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## 5 Special

### BONUSES



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# **Bonus 1 - A Step by Step Guide for Converting Skeptical Browsers into Committed Students**

A well-produced, high-value online Course or eClass along with loads of highly targeted traffic won't get you anywhere unless you can convert those browsers into rabid buyers with a high-response sales letter.

You see, the problem is that you already KNOW how valuable your eClass will be to your students. You've worked on it for weeks, outlining your classes, researching the market and creating amazing content.

But your prospects have no idea.

They're not as close to the project as you. And they're looking at it from an entirely different perspective. While you're thinking about how much money you can make with your eClass, your prospective students are thinking about what your class will do for them.

And that's why you need to create a mouthwatering sales page.

Your sales page spells out all the benefits your students will receive when they join your eClass. The sales page also shows prospects that the value far outweighs the cost of the class. And your persuasive copy pushes your prospects' emotional buttons while helping them justify the purchase logically.

Here are the five simple steps to creating a high-converting sales page or squeeze page:

- Step #1: Know Your Audience.
- Step #2: Grab Their Attention.
- Step #3: Hook the Reader.
- Step #4: Make Your Reader's Knees Buckle.
- Step #5: Get the Reader to Buy Now.

Now, let's go through the complete process in detail...

## **Step #1: Knowing Your Audience**

Sometimes beginning marketers create a sales page without first crawling inside their prospects' heads and getting to know them.

That's a BIG mistake.

If you don't understand your prospect, you won't be able to create the best possible sales page.

*Example: Suppose for a moment that you own a shoe store. Someone strolls into shop one day looking to buy. Do you rush that person and push a pair of hiking boots on them?*

*Of course not. Instead, what you'd do is find out as much as you can about the person before you make a recommendation. So you'd find out if this customer wants hiking boots, snow boots, athletic shoes, dress shoes, or sandals.*

*Suppose the female customer wants dress shoes. Now depending on her needs and wants, you'd play up different aspects of the shoes. If she's short and looking for height, you may emphasize the lift the shoes will give her (and the slimming effect that creates). If she's looking for shoes for work, you may emphasize comfort and durability.*

*See the point? The more you know about what this shoe customer wants, the easier it is for you to sell her a pair of shoes.*

The same goes for your prospects who're reading your sales letter.

***The more you know about them – like their desires and fears – the easier it is for you to persuade them to buy a seat in your eClass.***

So, how do you crawl inside your prospects' heads?

You start by spending time with them both online and offline. Eavesdrop on their conversations. Join the discussion on online forums and blogs. But DON'T stop with conversations – get out there and *take action*.

If you're teaching golfers, then get out on the golf course. If you're teaching marketers, then start marketing. If you're teaching a weight loss class, then lose some weight.

In effect, become a part of the group you're seeking to understand. When you learn by doing, you'll better understand their frustrations, fears and motivations.

Once you've spent time with your target market, then you can draw up a profile of your perfect customer.

***Tip: Notice I said customer, singular. That's because you want to imagine the best representative of your market when you're writing your sales letter. You want to write the way you'd talk as if you were sitting across the kitchen table from a friend.***

Here are the things you should know about your target market:

- Age.
- Gender.
- Where they live. (Includes not just a region, but also whether they live in a rural area, in a city, etc.)
- How much money they make.
- Marital status.
- Whether they have kids.
- Whether they have pets.
- What they like to do in their free time.
- How they spend their money.
- Education level.
- What type of job they have and their employment status.
- Their greatest frustrations.
- Their fears.
- Their problems – and what sort of solutions they're seeking.
- What motivates them?
- What benefits are the most important to them?
- Do they use any jargon when they talk to others in the same niche?
- Who might be a part of their purchase decision?

In other words, learn as much as you can about your target market because it's impossible to know too much about them.

## **Step #2: Grabbing Attention**

Now that you know what makes your target market tick, you can create a sales letter that speaks directly to them. And you can start by creating an attention getting headline.

**Let's be clear:** The headline is the most important part of your sales letter. That's because it has the job of grabbing your readers' attention and virtually forcing them to start reading your sales letter. So if your headline doesn't get attention, then the rest of your letter is worthless since no one will read it.

