop (such as a simple white background).

- Don't show one scene for too long. This is particularly true if you're doing a slide-share video. You'll want to keep your video visually interesting by changing slides often. Be sure to have graphics, illustrations or even videos within the slides to hold your audience's interest. (Again, watch popular videos to see how it's done, or hire someone to produce your video for you).

As mentioned earlier, your video will include a call to action and link at the end. Let's now turn our attention to monetizing your video…

Section 2: Cash In

The overall goal of your contendeo should be to naturally lead your audience towards the sales page of a paid offer. If you use the guidance you've learned so far – to create a contendeo that's useful yet incomplete – then you're well on your way to monetizing your video.

Check out these additional tips…

Plant Seeds Early On

You don't want to promote an offer right away at the beginning of your video. At this point, you haven't had a chance to impress your prospects yet. You haven't had a chance to build rapport with the viewers or build value for the product you're promoting. As such, promoting something at the beginning of the video would just lead to low conversions.

However, this doesn't mean that you can't start planting seeds at the beginning of the video. In fact, you can and should do this. Basically, the goal is to start laying the foundation early on for the offer that you intend to promote at the end of the video.

For example, let's suppose you're selling a diet guide that includes six months' worth of meal plans. And let's further suppose your contendeo focuses on how to eat right to lose weight. Early on in the video you may plant a seed for the paid offer by saying something like this:

"Just a bit later I'll share with you a superb weight-loss guide that includes six months' worth of delicious meal plans and recipes that the whole family will love. But first, let's talk about good carbs…"

See how that builds anticipation for what's coming? Now onto the next step…

Embed an Offer at the End

You've already planted a seed early in the video, so now at the end of the contendeo you can promote your offer. In fact, you can even remind viewers that what you're about to promote is the offer you were telling them about earlier.

Let's stick with the dieting guide promo. Here's an example promo at the end:

> *"Okay, one last tip for you: even though you now have the knowledge to create a healthy eating plan, don't try to do it yourself. You'll waste too much time combing through recipes, doing ingredient substitutions, and finding healthy foods that actually taste good.*
>
> *The good news is that I've done all the work for you by preparing six months' worth of meal plans and recipes that your whole family will love. No more making two meals. No more hearing the kids complain. Everyone will eat it, everyone will love… guaranteed!*
>
> *But don't take my word for it – check out these delicious meals now by heading on over to [link]… you'll be glad you did!"*

Create an Evergreen CTA

If you've ever taken a piece of text-based content and changed something about it or even repurposed the piece, you know it's pretty easy. It literally takes a minute to change a link and republish the new piece.

Not so with videos. As you well know, it takes longer to change content in a video. And often times you can even end up with a choppy video, where it's pretty obvious that pieces of it were made at different times and spliced together. Oftentimes the audio is what clues people into it being a spliced video. Simply put, it's more professional if your video flows seamlessly from segment to segment.

So, here's the point…

Whenever possible, you want to create an evergreen call to action. In other words, you want to reduce the possibility that you're going to need to go back into the video to edit your link and call to action.

Follow these tips:

- Don’t refer to any specifics of the offer. For example, don’t refer to the price, the bonuses or the guarantee. The parts of an offer can change at any time, so avoid mentioning them in a contendeo.

- Don’t use direct links if it’s an affiliate product. Sometimes a better affiliate product will come along. In other cases, the vendor may decide to retire the product, move it to another affiliate platform, or remove it from the market for other reasons. Whatever the reason, you end up with dead links when that happens.

  That’s why you always want to run affiliate links through a redirect link, such as a link on your own domain. If an affiliate link changes or goes dead, all you have to do is change the redirect link through your own domain to the correct link or even to another product. This helps ensure you never have “dead” links floating around in your contendeos.

- Do consider whether to even name the product at all. You may refer to the type of product or service you’re promoting (e.g., “diet guide”), but you may decide to not name the product from within the video. That way, you can easily change the link to a different product without there being any confusion.

So, the point is, keep the specific details out of your call to action, and run all third-party links through your own domain. That way, you can quickly and easily change your contendeo offer at any time.

Conclusion

You just discovered how to both create and cash in with a very popular type of giveaway: the contendeo (content video).

A whole lot of your prospects love videos. That's why sites like YouTube and Vimeo are booming, and even your social media feeds are likely full of videos. The reason people like them so much is because they're highly entertaining and engaging, plus they can offer visuals (such as a demonstration) that a plain-text article simply cannot match.

Point is, viewers walk away from a video impressed. They've got a good impression of you, and they have a good impression of your products. That's why so many of them are willing to purchase the offer you pitch at the end of your contendeo.

You have a lot to gain from creating and monetizing your own contendeos. So, go ahead and start creating one today. Because the sooner you do, the sooner you'll start reaping the rewards!

Strategy #10 - Business Process Mind Maps

Not everyone thinks in a linear fashion. That's why some people prefer to view process maps or mind maps – which visually organize information-- versus simply reading instructions about how to complete a task. That's because these types of maps show viewers how to complete a task at a glance. Just follow the workflow through the map, without having to read a lot of extraneous information.

Because these maps are a little bit different than what others in your niche are offering, they tend to be popular. And that's why you'll want to consider offering these sorts of map as a giveaway, both to build your mailing list and to generate sales on the backend.

You'll get good results with these maps, because they are so useful that people tend to keep them close and refer to them multiple times as they work through a process. You may even encourage your prospects to print out the map and hang it up in their work area, so they'll see the map regularly – maybe even daily.

End result? Your prospects are going to see your links and calls to action every time they look at the map. And that means you not only get to develop top-of-mind awareness with your audience, but you'll also enjoy high conversion rates due to the regularity with which your prospects view your map.

Sounds good, right? So, let's take a look at how to create and cash in with process maps and mind maps so that you can start reaping the rewards too. Read on…

Section 1: Create

Let's start by taking a look at how to create your process map or mind map. Here are the steps…

Step 1: Decide on a Format

As always, you can't create a single word of this giveaway until you decide what you're going to sell. That's because you want to create a map that naturally leads to the paid product and is a good overall fit with the topic.

For the purposes of this discussion, we're going to cover the creation of both process maps and mind maps. That's because these two types of maps, while similar, are distinctly suited for slightly different purposes. Here's how they're different:

- A mind map typically is organized around a single concept. You'd put this topic in the middle of your map, and then the basic ideas branch out from that singular topic. You'd also have "child topics" branching out from those topics.

  For example, let's suppose your main idea is "Web Traffic." A branch out of Web Traffic may be "Social Media." A child topic branching out of "Social Media" may be "Facebook." And you might even have branches from Facebook that include "Pages," "Groups" and "Paid FB advertising."

- A process map is organized around a single process/task. This is where you look at the steps involved in completing a task, including the places where the person doing the task needs to make a decision.

  For example, you might create a process map around setting up a blog. The steps might include picking a domain, finding web-hosting, down-loading the WordPress.org files, editing these files as required… and so on (all the way through installing and customizing the WP blog).

What you want to do now is take a look at the product you intend to sell, and then think about whether a process map or mind map is more suitable as a giveaway.

> *For example*, if you are selling a book about how to set up a hydroponic garden, then a process map is a good option. That's because your process map can give an overview of the steps… and then you can sell your guide on the backend to provide the details on how to complete each of the steps.
>
> Another example: if you're selling a weight loss product, you may create a mind map that touches on all the tips and topics involved in weight loss, including: nutrition, exercises, supplements, and motivation. Each of these main ideas can have subtopics branching out from them. For example, the topic of exercise may have child topics such as high intensity interval training, weight lifting, and steady-state cardio.

Again, for this example the mind map provides a good overview of what all is involved when it comes to losing weight. You can then sell your dieting guide on the backend, as it will explain all the main ideas and child topics in detail to the customer.

So, here's the bottom line…

If you need to share a step-by-step process, then you'll choose to do a process map that gives an overview of these steps. Additional examples include:

- How to sell a novel.
- How to stage a home for sale.
- How to use Facebook advertising.
- How to write a sales letter.
- How to create a resume.
- How to plan a wedding.
- How to start a church.
- How to hire a freelancer.

If you want to provide an overview of all the topics and subtopics organized around one main idea, then you can offer a mind map. Additional examples include:

- Different tips and ideas for investing money.
- Ideas of things to see and do at Disneyworld.
- Tips and ideas for being more productive.
- Ideas for growing a business brand.
- Tips for helping a blind dog.
- Ideas for marketing a thriller novel.
- Ways to increase the perceived value of an information product.
- Tips for getting rid of back pain.

Once you've picked your topic and you've decided on the best format (process map or mind map) for that topic, you can move onto the next step…

Step 2: Determine What to Include

Now that you've decided on a format, you need to decide what all you're going to include in your map. Here's how to do that:

Part 1: Brainstorm.

If you already know something about the topic (and you should), then start by brainstorming all the information you can about this topic.

Specifically:

- If you're doing a process map, then brainstorm all the steps and "sub-steps" involved in the process of completing the task. Take note of any point where someone needs to make a decision.
- If you're creating a mind map, then brainstorm all the topics and sub-topics that branch out from your main topic. These topics could include steps, tips, ways, and other ideas.

After completing your initial brainstorming, then move onto part 2 of this step…

Part 2: Research.

It's likely that your brainstorming will produce a nearly complete map, especially if you're an expert on the topic. However, you can fill in the gaps – and perhaps uncover tips and ideas you hadn't thought of – by doing some research.

Simply go to Google and run a search for your topic (***e.g.*** "ways to invest money" or "how to build a hydroponic garden"). Then fill in the outline for your map with these additional steps, tips and ideas.

You can also talk to other experts and ask for their best ideas, steps and tips. In some cases, you may need to pay for this sort of consultation. For example, you may consult with a freelance writer to get their take on how to create engaging content.

Once you've completed your research, you're ready for the final step…

Step 3: Develop Your Map

Now that you've outlined all the information you'd like to include in your map, your last step is to actually create the map.

> **NOTE:** *If design and layout really isn't in your wheelhouse, then you may want to outsource this part to someone who can make your map look good. You can find a freelancer by posting a job on a freelancing site such as guru.com or upwork.com.*

If you choose to do this step yourself, then it will be easier if you use software that's specifically designed for creating maps. Examples include:

- MindJet.com
- MindMapper.com
- LucidChart.com
- FreeMind at http://freemind.sourceforge.net/wiki/index.php/Main_Page

Pick the one that best suits your needs, and move onto the next step…

Now what you need to do is lay out your information in an orderly way. Let's look at process maps and mind maps separately…

Mind Maps

For your mind map, you'll start with a singular topic in the middle of the map. From that main topic you'll create branches of related ideas. From these related ideas you'll create additional sub-topics.

Let me give you an example. Let's suppose your main topic is writing a sales letter. For this mind map, don't lay out the steps for writing the letter, as that would be a process map. Instead, show readers all the pieces and parts of the letter.