Because your headline's job is to get attention, you should NOT try to sell your eClass in the headline. That's because there simply isn't enough room in a headline to build value for a course and persuade your prospects to buy.

***Example:*** *Imagine if you walked onto a car dealer lot and a sales person rushed you, pressed a set of keys into your hand, and yelled, "BUY THIS CAR!" What would you do? You'd probably beat a hasty retreat off the lot and make a mental note to never visit again.*

Your customers are the same way.

Simply put, you'll scare them off if your headline tries to close the sale. So instead, use your headline to grab attention by putting forth the biggest benefit of your eClass. And whenever possible, your headline should invoke curiosity to keep your prospects reading.

Before we go further, let's take a moment to talk about the difference between benefits and features (this distinction is very important)...

**Features** are the parts of your course.

**Benefits** are what those parts do for your customer.

Here's the thing:

***Most of your customers don't care about the features.***

***They're primarily interested in benefits (what your eClass will do for them).***



Now you may think that merely listing the features of your course would be good enough, since an intelligent reader will figure out the benefit of those features. But plenty of your readers simply won't make the connection.

So don't make them think and figure it out for themselves. Instead, make it easy on them by telling all about the benefits.

***Example #1:*** A feature of your eClass is that the material is delivered over the course of a month. The benefit is that doing so virtually eliminates information overload and analysis paralysis.

***Example #2:*** A feature of a weight-loss eClass is that one of the lessons talks about diet supplements. The benefit to the student is that she'll discover which supplements can help her peel off the fat even faster (and which supplements are bad for her health).

See the difference?

The second thing your prospects are looking for are fast and easy solutions to their problems. If you can reasonably promise a quick, easy and painless solution, then promise it in your headline.

For example, you never see ads that say "Lose all the weight you want in the next three years!" Instead, you see ads and headlines that promise, "How to Lose 10 Pounds Quickly and Easily!"

***Tip: Most prospects respond to "trigger" words in headlines. Try to incorporate one or more of the following trigger words: how, how to, secrets, discover, find out, introducing, revealed, announcing, free, you, quickly, easily, amazing, revolutionary.***

Finally, you can arouse curiosity to compel your prospects to keep reading. The best way to do this is to promise a benefit, but don't tell prospects how, exactly, they'll receive that benefit.

As an example, a headline for this course might say something like:

*"Here's a Quick and Easy Way for You to Pocket an Extra \$9,950 This Month by Running Your Own Profitable eClass!"*

That's an ok headline.



But the problem is, I spilled the beans up front by telling readers they can get that money by running an eClass.

Instead, consider the following headline that is a bit more mysterious:

*“Here’s a Quick and Easy Way for You to Pocket an Extra \$9,950 This Month... Yet Hardly Anyone Uses this Super-Profitable Strategy!”*

See the difference?

I didn’t tell the reader what the strategy is, but I did put forth a big benefit (\$12,950 a month). If the reader wants to find out how they can enjoy that benefit, then they’ll need to keep reading.

***Tip: Notice I used the dollar amount of \$9,950 per month (versus saying \$10,000 a month). That’s intentional. You see, the more specific you are about facts and figures, the more credible your sales letter appears. The more credible your figures, the more likely it is your prospects will believe you. And that directly results in a better conversion rate.***

Here are three headline templates you can swipe and use for your letter:

*“Who Else Wants to [insert benefit here]?”*

*“Discover the Secrets of [insert benefit] Without [nasty side effect]!”*

*“Finally! Here’s How to Quickly and Easily [insert benefits here]!”*

### **Step #3: Hooking the Reader**

Your headline grabbed your reader’s attention. Now you need to hook your reader and reel him in using an engaging sales letter opener.

***Tip: Each word you write and each sentence you create is designed to get the reader to keep reading. Think of your sales letter as a giant slide, with the headline at the top. You want your reader to keep sliding down your sales letter effortlessly, eagerly. You need to keep him reading all the way down to the order button.***

Here's what you need to accomplish with your opener:

***Make your copy all about the prospect.***

**Let me say this as plainly as possible:**

Your prospect doesn't care about you. He doesn't care about your course. He only cares about himself. And he only cares about you or the course to the extent that you can help him.

You see, too many new marketers create copy that's oriented towards themselves. The copy is full of the words "I", "me", "mine" and similar (instead of reader-oriented words like "you" and "your").

The sales letter is all about how wonderful the course is ("*it took four years to develop!*") and how great the creator is ("*10 years of experience!*").

Listen, your prospect only cares about those things if you can tie them into a benefit for him. Otherwise, you're just massaging your own ego by including them.

***Tip: This is human nature! The next time you're talking to someone, look at what they're doing. They're probably nodding and listening, but what they're really doing is waiting for their turn to talk. They want to talk about them and their problems, not you and your problems.***

***The same goes for your prospects. They don't want to "listen" to you talking about you or the course. What they want to do is have a conversation about themselves.***

So make your copy about your reader... and you'll have a reader who can't take his eyes off your letter!

→ **Keep the reader interested.** Your prospect is still reading because your headline piqued his interest. If you want to keep your reader interested, there must be a payoff in the opener of your sales letter.

This pay off may come in the form of an engaging (relevant) story that he can identify with, more information about the benefits he's about to receive, or even a reminder of his problem and the pain it causes.

But the point is, the opener must be directly related to the headline, and it must hold his interest to keep him reading.

***Tip: Here's a way to keep your prospect reading:  
Tell a short story, but leave a cliff-hanger.***

*For example, let's suppose you're selling a weight-loss eClass, and so you're telling the story of a former student ("Jim") who lost a lot of weight. You'd tell the story of this student's problem, how embarrassing it was and how your eClass solved his problem.*

*Then you'd say something like, "Before I tell you what Jim's ex-girlfriend said the next she saw him, let me show you how Jim lost those 47 pounds fast and easy..."*

*See how that works? You arouse curiosity by leaving the reader hanging and wondering what Jim's e-girlfriend said. Doing so keeps the prospect reading, which gives you time to sell the prospect on the benefits of the eClass. (Just be sure to finish the story later in your sales letter.)*

→ **Make the letter appear easy to read.** Remember earlier when I told you that people want quick and easy solutions? That applies to your sales letter too, meaning it should look like an easy read.

Here's how:

- Write short sentences and paragraphs. Make sure your first line is just one short sentence.
- Use lots of white space.
- Break up long paragraphs by using Johnson Boxes, bulleted lists and similar.
- Insert bold sub-headlines throughout your letter, which allows a skimmer to quickly get the gist of your letter. You'll also want to include a P.S. that reiterates your main benefit and creates a sense of urgency. (This is because a P.S. is one of the most-read parts of your sales letter, since people tend to read the headline, skim the copy and skip down to the P.S.)

When you've finished your letter, read it out loud. Or better yet, have someone else read it out loud to you. Doing so will help you uncover those parts of the letter that slow down the reader.

→ **Show the reader you care** (and that you understand the problem).

Your prospect has probably tried a lot of solutions, and she still has her problem. She's beginning to think no one truly understands this problem (and perhaps no one cares).

Until now.

You should show her that you understand her problem by talking about the pain of the problem. Perhaps share a story that she can identify with (how someone just like her overcame the same problem). And let her know she's about to get her solution (at last).

More about that in the next tip...

→ **Push the reader's hot buttons, making him feel the pain of his problem (and the joy of finding a solution).**

People buy based on emotion and justify with logic. And that means you need to push your prospect's emotional buttons if you want to make the sale.

One easy way to do this is by specifically asking your prospect to imagine how it feels to have his problem. (Then later, you ask him to imagine how good it will feel to have his problem solved.)

Here's an example of asking the reader to relive the pain of an obesity problem:

*"Do you remember the first time someone made you feel bad about your weight? Your face grew hot with embarrassment. You felt that catch in your throat. And for the first time, you really felt fat..."*

Here's an example of asking him to imagine what it will feel like after he's taken your eClass:

*"Imagine how you'll feel seeing your ex-girlfriend's jaw drops when she sees your ripped abs at the beach..."*

***Tip: You'll notice in the last example that I used the word "imagine." You want your prospect to imagine receiving the benefits of your eClass.***

When a prospect can imagine the benefits, it's easier for him to make the buying decision.