So, here's the main idea: Writing a Sales Letter.

The branches coming out from this main topic would be the main parts of a sales letter, including: the headline, opener, bulleted benefit list, objection handling, guarantee, call to action, postscript, and so on.

From each of these main topics you'd have branches coming out with related topics, ideas and steps. For example, the main topic of "Headline" would have related branches such as:

- Present benefits.
- Arouse curiosity.
- Use social proof.
- Utilize quotes.
- Big font.

You may even decide to branch out from these sub-topics. For example, the sub-topic “Arouse Curiosity” may have related branches such as:

- Ask an intriguing question.
- Use words like “secret” or “reveal.”
- Don’t tell people how they’ll get a benefit.

And similar.

So as you can see, you can share a lot of information in a mind map. The reader will get a great overview of the topic, but they’ll need to order your product or service in order to fully solve their problem.

TIP: To make your map more visually interesting & engaging, you can use different font colours and sizes to emphasize different points. You can also add small graphics or icons to add visual interest.

For example, next to a tip or idea on your map, you might include a lightbulb icon. Next to a warning you may include an exclamation point icon. Next to a decision point you may include a question mark.

We’ll talk about monetization in more detail in a few moments. But firsts, let’s take a look at what a process map looks like…

Process Maps

Like the mind map, the process map gives your viewers a great overview of a process. However, in this case you’re sharing with your readers the steps involved in the process, as well as any decisions the reader needs to make and tips that will help the reader complete the process.

Let me give you an example. Let’s stick with the copywriting example, except this time you’re offering a step-by-step guide for writing a great headline.

Your steps may include:

- Profile the target market.
- Compile the features and benefits of your product.
- Decide on the top one to three top benefits.

- Brainstorm a variety of headlines.
- Pick the best headlines to test.
- Polish these headlines.
- Test these headlines.

Each main step may then have additional "branches" emanating from it with sub-steps, questions to ask, tips, decision points, ideas or similar.

> *For example*, let's look at the first step, "Profile the target market." From this step you may create a series of branches of what sort of things the reader needs to know about their target market, including age, gender, income, location, problems, solutions they've tried, fears, motivations, etc. You can also branch out with sub-steps of how to collect this information, including using Google for research and surveying the market.

In some cases, your map may branch out in different directions depending on what decision the user makes at a particular point.

> *For example*, let's suppose you have a more comprehensive copywriting map that covers all the steps of writing the entire sales letter. One of the early decision points may be this: short form or long form copy?

The map can share the pros and cons of each decision. The map should then lead the reader (using arrows) to the next step depending on whether the user chose short-form or long-form copy. In essence, this sort of comprehensive map will have some overlap (such as profiling the target market, creating the headline, drafting the benefit statements, and including a call to action), but the long-form copy side of the map will have more steps (such as creating an opener).

> ***TIP:*** Just as with your mind map, you can make process maps more visually interesting by using different colours, graphics and icons. Just be sure that you keep your maps clean and simple so that they're easy to follow. In other words, don't get carried away with colours and graphics, otherwise the map will look too busy – and a user may think the process looks complicated (which is just the opposite of what a good map should do for the user).

As you can see, this sort of map gives an overview of the steps readers need to take.

The map tells people WHAT to do, but it doesn't tell them exactly HOW to do it.

And that's where your backend offer comes in, as it fills in the gaps of either your process map or your mind map.

Now, let's take a look at monetization …

Section 2: Cash In

There are two main ways to promote offers from within a process map or mind map:

1. Embed the offer within the content itself.
2. Include the offer in the footer of the map.

> **NOTE:** *If you're able to embed an offer within the content itself, then you can emphasize the offer by including it in the footer too. Otherwise, in cases where the offer doesn't neatly fit into the content itself, then you can embed the offer in the footer online.*

Let's take a closer look at how this works…

Embedding the Offer in the Content

Depending on what you're selling, you may be able to include your offer as a step, tip or idea in your process map or mind map.

For example:

- If you're creating a process map on the topic of creating a product, one of the decision points may be to create the product yourself or out-source it to a freelancer. If you're selling writing services, you can then create a branch from "freelancer" that promotes your writing service.
- Let's suppose you're creating a weight-loss map where one of the steps is to track one's calorie intake. At that point you can have a branch out from this step which suggests using a specific meal-planning app to make this step easier.
- Perhaps you've created a map about how to write sales letter headlines. When it comes to the step where readers are directed to

brainstorm headlines, you may also include a step where they're directed to use headline templates. You can then recommend a package of templates.

In all cases, you're not creating a long ad. You simply do not have the space on a process map or mind map to share a bulleted list of benefits or anything else. That's why you'll have a very short promo – generally just a line or two and a link.

For example:

- "Brainstorm headlines quickly using templates. Click here to get yours."
- "Don't want to create your product yourself? Click here to hire me to do it for you…"
- Track calories easily and lose weight more quickly using a meal-planning app. Click here for my highly recommended app.

Finally…

Include the Offer in the Footer

The second place to include your offer is in the footer of your map.

Again, you don't have a lot of room in this particular space to promote your offer, which means you'll generally offer a line or two and a link.

NOTE: *Since it's such a small promo, you are NOT selling the product or service itself. Instead, you are "selling" your prospect on the idea of clicking your link. That's all. You're just throwing them a benefit or even something that arouses curiosity so that they'll click. You then need to make sure you have a really good landing page (sales page) behind that link that DOES do a good and thorough job of selling the product or service.*

Let me show you a few examples of what your promo may look like:

- Need a little help implementing these marketing ideas? Then you're going to want to get your hands on the Ultimate Marketing Guide by clicking here…
- Need a high-converting, sales-generating sales letter that really works? Put my 10 years of experience to work for you. Click here to begin…

- Dieting is delicious when you use these meal plans and recipes! Click here to learn more…

If you embedded a product or service promo within the map itself, then your footer may serve as a reminder. For example:

- Don't forget to use a meal-planning app to make dieting easier than ever. Click here to download your copy now…

Now let's wrap everything up…

Conclusion

You just learned how to both create and cash in with process maps and mind maps.

As you discovered, both of these types of maps provide a good overview of a topic. The difference is that a process map generally includes steps and "how to" information, whereas a mind map may include some steps, but overall it gives an overview of the pieces and parts of a topic (tips, ideas and so on).

In both cases, these maps are useful in that they show people what to do, but they're incomplete in that they don't give users the details of HOW to do something. That's where your backend offer comes in, which you can embed in the footer and sometimes directly in the content too.

Will a process map or mind map be a good choice for a giveaway for your audience? Chances are, the answer is a resounding YES. See for yourself just how well these maps work to build your list and generate backend sales by creating one as soon as possible. And do it now, while it's still all fresh in your mind!

Strategy #11 - Authority Resource & Article Libraries

Your prospects are seeking out information. And if you can provide the information they want, then you're going to grow your mailing list, expand your other online platforms, and generate sales on the backend.

Here's a way to do that: provide an article library.

Just as the name suggests, the article library is a set of articles all focused on a particular topic.

For example:

- An exercise library, which instructs fitness trainers how to perform a set of 50 different types of exercises they can add to their fitness circuits.
- An "A-to-Z" marketing library, which defines and discusses 26 marketing related terms (***e.g.*** Affiliate, Backlinks, CTA, etc.).
- An organic gardening pest identification library, which helps gardeners identify and eliminate 17 common garden pests.

As you can see, the length of the article library depends on the topic being discussed. You could have as few as five or ten articles, all the way up to 100 or more. It all depends on how many topics you need to cover.

Prospects really like article libraries, because it gives them a fast and easy way to locate the information they need.

Take the gardening example: if a gardener suspects they have a problem with aphids, they can go to the aphid article to confirm the problem. They'll then receive information on how to eliminate the problem.

Article libraries make great giveaways for you too, because prospects tend to refer to them repeatedly. And that means you get multiple exposures to your links and calls to action, which leads to higher conversions and more sales.

So, how do you put article libraries to work for you? That's what you're about to discover. Read on to find out how you too can create and cash in with article libraries by giving them away as freebies…

Section 1: Create

Over the next few pages you'll find out how to make an article library in three steps:

1. Choose Your Topic.
2. Collect Information.
3. Create Your Article Library.

Let's take a closer look at each of these three steps…

Step 1: Choose Your Topic

As always, before you write a single word for your article library, you need to know upfront what you're going to promote from within this library. That's because the article library should naturally lead prospects to the order button for your paid product. In other words, if someone is using and enjoying your article library, then they should be just as interested in your paid offer.

So, think about what you want to promote, which could be a product, service or coaching. Then ask yourself the following questions:

Will you be able to create an article library related to this product? In other words, can you think of several sub-topics that you can discuss within a series of articles?

For example:

- If you're selling a weight-loss guide, then you could create an article library of the top metabolism-boosting foods. For each article you'd name the food, discuss its benefits, and offer tips on how to add more of this food to one's diet.
- If you're selling an autoresponder app, then you might create an article library around email marketing topics such as creating lead pages, how to create a lead magnet, designing an initial autoresponder series etc.
- If you're selling copywriting coaching, then you may create an article library that offers an overview of copywriting topics such as creating headlines, handling objections, and more.
- If you're selling a bodybuilding program, then you might provide an illustrated article library of common lifts.

Here's the second question to ask yourself…

> ***Is an article library a good fit for this paid product?*** In other words, is an article library the best way to sell this particular product? If the answer is "no," then you may consider creating a different type of giveaway for this product (such as a content video, checklist guide, or other similar item).

Once you've decided on the product or service you're going to sell on the backend, then your next step is to decide the overall topic for your article library. Generally, what you want is a topic where you can create at least 10 articles with subtopics.

Let's go back to the example from above where you're selling a bodybuilding guide. This particular product would be a good fit for a few different article libraries, all of which give an overview of some component of bodybuilding. *For example:*

- An exercise/lift illustrated article library, which names particular lifts, tells readers which muscles those lifts target, and explains (with illustrations) the correct way to perform the lift.
- A supplement library, which names common bodybuilding supplements (such as whey protein and creatine) and describes what each type of supplement does for the user.
- A muscle library, which names the major muscles in the body and talks about which types of lifts best target those muscles.

Another example might be if you were selling an organic-gardening guide. This sort of product would give you an opportunity to create several different types of article library, *For example:*

- A pest identification article library. Each article would address a different type of pest, how to identify it, and how to eliminate it without using harsh pesticides.
- A plant-disease identification library. Each article addressing a different plant disease, how to identify it and how to "cure" or prevent them.
- An overall article library. Here you might create an article for popular types of vegetable gardener's might plant, with each article offering tips for the care and maintenance of the particular plant being discussed.

Once you've picked a product that's a good fit for an article library and you've selected your topic, you can move onto the next step…

Step 2: Collect Information

Now that you know what you're going to write about, it's time to plan your article library. This means researching and collecting the information you need.