That's why car dealers are always so eager to get you behind the wheel for a test drive. They know that once you're behind the wheel, you'll start imagining owning the car. Doing so elicits a pleasant emotional response, which creates that overwhelming desire to purchase the car.

Same with your prospect. You need to get his imagination going to elicit that emotional response. Once he's in an emotional state, you're that much closer to making the sale.

#### **Step #4: Making Your Reader's Knees Buckle**

By now your reader is interested in your eClass enough to keep reading your letter.

Here's where you need to turn casual interest into burning desire. And you do that by laying out every single benefit your prospect will receive once he joins your eClass.

Look at almost any good sales letter and you'll see what are called "bullets."

Those are the benefits of the course listed in a bulleted list. The reason they're formatted this way is because it makes them easy to read (and they catch the eye of the person who's merely skimming/scanning the copy).

Earlier we talked about the difference between features and benefits. This distinction is important again here, because you want to give your prospects benefits. In some cases, you may weave together the features and benefits.

Here, let me give you an example so you know what I'm talking about. Let's carry on with the example of a weight-loss eClass...

The feature of a weight-loss eClass is that it includes a lesson on good nutrition. The benefit is that the prospect will discover how to lose weight quickly yet safely. Here's what the bullet might look like:

- *You'll discover the nutrition secrets that burn fat quickly and safely – yet you'll never feel hungry or deprived!*

Notice that the above benefit looks a lot like a good headline, in that it includes trigger words (like you, discover, quickly, secrets) as well as promising a big benefit.

Indeed, you can think of your benefit list as a list of mini-headlines. That means your benefit list should be oriented towards the reader and it should arouse curiosity whenever possible.

Fortunately, arousing curiosity is fairly easy when you're selling an information product. That's because you can hint at what the prospect will discover without giving away the whole secret. And then to really push the curiosity button, you can add a page number. For example:

- *Find out what common diet food actually makes you gain weight! (See page 5 in Lesson #1 for the surprising answer.)*

## **Handling Objections**

As your prospect reads your letter, he'll naturally have a few objections. Perhaps he doesn't believe you, maybe he thinks he can't afford the course right now, or maybe your course has a perceived flaw.

Whatever it is, you need to raise these objections and handle them. That's because your prospect is already well aware of any flaws or other objections. So if you try to deny them or ignore them, your prospect will become suspicious. So bring them up immediately and then resolve their objections.

***Tip: If you've spent some time getting to know your niche market, then you'll have some idea of their objections. You'll also want to read other sales letters in your niche to see if they bring up objections that you didn't think of. Finally, pay careful attention to any pre-sale questions you get, as people will often tell you their objections when they contact you.***

Here are three things you can use to help you deal with objections:

- **Turn liabilities into assets.** Your eClass may have some sort of flaw (or at least what could be perceived as a flaw by part of your target market). What you need to do is address this flaw and turn it into an asset.

***Example:*** *some people may perceive your lessons as “too short.” However, you can turn this into an asset by claiming that your lessons have “no fluff, no filler – just straight-to-the-point content you can start using immediately!”*

- **Show proof.** Another common problem is that your prospects don't believe you. You can fix this problem by providing proof. That means using screenshots, before and after pictures, videos and whatever else will help you prove your case. You should also use testimonials and case studies (which serve as social proof).
- **Reverse the risk.** You don't create guarantee policies as an invitation for people to ask for a refund. Instead, you use them to take the risk off your prospect and put it squarely on your shoulders – and in doing so, you'll increase your conversion rate. Don't worry about refund requests. Any refund requests you get will be far outweighed by the higher response rate you'll enjoy.

By the time you've spelled out all the benefits of your class, stoked your prospect's desire and resolved his objections, he'll be ready to buy...

## **Step #5: Getting the Reader to Buy Now**

You've done a great job with your sales letter. Your prospect wants your course so bad that it's all he can think about.

Now it's time for you to close the sale by providing a strong call to action, i.e. an explicit statement or two telling your prospect exactly what to do next.

Since your prospect is reading a sales page and since there's an order button on the page, it seems pretty obvious what your prospect should do next. And yet marketers have found that providing an explicit call to action actually boosts sales.