Your first step is to decide how many articles you'll include in your article library. The number of articles you include will largely depend on the size of the topic.

Take note, however: just because a particular topic is big doesn't mean you need to cover EVERY subtopic. Instead, you may create an article library of the "best" subtopics within the overall topic. If you do that, then you can create a smaller article library (such as the ten best tools, resources, ideas, etc.).

For example:

- The top ten superfoods for boosting metabolism.
- The top 15 ways to get web traffic.
- The top 20 kettlebell exercises every fitness trainer ought to know.
- The top 10 tools every online marketer ought to be using.

Go ahead and spend some time first researching your topic, and then decide how many subtopics you'd like to appear within your article library.

As you make this decision, keep your paid offer in mind. Remember, you want your article library to naturally lead to your paid offer. Generally, this means your article library should provide an overview of the information provided in the paid topic.

For example, if you're selling a blogging guide, then an article library that covers common blogging terms is a good introduction to the paid guide.

Now the next step…

Step 3: Create Your Article Library

At this point you've decided what your article library will be about, and you've got an initial estimate of how many articles you're going to include in your library. Now it's time to create the articles.

NOTE: *You'll see above that I said "initial estimate" of how many articles to include. The reason I say "estimate" is because that number will likely change as you start to create your library.*

For example, as you do research on the topic, you may discover additional important subtopics that you'd like to add to your article library.

So, let's talk about how to create your article library. Here are the sub-steps…

Step 1: Research the Topics

There are two pieces of research you want to do at this point:

1. Research the overall topic. This is going to help you determine that you've included the most important subtopics in your article library. So even if you've created an outline of all the topics you'd like to include, you'll still want to do this research to be sure you didn't overlook anything.

   For example, let's suppose you're doing an article library on the topic of common methods for getting web traffic. Perhaps you brainstorm and come up with ideas such as social media marketing, viral marketing, starting an affiliate program and more. But perhaps your research helps you uncover ideas you had forgotten about, such as writing and distributing press releases.

   To uncover these sorts of topics, you'll need to run a Google search.
   e.g. "List of plant diseases" or "ways to get online traffic."

Secondly…

2. Research the individual subtopics for each article. Once you know exactly what articles you'd like to include in your article library, then you'll want to do the research for each article. Again, the idea here is to be sure you don't miss out on including any crucial information in each article.

Next step…

Step 2: Design an Outline

Now you're almost ready to create your articles. But first, you'll want to plan the outline/general format for each article.

Here's the deal…

Because this is an article library, you'll want all of your articles to generally follow the same basic format. Someone who reads one article should be able to predict what sort of information they'll get in the other articles in the library. In other words, the articles should all provide the same types of information, but of course that information will be specific to the topic.

So, let me give you a couple examples. Let's start by going back to the example of an article library for organic gardeners which lists common pests. Here's what the format for each article in this library may look like:

1. Introduction: name the pest, and then explain how to identify it by sight as well as the type of damage it does to the plants. Include photos of both the pest and the plant damage, where applicable.
2. Go into further detail about the damage these pests create. In other words, explain to readers why they do NOT want these pests in their garden.
3. Describe where these pests are most likely to be found. This includes not only the region of the country (such as naming the states where they're most likely to reside), but also listing what sorts of plants attract them.
4. Explain how to get rid of these pests organically. For example, you might share a recipe and the instructions for an organic pest-control spray that works particularly well for this type of pest. Where appropriate, you may share information about alternative organic methods in case the reader is unwilling or unable to use the first method.
5. Conclusion. Recap the article, and (optionally) point people towards a place where they can get more information. (This is an opportunity to cash in with your article library, which we'll talk about in more detail in the next section.)

TIP: It's a good idea to keep all your articles roughly the same length. Naturally, you'll determine length based on the overall topic and the outline. In most cases, you can figure on creating articles that are around 500 to 700 words.

Some articles – such as those in an exercise library – may have fewer words since the pictures or illustrations tell the story. In other cases, your articles may go over 700 words, such as in a marketing library where you give an overview of how to get web traffic.

The outline above is of course just an example. You'll need to create your own article outline/format that fits well with your topics.

Once you've done that, move onto the next step…

Step 3: Create the Articles

Now that you've researched your article topics and included an outline that you intend to use for each article, it's time to get down to the business of actually creating the article.

As always, you have multiple options here, including:

1. Do it yourself by writing the articles from scratch.
2. Hiring a freelancer to create the content for you.
3. Using high-quality PLR content to save yourself time and money.

> ***TIP:*** Check your existing blog and newsletter articles. You may be able to repurpose some of them to start building your article library.

Whatever you decide, be sure your end result is a high-quality article which follows the format you outlined in the previous step.

Once your article is complete, you'll also need to title it. You may use a similar title for each of the articles in your library (which would help readers connect that they are all part of a set).

For example:

- The Secrets of _______________.

  e.g. *The Secrets of Using Facebook Advertising to Drive Traffic to Your Website.*

- How to _______ and _________.

  e.g. *How to Identify and Eliminate Aphids.*

- Everything You Need to Know About ____________.

  e.g. *Everything You Need to Know About the Plant Disease Blight.*

- The Correct Way to ___________.

  e.g. *The Correct Way to Do Dead Lifts.*

- A Crash Course in ______________.

  e.g. *A Crash Course in the Supplement Creatine.*

Once your articles are complete, you can then package them up in a zip file to make them available for download. Another option is to include all the articles in one PDF, though your readers will have to do a lot of scrolling if they'd like to skip around within the file. Alternatively, you might create a password protected site with links to all the articles in your library.

At this point, you know how to create your articles and the article library as a whole. But the question is, how do you cash in with this giveaway?

Read on for the answer…

Section 2: Cash In

In order to monetize your article library, you're generally going to want to include a link and call to action in each article. But this isn't always the case. Here are two points to consider when developing your monetization strategy:

Will prospects read every article?

Depending on the topics covered in your article library, not everyone is going to read every single article. For example, if a gardener has a few different pests in their garden, then they're probably only going to read the articles that talk about the pests they have. For instance, someone who isn't even growing tomatoes isn't going to read about tomato hornworms.

On the other hand, a bodybuilder probably WILL read every article in an exercise/lift library, as they are likely to perform every lift at some point in time.

Point is, think about whether your prospects are likely to read every article in your library, as your monetization strategy may change slightly depending on the answer. Specifically, if your prospects are likely to read every article, then you don't need to include a link in every article (otherwise your giveaway may look overly promotional, as a prospect will be reading an ad every 500 or so words).

Will you be promoting different products?

This is one type of giveaway where you *may* be able to promote multiple products or services.

But be careful: only try this strategy IF it naturally flows from the structure of your article library. Otherwise, if you try to promote too many different things across your articles, your prospects are going to get overwhelmed (and/or turned off by the promotions), which results in them simply not purchasing anything at all.

What do I mean by "naturally flows" from the library structure?

Let me give you an example…

> Let's suppose you have an article library that covers the top 10 or 15 supplements that bodybuilders may use, such as creatine, whey protein, a vitamin supplement and similar. Since each article covers a different supplement, you can drop a sales link to that specific supplement at the end of each article.
>
> Another example: let's imagine your article library covers tools and services that online marketers use. For instance, you may cover payment processors, autoresponders, membership site scripts, domain registrars, web hosts and similar. Again, it would be natural to promote specific services within each article (such as promoting GetResponse at the end of the autoresponder article).

So, the bottom line here is that if your individual article is referring to a very specific type of product or service, then yes… you can promote multiple offers throughout your library.

On the other hand, if your article library is structured around broader ideas, concepts or definitions, then focus on promoting one overall product.

> *For example*, if you have an article library that focuses on lifts for bodybuilders, then your article library should promote one product, such as a guide to bodybuilding. In this case, the promo can appear in multiple places, such as in the introduction to the library as well as at the end of some of the articles. (Since this is a case where the prospect is likely to read all the articles, you don't want to promote at the end of every single one. Instead, sprinkle a promo in every five or ten articles.)

Now let's wrap things up…

Conclusion

As you just discovered, an article library can make a great giveaway. That's because it provides an overview of an overall topic. Your prospect will find it useful in that they're going to get a lot of information across a variety of related subtopics. And you'll like giving away this giveaway, because you have plenty of opportunities to sell a product or service on the backend.

The best way to find out just how well this giveaway works to build your list and generate backend sales is to put it to work for you as soon as possible. So, go ahead and get started building your article library today… because the sooner you do, the sooner you'll start reaping the rewards!

Strategy #12 - Easy To Deliver Group Coaching

When you're thinking about what sort of giveaway to create in order to build a list and generate sales on the backend, you'll want to consider types that have the following characteristics:

1. Those that have a high perceived value. This will help attract more subscribers and prospects.
2. Those that solve part of your prospect's problem. This creates satisfaction in your prospect in that they got a partial solution, and yet it gives you the opportunity to sell something else on the backend.
3. Those that establish you as an expert in your field. This is especially important if you're selling something like coaching or information products.

Here's a giveaway that possesses all three of these characteristics: a group coaching session (AKA question and answer session).

This sort of giveaway works particularly well when you want to sell coaching services, as it gives your prospects an enticing taste of the good quality of information you can offer them. It also works great if you're selling any other type of information product on the backend, as it demonstrates to prospects that you're able to provide high-quality answers that solve problems.

As you can see, there are some really good reasons why you should offer a coaching session as a giveaway. That's why you're about to discover how to both create and cash in with this product.

Take a look…

Section 1: Create

As always, the first thing you need to do is decide what you're going to sell on the backend of this giveaway. While you can sell anything that's highly related to the coaching session, as mentioned above, you'll find that it's particularly effective when you're selling information products or coaching. That way, you can tailor the coaching session in a way that highlights your expertise and helps you sell the product or coaching on the backend.

So, pick your offer first. Then follow these steps for creating your coaching session…

> **NOTE:** *For the purposes of this lesson, we're going to focus on creating a group coaching Q/A (question/answer) session in text format (such as a downloadable PDF or even delivered by email). Sure, you can create "live" group-coaching sessions on a webinar platform and then redistribute the replays or recordings as a giveaway. However, for this lesson we'll focus on text-based coaching sessions, as it's a simpler process that doesn't require you to find a platform, fill your webinar with participants, edit a video, etc.*

Let's begin…

Step 1: Choose Your Focus

Once you know what you're going to sell on the backend, then your next task is to choose a focus for your Q/A (question/answer) session that is closely related to this offer. Indeed, the Q/A session should naturally lead to your paid offer.

> **NOTE:** *The reason you're able to tightly focus your group coaching session is because you are going to select which questions to answer. In other words, only questions and answers which support your backend offer will appear in your document. This is another reason to do a text-based coaching session, as you retain full control over the final product.*

Now, what you want to do is field questions that do one or more of the following:

- Give people an overview of the topic of the paid offer. You can then sell the product as a way for your prospects to get the in-depth details they need to carry out a process or achieve a goal.