***Example:*** *Offline marketers running commercials found that providing a telephone number with the instruction “call now” resulted in a much higher conversion rate than simply providing the telephone number.*

*Likewise, online marketers have enjoyed higher conversion rates when they give clear instructions such as, “Take out your credit card and click the “buy” button below to get started now...”*



In short:

***Tell your prospects exactly what you want them to do and how they should do it.***

The second key to success in closing the sale is that you need to provide a sense of urgency.

Sometimes, getting the prospect to realize that he can't live another day without joining your eClass provides enough urgency to make him buy now.

But most of the time, you'll need to push the urgency button even more by creating a fear of loss.

Here's why...

If you whip your prospect into an emotional high where he's practically foaming at the mouth over your eClass, then you can't let him walk away from his computer so he can "think about it," talk to his wife, or perhaps just order at a more convenient time for him.

If he walks away, he probably won't come back.

Why?

Because he'll come off that emotional high that put him in the buying mood.

His enthusiasm for your eClass will wane. Whatever benefits your class provides just won't seem as exciting any more. He'll keep thinking that he'll order "later." And the more time that elapses, the less likely it is that he'll remember to come back and order.

That's why you need to give him a reason to buy right now. Here are a few ways to do that:

- **Remind him of the limited class size.** Let him know the class will likely fill up and he'll miss his chance to join if he doesn't register right now.
- **Tell him the class starts soon** – and that he can't join after the class starts. This works particularly well if the class is starting in day or two.

- **Offer him a limited-time discount if he orders now.** When you first launch your promotions, you may offer “early bird” discounts for anyone who buys within the first few days.
- **Give a “fast action” discount to the first X number of people to join.** Instead of putting a time limit on the discount, offer the discount to the first 10 or 20 people who join your class.
- **Create a “fast action” bonus offer.** Instead of offering a discount, you can offer an extra bonus to those who join by a certain date OR who are the first X number of students to register for the class.

### **Closing with a P.S.**

After the call to action and the order button, you’ll sign your letter and then include a P.S. As mentioned before, the P.S. is important because it’s one of the most-read parts of the sales letter.

That’s why you should reiterate a main benefit in your P.S. I always like to include a sense of urgency in the P.S. as well.

And there you have it – you now know the five quick and easy steps to creating your very own profit-pulling sales letter!

# **Bonus 2 - The Most Consistent Sales Person You'll Ever Have: How to Create a Profitable Webinar to Promote Your Course in 14 Days**

So you want to promote your course by hosting a webinar, but you're not sure where to start. Use this 14-day planner to help you create your perfect promotional webinar. Check it out...

## **Day 1: Pick your platform and topic.**

Here are the things you need to do today:

- Pick your platform.
- Pick your topic and format.

Let's start with the platform. The bottom line here is that you want to choose one of the large, established and reputable platforms like GoToWebinar.com.

Don't choose a "no name" platform, as your webinar will be a nightmare if you run into technical issues.

That's the easy part.

The next decision you need to make today is what you're going to talk about. To help you decide, ask yourself these questions:

- What product do you intend to promote on the backend?
- What topics are popular in your niche right now?
- What format will suit your needs the best for delivering your content and promoting the course?

***NOTE: If you intend to have one or more guests join you, then today you'll also need to get in touch with them to see if they'll accept your invitation.***

If you need help with this step, be sure to check the other materials included in the Winning Webinar package.

## **Day 2: Inform Marketing Partners.**

If you already have a list of joint venture partners who'll help you promote, then you need to alert them right away so that they can start planning when and how they'll promote.

Secondly, you'll want to prepare some marketing materials, which both you and your partners can use. At a minimum, these materials include:

- A set of three to five emails to send out to your mailing lists. These should also work to post on a blog.
- Email "blurbs" that your partners can copy and paste into their regular newsletters.
- Social media blurbs.

## **Day 3: Create your lead page.**

If you don't already have a domain name and hosting, you'll of course need to secure those first. Specifically:

- You can get a domain using a registrar like NameCheap.com
- You can get hosting through a company like HostGator.com.
- You may consider setting up the site using a free content management system such as WordPress.org.
- If you don't yet have an autoresponder, then secure an account through a reputable provider such as GetResponse, Aweber, MailChimp, iContact or any one of the other established providers.