  For example, if you're selling a course on how to get web traffic, then you might answer questions about each of the major traffic methods covered in the course (SEO, paid advertising, blogging, guest blogging, social media marketing, email marketing, etc.).

- Provide tips on the same topic as the paid offer. You can then promote the product or coaching as a way to get more details.

  For example, if you're selling weight-loss coaching, then your questions and answers might focus on exercise and nutrition tips.

- Offer in-depth instruction on ONE part of a process. You can then offer a paid product or coaching to help people with the second part of the process.

  Let's suppose you're selling coaching on how to start up an online information product business. Your group coaching session may focus on the first step, such as picking a niche.

Once you select the overall topic that will naturally lead to your paid offer, then move onto the next step…

Step 2: Collect Your Questions

As mentioned, you're going to retain tight control of which questions you answer. That way, not only does your coaching session lead to the paid offer, but you can also ensure that you're creating a high-quality, in-demand product.

With that in mind, here's how to collect questions that you can answer for your Q/A session:

Get Questions From Prospects

One of the most obvious ways to collect questions for your session is to ask your prospects to submit their questions to you. You can do this by:

- Asking your newsletter readers to submit questions.
- Requesting submissions from your blog.
- Soliciting questions on social media or other community.

For best results, be clear about the topic of the coaching session so that you don't get unrelated questions. You may even provide a sample question to give prospects an idea of what sort of questions you're looking for.

Check Popular Paid Products

The idea here is to go to a site like ClickBank.com, search for your niche keywords in the marketplace, and find out what topics are bestsellers in your niche. If people are paying for a particular type of information, then you know they'll be all over your offer if you distribute this information for free.

For example, let's suppose your coaching session is going to focus on nutrition tips for weight loss. And let's suppose you see that there are a plenty of bestselling weight-loss products that are focused on "'getting rid of belly fat." That tells you that the topic is popular, so it's something to include in your coaching session. ***e.g.*** you might have a question such as, "How many calories do you need to eat to get rid of stubborn belly fat?"

Search for FAQs

Another way to help you brainstorm questions is by searching for FAQ (frequently asked question) files in your niche. You can go to Google and search for your topic alongside the search term "FAQ" or even "frequently asked questions."

For example:

- Organic pest control FAQ.
- Copywriting frequently asked questions.
- Competitive bodybuilding FAQ.

Next…

Check Popular Topics

Another way to come up with questions is by checking out what sort of topics are popular on blogs, social media and other communities in your niche. Here's how you do it:

- Blogs. You can find your competitor's blogs by searching for your topic's main keywords alongside the word "blog." Then check which topics are consistently popular across blogs. In most cases, you'll need to determine popularity by interaction, such as the number of people who commented on the post and/or shared it on social media. Which brings us to the next idea…
- Social media. Another place to gather questions is by checking out what topics and questions are popular on social media. In particular, check

out Facebook Groups in your niche, as this will allow you to see what types of questions come up repeatedly over time (which is an indication that people are hungry for that particular type of information).

- Q/A communities. Still another way to get ideas for questions is by checking Q/A sites such as Quora.com and JustAnswer.com. If you see similar types of questions coming up repeatedly across these sites, that's a clue that the topic is popular.

Next…

Use Keyword Tools

Still another way to find out what sort of information people want in your niche is by using a keyword tool. Simply plug in your topic's keywords, and then check out the actual searches people in your niche are performing.

> *For example*, if you entered in "organic pest control" as a search string, you might discover that quite a few people are searching for information about how to make homemade organic pest control sprays to combat aphids.

Step 3: Create Your Questions and Answer Them

If you do all the research as outlined above, then you'll have plenty of topic IDEAS… but they may not necessarily be phrased in the form of a question yet. As such, the next thing you need to do is turn these topics into questions.

Remember, even though you may have solicited questions from your prospects, that doesn't mean you need to answer every one of them. And even if you do answer some of them, you don't need to answer them exactly as they were written. You have full editorial control over this process, meaning you can tweak the questions in a way that allows you to control the flow of the answer (with the "flow" eventually leading to your paid offer).

What do I mean by creating a "flow" towards the paid product?

It means your questions should give you the opportunity to provide answers that naturally start planting seeds for the paid product.

Let me give you an example…

Let's suppose you're selling a diet guide that focuses on low-to-moderate carb nutrition to get results. You might include a question in your session such as: "What is the best type of diet for safe and effective weight loss?" You can then answer the question and give reasons why low or moderate carb diets work the best. This plants a seed that the reader should look for this type of diet, so they'll already be primed when you promote your offer at the end of the session.

So as you can see, including a sort of generic "What is the best __________" question lets you plant a seed for your paid offer. For example:

- What is the best way for beginners to get traffic to their websites?
- What is the best low-risk way to save for retirement?
- What is the best way to get rid of aphids organically?

The second thing you'll want to do within this group-coaching session is to answer a question that really showcases your expertise. To do this, think about one of the BEST tips you have in your niche (preferably something that very few others talk about). Then think up a question that will allow you to share that unique tip.

> *For example*, let's suppose you have a really good sales letter trick that you use to boost your conversion rate. You can simply phrase a question such as, "What is your best secret for boosting conversion rates?" This then gives you the opportunity to share your little-known trick.
>
> Another example: let's suppose you want to sell some type of software or app, such as a social media management tool. You might phrase a question that allows you to sell that tool. ***e.g.*** "What is your favourite social media and why?"
>
> Another example: if you want to sell coaching, then you need to not only showcase your expertise, but you also want to show that you can provide custom answers. So, you might present a "custom" question (but one that's likely to apply to a broad swath of your audience).

For this example, let's suppose you're talking about traffic-generation strategies. And let's suppose you know that a good chunk of your market is just starting out, so they don't have a whole lot of money to spend on advertising. You might phrase a question to directly appeal to your audience like this: "I'm just getting started out with my online business. A lot of guides suggest I use paid advertising to start getting traffic, but I don't have much of an ad budget. What can I do to bring in targeted traffic on a shoestring budget?"

Still another approach that helps you showcase your expertise is to list how to avoid mistakes. And once again, you can create a question that lets you list mistakes.

e.g. “What are the top three mistakes people make when trying to lose weight?”

All in all, you want to present anywhere from about five to ten questions. This gives you the opportunity to answer a range of questions that showcase your experience, and make the end product a decent length whist still being easily consumable.

So, to recap, you want to phrase your questions (and the Q/A session as a whole) with these goals in mind:

- You want to plant a seed for your paid offer. Ideally, one of your answers should present your paid offer as the solution to the prospect’s problem (even if you don’t yet NAME your paid offer).
- You want to showcase your expertise. People generally buy from those they know, like and trust. You’ll begin to develop that trust if you answer the questions thoughtfully and thoroughly. When people see what sort of high-quality information you offer in this group coaching session, they’ll be eager to find out what sort of information you offer in your paid products or coaching services.
- You want to present some unique information. This doesn’t mean every answer needs to include information that’s never been seen before. Instead, all you need to do is present at least ONE good piece of information that’s likely to be new to your audience. They’ll be impressed, which will make them eager to get their hands on more of your products or other offers.

With these things in mind, let’s now take a closer look at how to cash in with your group-coaching session…

Section 2: Cash In

As you’ve seen, you can construct your questions in a way to naturally lead to your paid offer. You can them promote this offer in two places:

1. Within a related question.
2. At the end of the Q/A session.

Let’s look at these separately….

Promoting Within a Question

As you've discovered, you can phrase questions in a way that enable you to promote your product or service. Let me give you some more examples of how this works:

Question: *What do you look for in a third-party email service provider?*

Answer: *[Insert answer that discusses what characteristics to look for, such as reliability, good reputation, built-in stats, templates, etc.]. If you'd like to see an example of an email service provider that meets all these qualifications and is the one I use and recommend, check out GetResponse.com.*

Another example…

Question: *What's the quickest and most affordable way to create content?*

Answer: *If you do all the content creation yourself, then it's going to take a lot of time. If you hire someone else to do it, then it's going to take a lot of money.*

So, here's a solution: purchase high-quality PLR.

This is a great solution because private label rights content costs just a fraction of what you'd pay if you hired a ghost-writer. And time-wise, it takes minutes to tweak private label rights content… versus the hours, days or weeks it takes you to create content from scratch.

Of course the key is to choose high-quality PLR from a reputable vendor.

In the examples above, we directly promoted the offer right within the question. Depending on what you're promoting, you may plant a seed within the question. That is, you start leading people towards your paid offer, even if you don't necessarily name it yet. *For example:*

Question: *What is the best way to get joint venture partners?*

Answer: *A lot of marketers make the mistake of approaching "cold" partners. If someone has never heard of you – and if they can't even find out anything about you online – you can bet they're not going to be rushing to do joint ventures with you.*

So, here's the secret: ideally, you need to develop relationships with a potential partner. At the very least, you need to at least get on your potential partner's radar. This means they should recognize your name and know who you are BEFORE you ever approach them.

This seed planting is then harvested at the end of the document, where you pitch an information product that promises to share the secrets of landing the super affiliates and other top joint venture partners in any niche.

Which brings us to the final point…

Promoting at the End

The other place you can promote your offer is at the end of the coaching session. You may turn your last question/answer into a complete promo. Even though it's an obvious promo, people are going to still read it… because it looks like part of the coaching session. If you instead simply ended the Q/A session and then inserted an ad, ad blindness would take over and many people would ignore your promo.

Here are examples of how to turn the last question into a straight promotion:

- Do you have a product that can help me lose weight?
- Do you offer any coaching to help small business owners take their business to the next level?
- Can you recommend a talented copywriter who can create high-converting copy for me?
- Where else can I get more information about organic pest control?

In all cases, you can answer the question by directly advertising your product, coaching or service. Be sure to include your call to action (***e.g.*** "Click here to learn more") and a link.