Once that's all set up, then you need to create a lead page. Use the templates included in this package to do it.

## **Day 4: Prepare and send promotional emails to your list.**

Today you should put the final polish on the promotional emails that you and your marketing partners will send to your list.

You can use the email templates included in this package to create them. Once that's done, send off the first one today, and encourage your partners to do the same.

## **Day 5: Begin other promotional methods.**

This may include:

- Posting on your social media platforms.
- Blogging about your webinar.
- Purchasing paid advertising on platforms like Facebook.
- Doing guest blogging, with a byline that points to your webinar opt-in page.
- Asking your webinar guests (where applicable) to help promote.

## **Day 6: Prepare your webinar content.**

Now you need to start creating your content. Depending on what you're doing, this may include:

- Drafting an outline for the points you want to cover during your webinar.
- Creating questions you'd like to ask your guests.
- Creating the text and graphics for slides (if you're doing a slide presentation video).
- Planning how to best demonstrate a product (if applicable).

In short: by the end of the day you should have an outline of what you want to cover, along with preparing any supplemental content such as slides.

## **Day 7: Build anticipation.**

Your webinar is just one week away, so today you need to do another round of promotions, including blogging, sending emails, posting on social media etc.

In addition, you want to build anticipation and excitement with all the people who've already registered for your webinar. Send out an email reminder with the date, time and logon information, along with the benefits of attending.

## **Day 8: Create bonus handouts.**

This is optional, depending on what type of webinar you're creating. However, today is the day to create any bonus materials that you'll hand out during or after the webinar.

Here are examples of the types of items you might offer as handouts:

- Outline of what topics you'll cover so that viewers can follow along. (And once the webinar is over, you may opt to transcribe it and send the transcriptions to attendees.)
- Supplemental bonus materials. For example, if your webinar is about driving traffic to and monetizing a blog, you may offer a handout that covers the prerequisite basics, such as the technical aspects of installing and customizing a blog.
- Resource/gear lists. This is a list of links and descriptions of any resources you mention during the webinar
- Tools to help people take action on what they've just learned. This includes worksheets, checklists, templates, swipes, planners etc.

### **Day 9: Remind marketing partners.**

There are only five days left until your webinar, so you want to send your marketing partners a reminder to continue their promotional push. In addition, you'll want to give them additional content to help them promote. This might include anything from short promotional videos to graphic ads to social media blurbs. As always, you'll use these same materials to help promote the event to your own contacts.

***TIP: Ask your marketing partners what they want and need to help them promote – and then create these materials and distribute them to all marketing partners.***

### **Day 10: Continue with Promotions.**

Today you continue on with your own promotions. This includes the same list of promotions you did a few days ago, such as more blogging, posting on social media, purchasing ads and so on.

Here are a variety of short ads you can use to promote on social media, in signature lines and similar platforms and places:

#### ***Example 1***

*What if you could [get some amazing benefit] WITHOUT [dealing with bad consequences/side effects]? You'd be very interested, right?*

*Good news – now it's possible! Find out how here: [link to webinar opt-in page]*

### **Example 2**

*On [day of the week] [time of the day, such as “evening”] you’ll get the very rare opportunity to attend a webinar with guest expert [Name]. You’ll [learn about some topic], plus [you’ll get some other good benefit].*

*The best part is that it’s all FREE! But there are only [number] seats left and they’re going to go fast, so register now at [link to opt-in page].*

### **Example 3**

*If you’re like most [type of people], you’re sick and tired of [trying to accomplish some goal, but experiencing some undesired result instead].*

*Know this – it’s not your fault! That’s because [explain why it’s not the reader’s fault].*

*Now here’s the good news...*

*You can [avoid this bad thing that is causing the unwanted results].*

*That’s right, you can kiss [some bad result or other unwanted thing] goodbye for good! And best of all, you can learn exactly how to do it for FREE on [date and time] during the [name of webinar] webinar!*

*All you have to do is reserve your virtual seat now, and then prepare to [learn about some topic]. Click here to get started: [link] – and do it now before all the seats are gone!*

## **Day 11: Proof and polish webinar content.**

There are only three days left before your webinar, so you want to make sure all your materials are ready to go. Check the following:

- Proof everything for accuracy.
- Check for spelling and grammatical errors on slides, handouts, and anything else your viewers will see.
- Be sure the content is useful and valuable all on its own.
- Ensure the content is engaging with novel information, relevant stories to emotionally engage people, a fast-pace, and a conversational tone.
- Review your promotion to check that it identifies the problem, introduces your offer as the solution, gives viewers solid reasons why they should buy this course, and provides a call to action.
- Check everything naturally leads to a paid promotion at the end.