Now let's wrap things up…

Conclusion

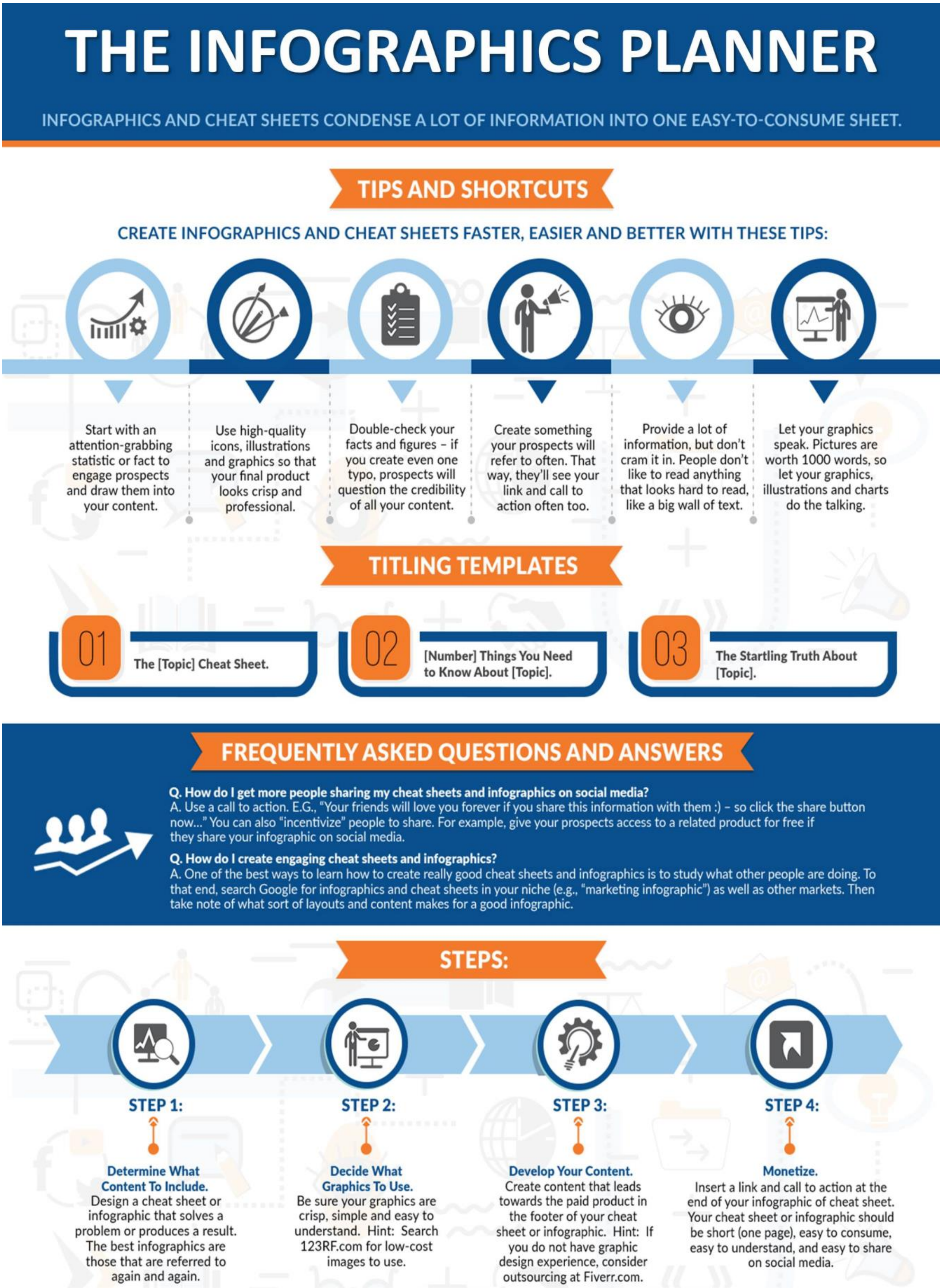
As you just discovered, offering a group-coaching or question/answer session by text is not only a great way to establish your expertise in your niche, but it's also a powerfully effective way to sell information products, tools, done-for-you services and coaching on the backend.

Your prospects will love the useful and high-quality information they receive from you, and you'll love the backend sales. So, go ahead and start compiling and answering your questions today. Because the sooner you do, the sooner you'll see why this is such an in-demand and profitable giveaway!

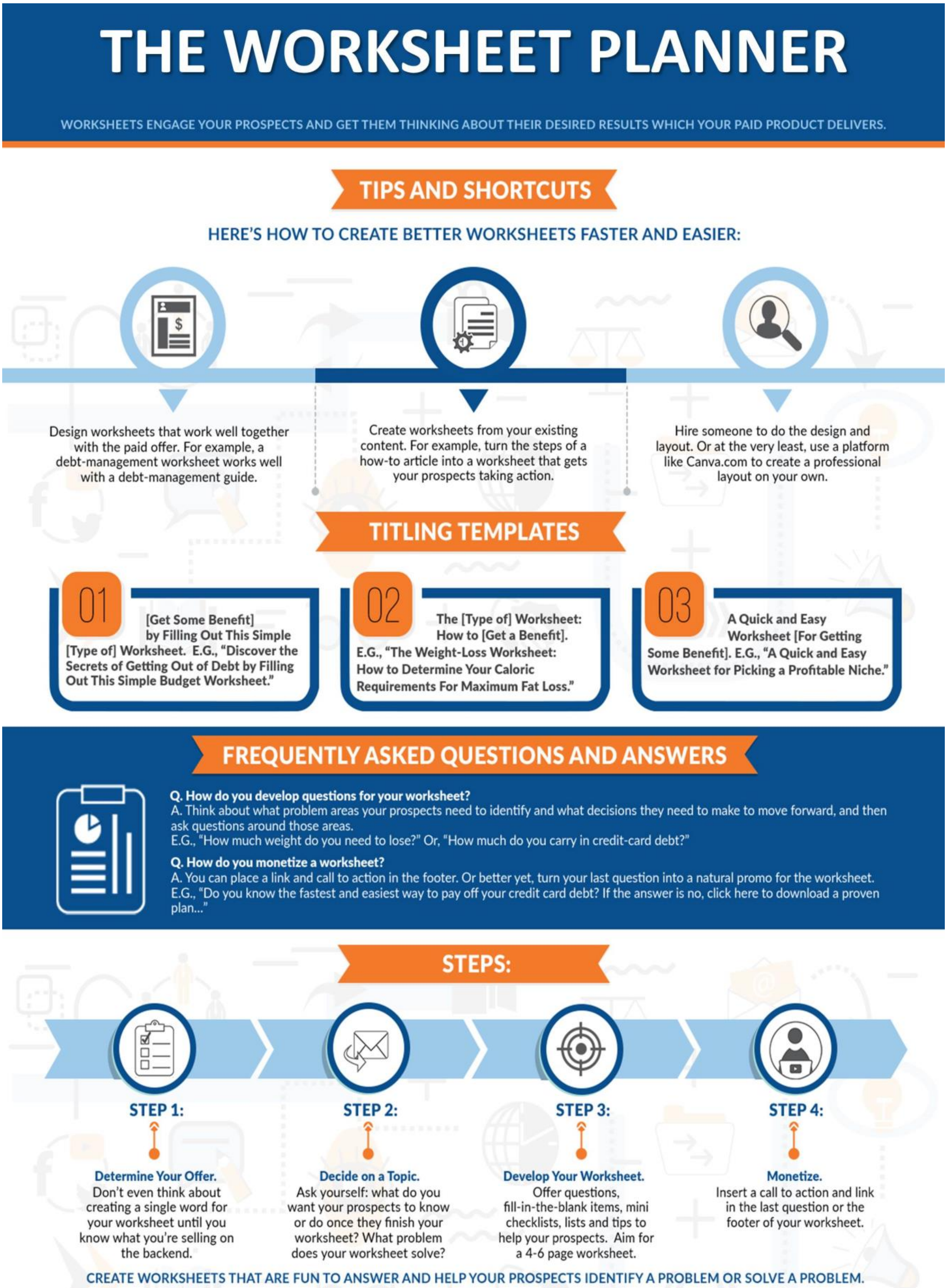
APPENDIX

Lead Magnet Planners

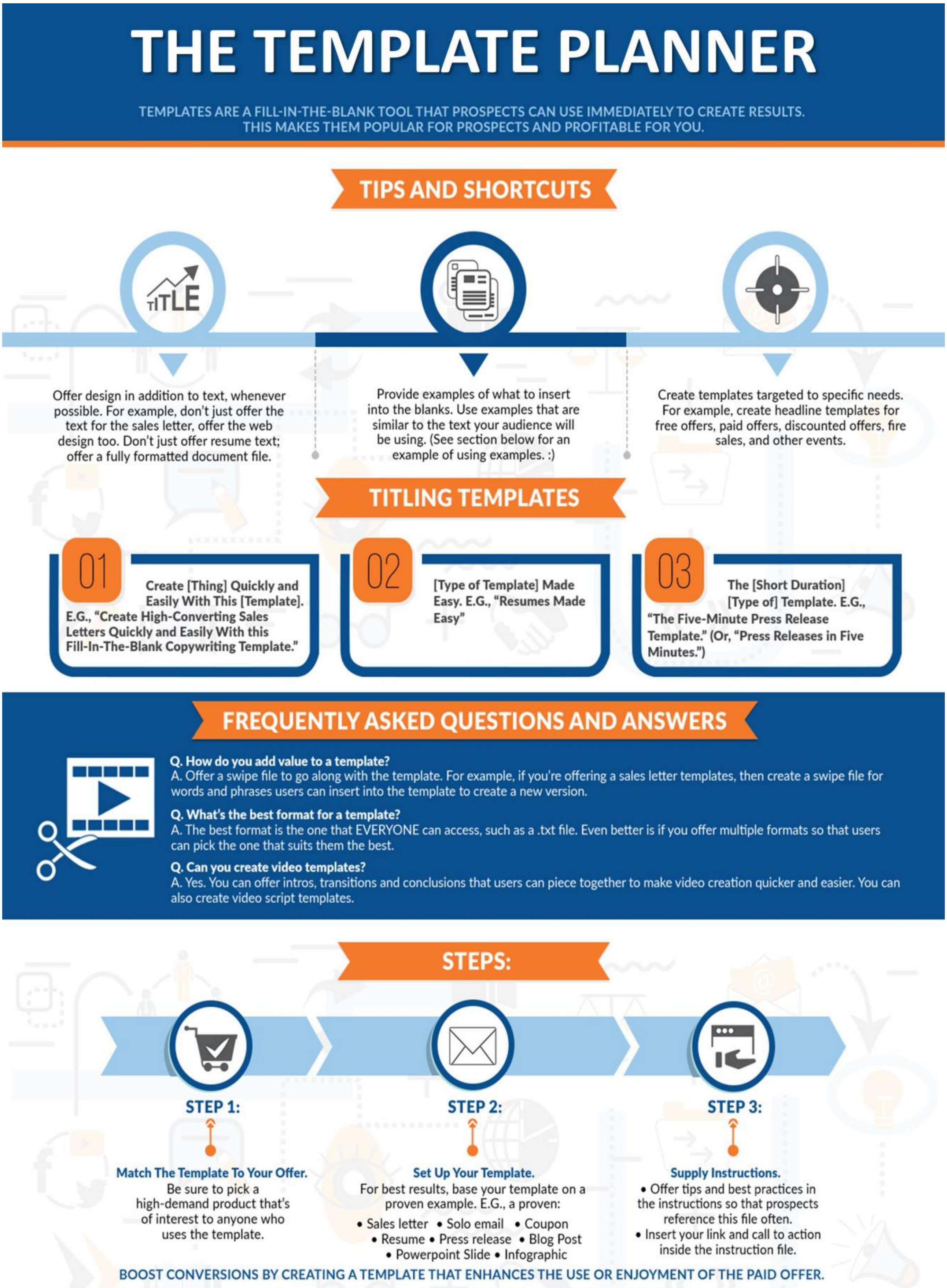
Strategy #1 -Infographics & Cheat Sheets



Strategy #2 - Problem Solving Worksheets

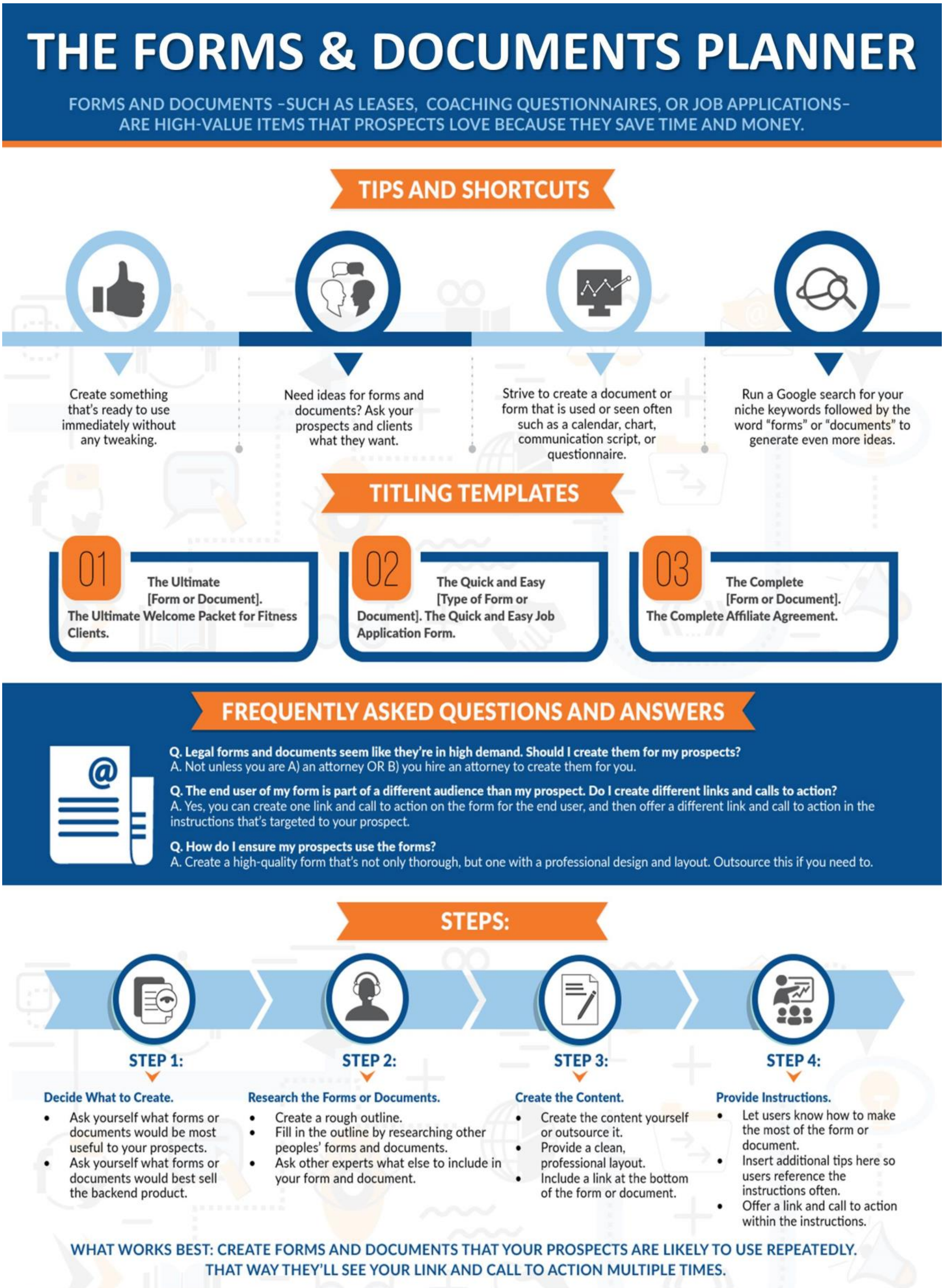


Strategy #3 - Fill in the Blank Templates

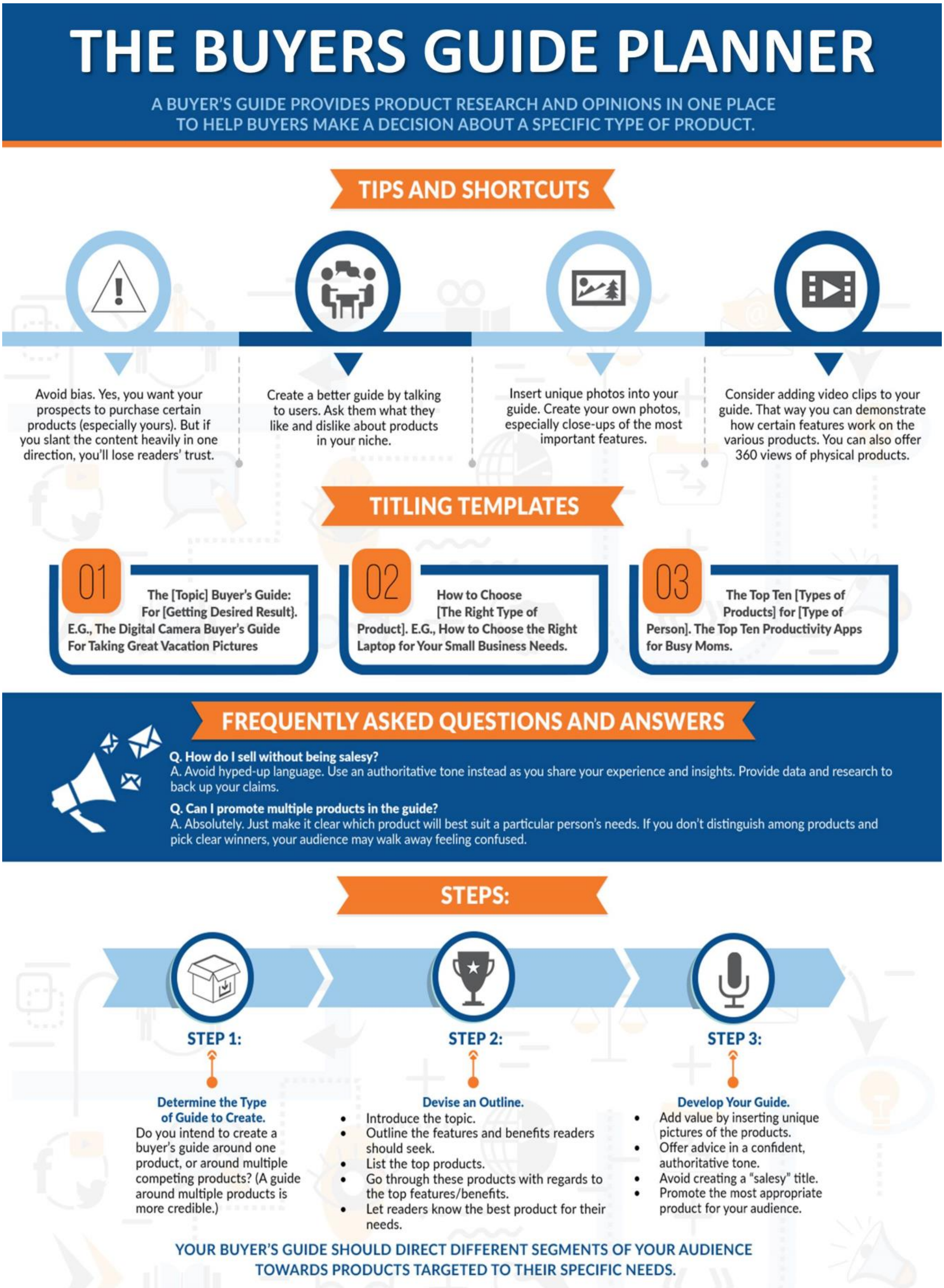


Strategy #4 - Step by Step Checklist Planners

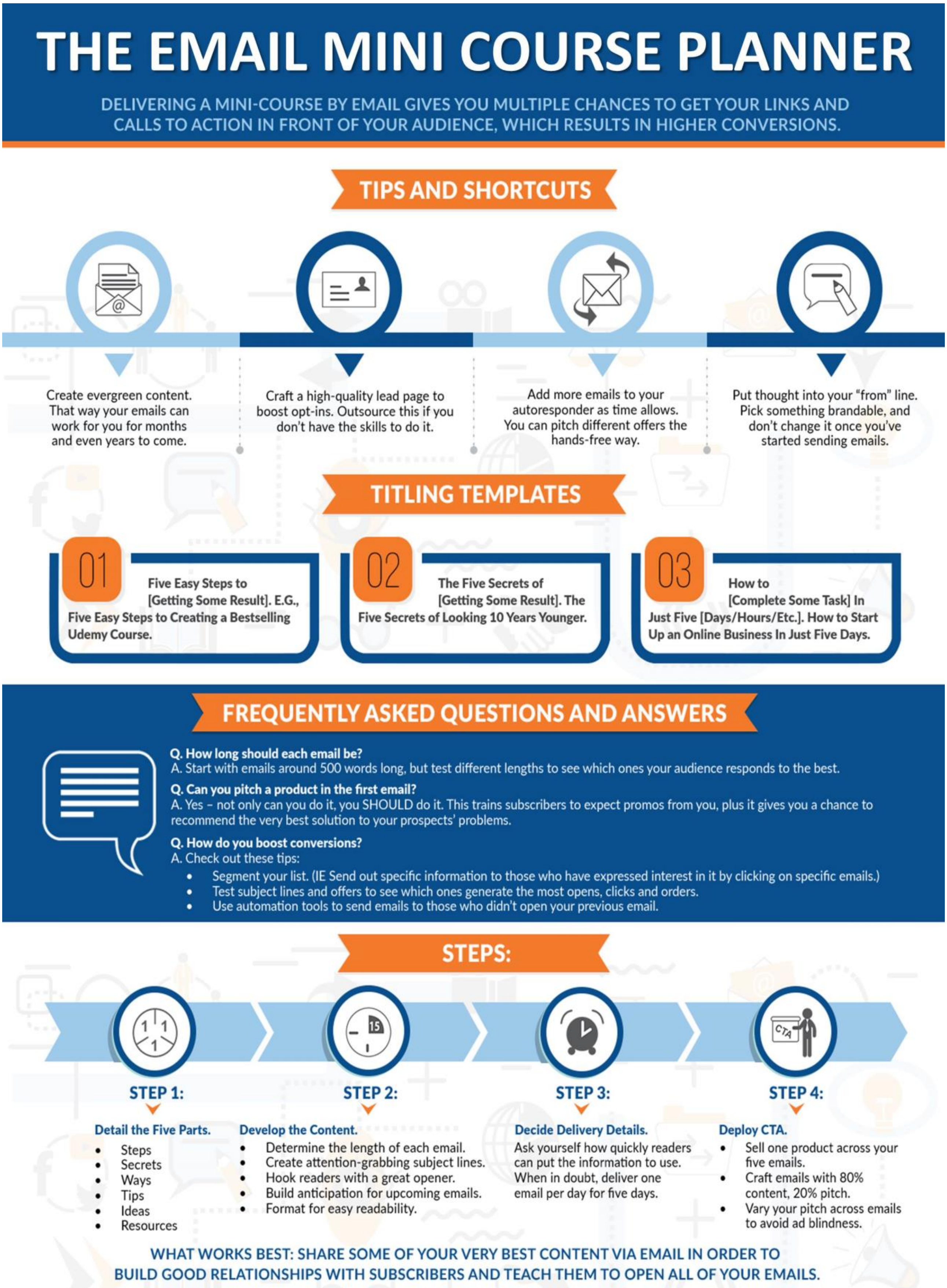
Strategy #5 - Ready to Use Documents & Forms



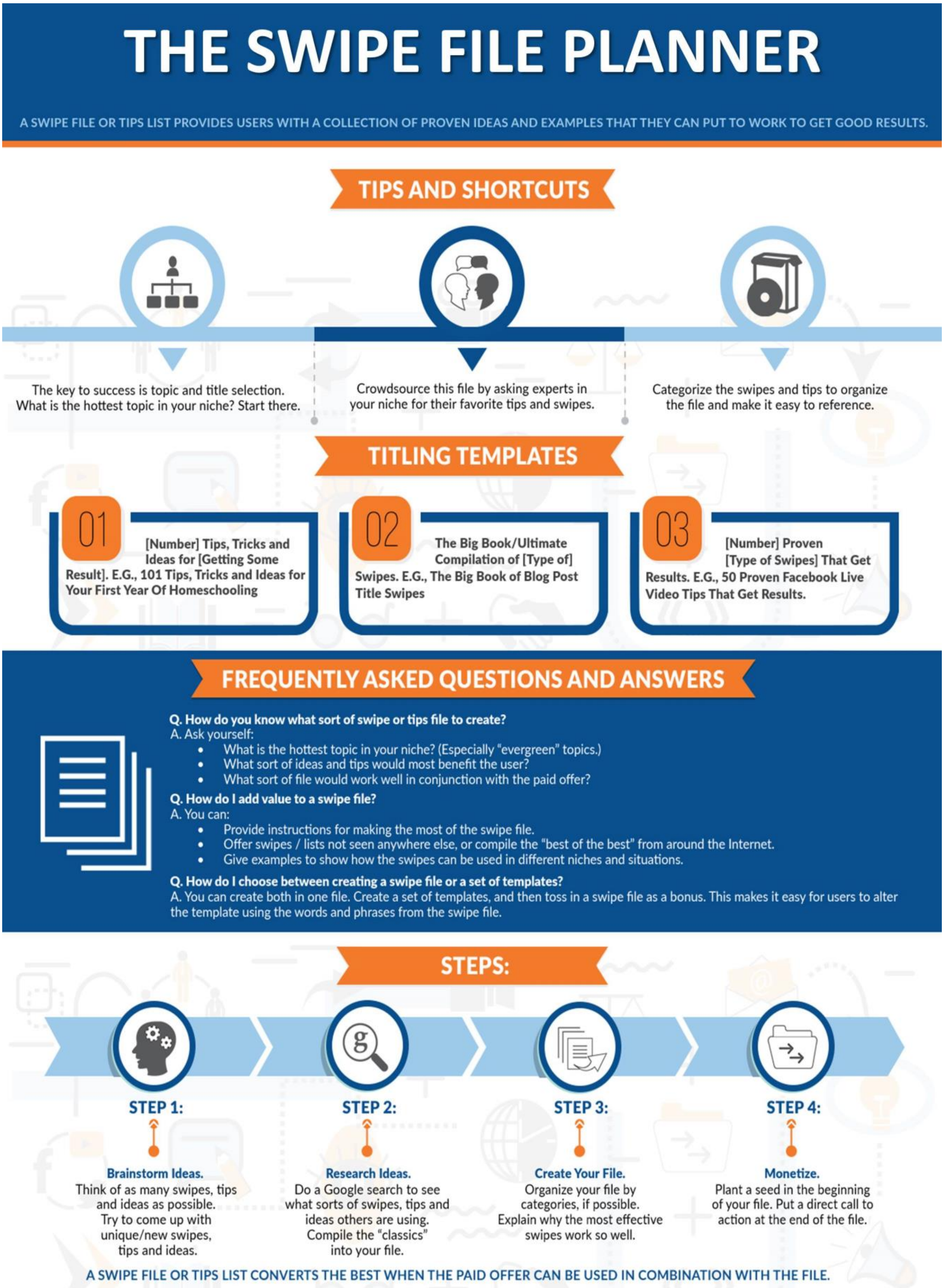
Strategy #6 - Time Saving Buyers Guides



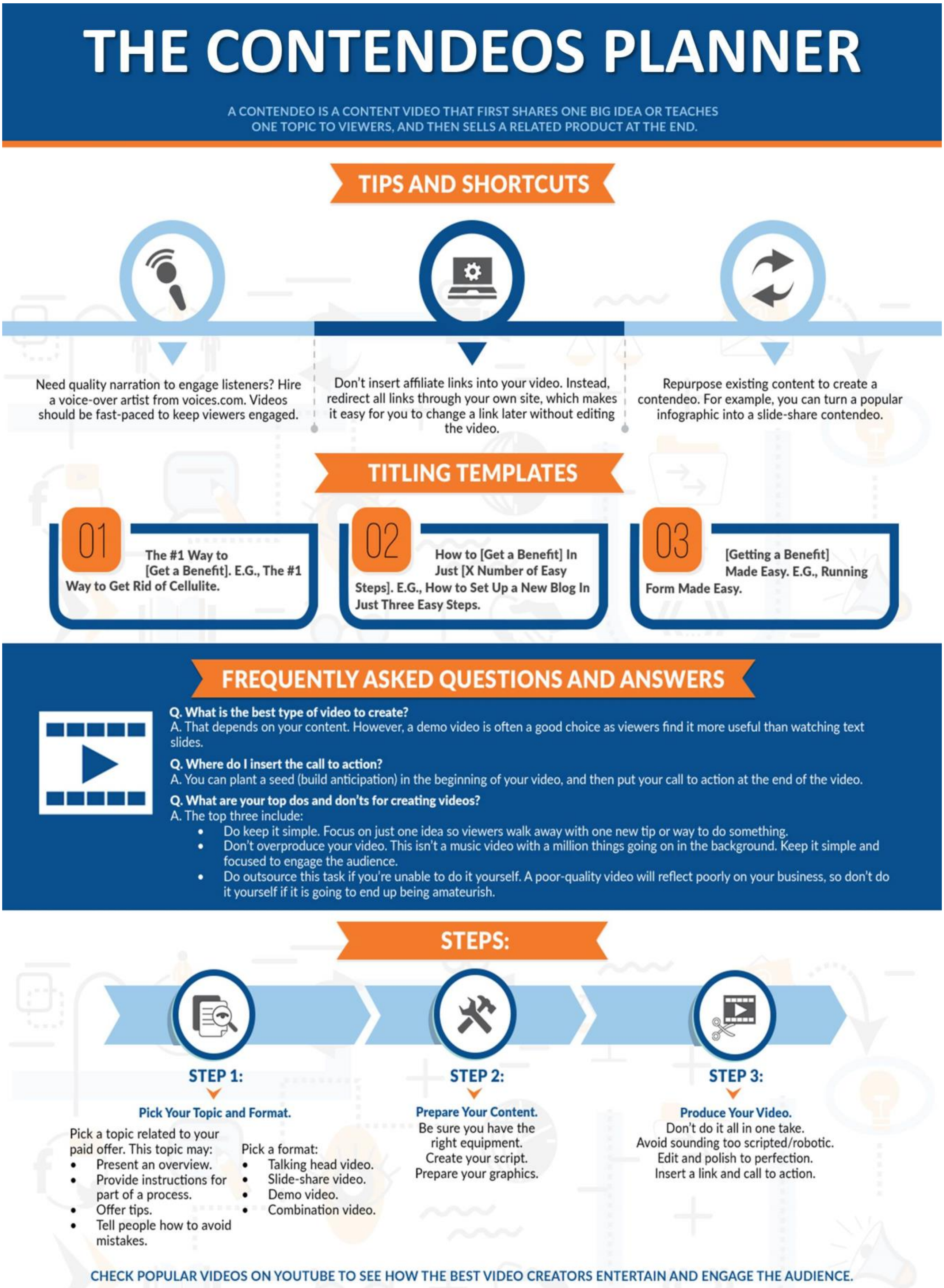
Strategy #7 - Evergreen Email Mini Courses



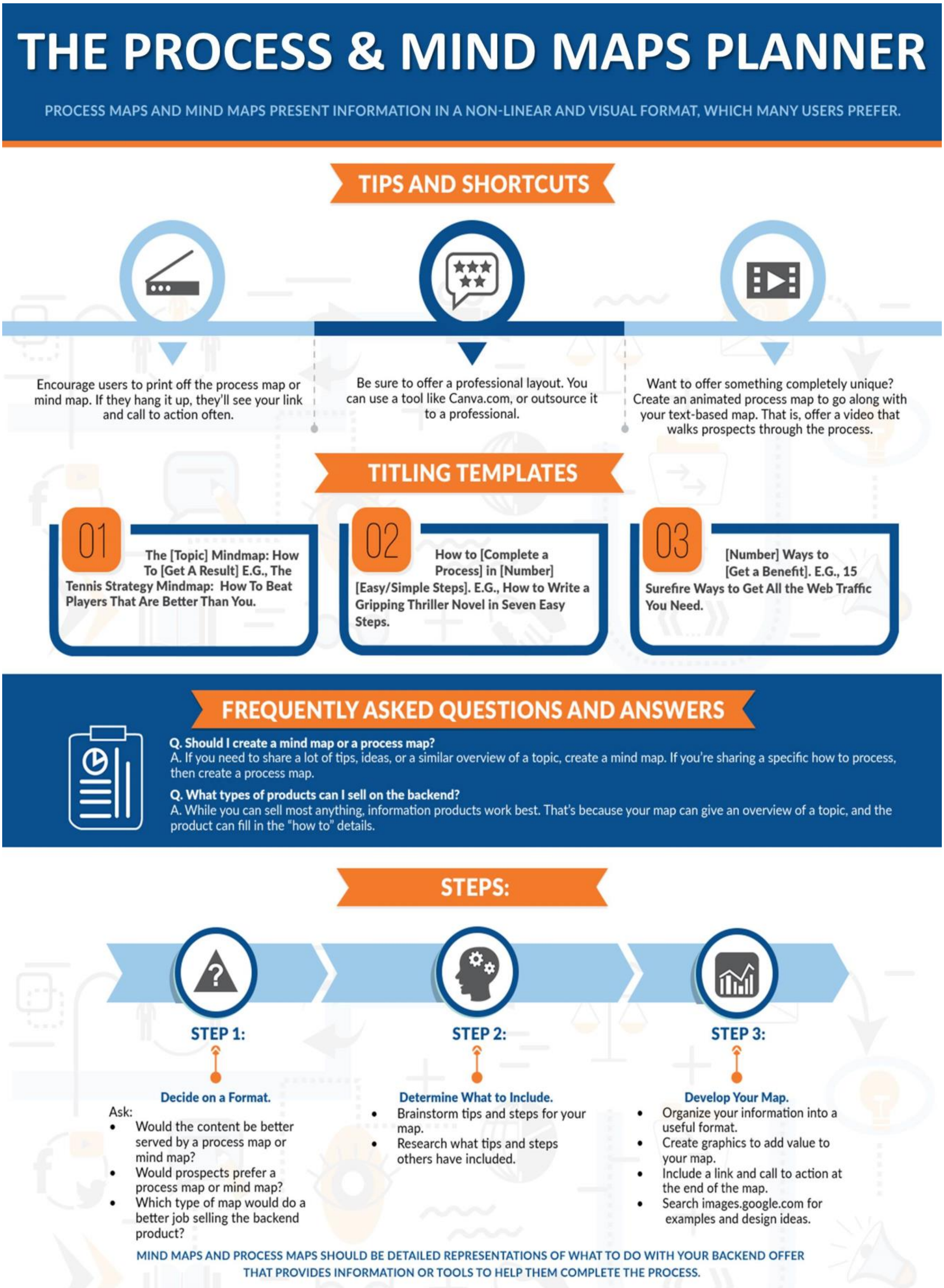
Strategy #8 - Tried, Tested & Proven Swipe Files



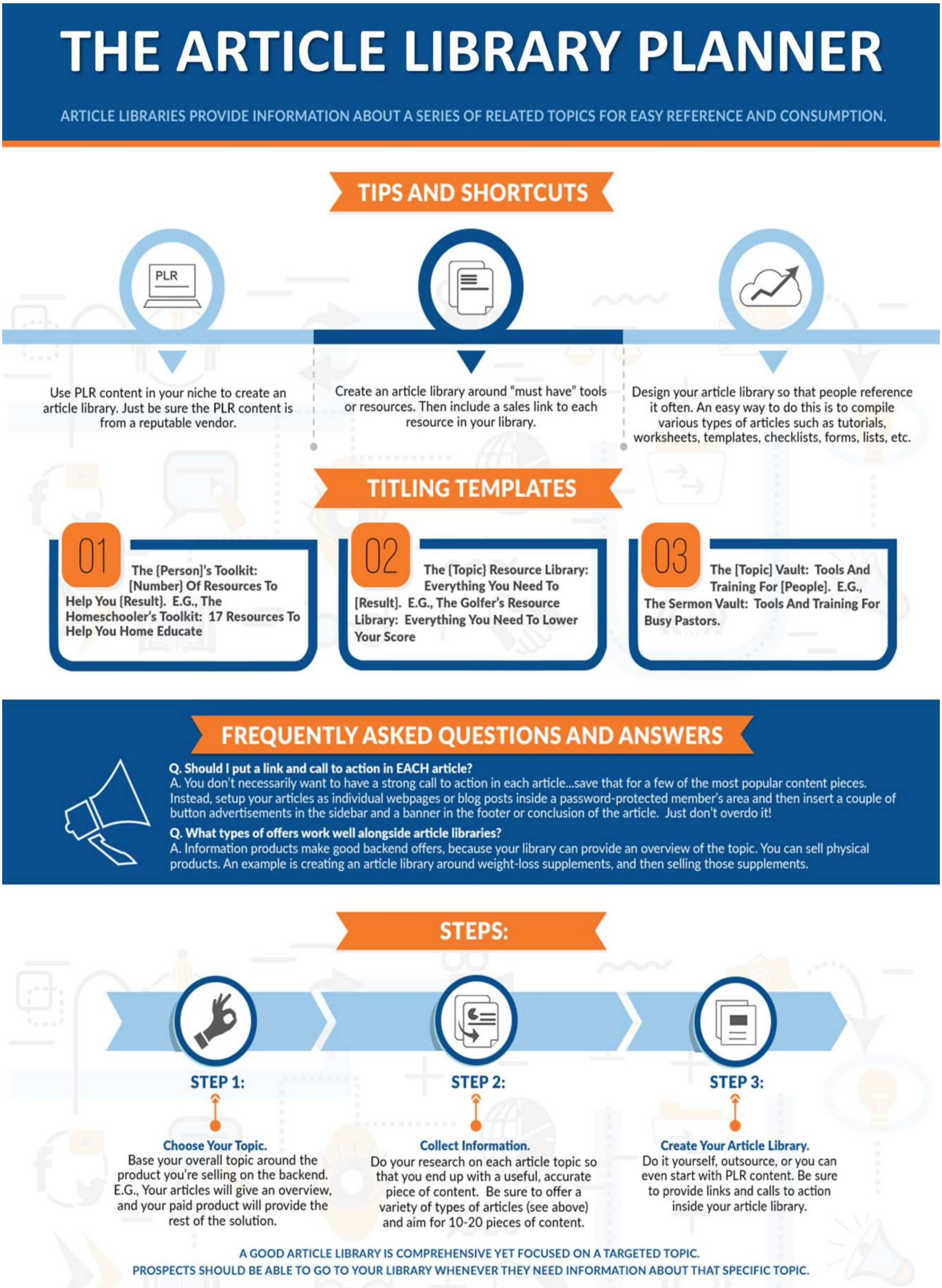
Strategy #9 - Valuable, No Fluff Content Videos (Contendeos)



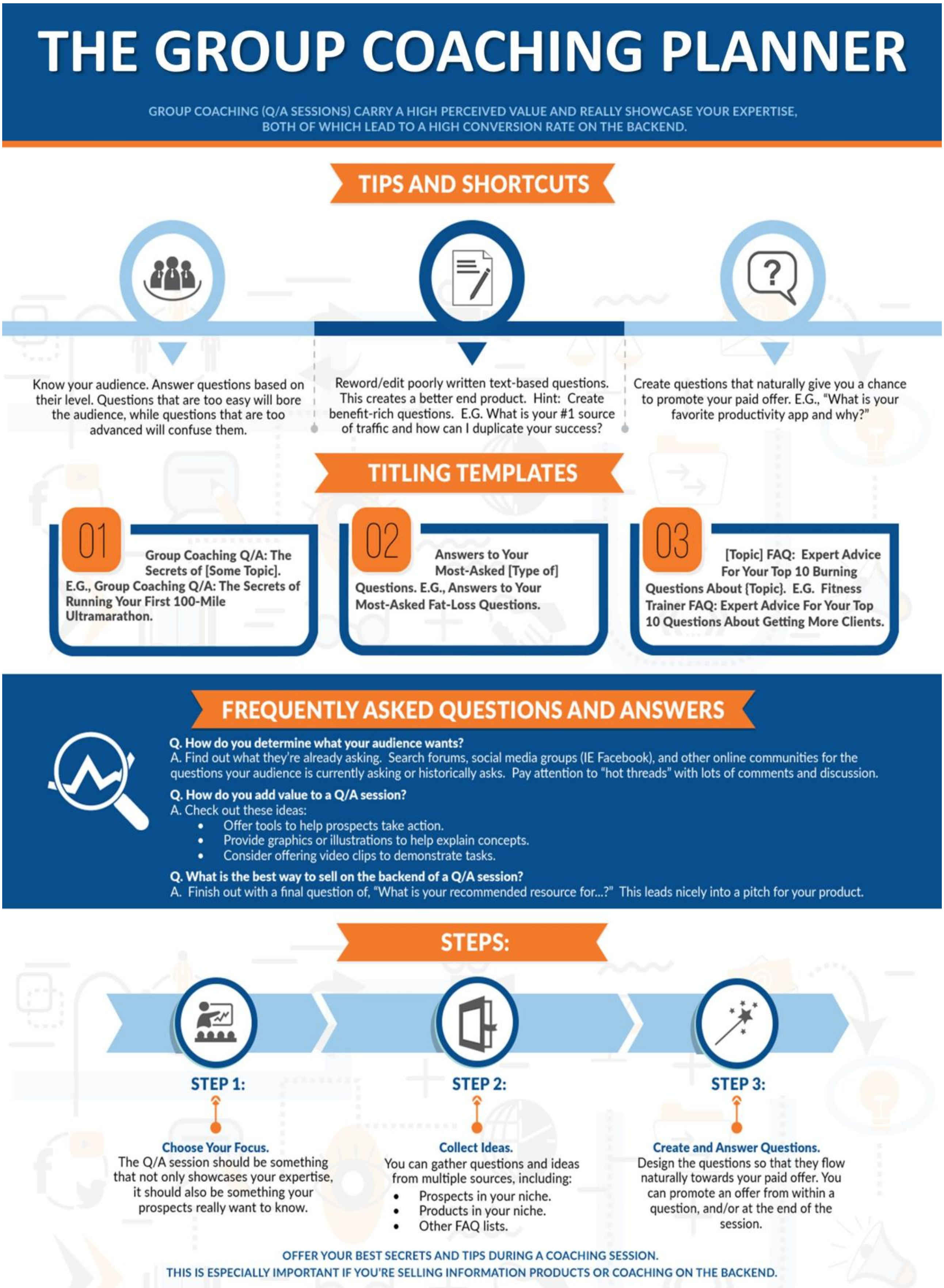
Strategy #10 - Business Process Mind Maps



Strategy #11 - Authority Resource & Article Libraries



Strategy #12 - Easy To Deliver Group Coaching



About Your Trainer:

Do you ever wish there was an easy way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel exactly the same way as you do because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help people put in place processes that attract potential new clients automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea of that but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so sure that I can.

Just head over to www.3dconsultingservices.com/call and select an appointment time that's most convenient for you.

There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

I look forward to speaking with you soon and to helping you free up more time to make more money doing what you enjoy doing most. *Tim*