## Day 12: Do a hard promotional push.

There are just two days left until your webinar, so now you need to do one last (hard) promotional push, and encourage your marketing partners to do the same. You can naturally invoke urgency since the webinar is almost here and/or seats are filling up fast.

Here's an example blurb for social media or your blog...

*The webinar you've been waiting for all year starts in just two days from now... and it's FREE! But hurry and reserve your seat now before they're all gone!*

*If you've ever wanted to [get some benefit] and [get some other benefit], then you're going to want to join this free event on [date and time]!*

*During this jam-packed hour you'll discover [main benefit], plus you'll even [learn some other little-known but valuable thing].*

*This webinar is 100% free, but it's only open to the next [number] people who reserve a seat now. So get yours by clicking here, because these last few seats are going to fill up fast!*

***NOTE: Be sure to send those who've already registered for your webinar a reminder that it's coming up in two days. As always, let them know the date and time, information about how to login, and remind them of the benefits to build excitement and boost attendance.***

## Day 13: Practice your delivery.

Today you'll continue with your final promotional push, and remind your partners to do the same. You can also send out a reminder to your attendee list to continue to build anticipation.

Today you'll want to be sure you're ready to run your webinar. This includes:

- Checking that all your supplemental materials are ready to go.
- Being sure that you're thoroughly familiar and comfortable with your chosen platform and all its features and functions.
- Practicing the delivery of your webinar. You may want to have a trusted friend critique you.

## **Day 14: Send out final reminders.**

Today is the day! Here's what you need to do:

- Do one last promotional push to your contacts (if you have any seats left for the webinar).
- Send out a reminder to those who've registered to once again provide all the essential information (such as time of the event and how to log in), as well as to build anticipation by sharing the benefits of the webinar.
- Get yourself psychologically ready for the webinar. You want to sound enthusiastic about your presentation, so do what you need to do to get "pumped up." Take a walk, listen to some upbeat music, talk to a friend, etc.
- Enjoy! You may feel nervous if this is your first webinar. Be prepared with a "Plan B" if something goes wrong, and don't stress about any perceived mistakes. Just go out, have fun, teach your participants something, and generate some revenue.

Once the webinar is over, you'll also want to send out an email thanking people for attending, reminding them about the course you're promoting, and letting them know when the replay will be ready.

***TIP: You'll also be sending out emails for the next several days after the webinar ends with the goal of generating post-webinar sales. Templates for these emails are also available.***

Let's wrap things up...

## **Conclusion**

Now that you have a planner in your hand, your next step is to put it to work for you. So go ahead and get started, because the sooner you do, the sooner you can reap the rewards of hosting a profitable promotional webinar!

## Bonus 3 - The Perfect 4-Part Email Template For Selling Any Course

If you're looking to boost your conversion rates and get more sales through your database of contacts or mailing list, then here's something you ought to know: one email isn't going to give you great results. And this is especially true if you're emailing people who have just joined your list.

Here's the problem...

They don't know you. They don't trust you. And so they're not very eager to click on any of your links or buy your offers until you've built up this trust.

What's more, most people don't purchase an offer until they've seen it multiple times. So even if your subscriber trusts you, they might not be ready to purchase the first one or two times they see your offer. That's why sending multiple emails can boost your conversion rates and generate more sales.

So what does the perfect four-part conversion-boosting email series look like? You're in luck – not only do you get an example below, you can swipe all four of these templates and put them to work for you.

This particular series is based around delivering a freemium that's related to the paid offer, and then putting an enticing special deal in front of the prospect for that paid offer.

For example, let's suppose you're selling a set of bodybuilding training videos. So you offer a freemium, such as one of those training videos for free.

Here's what your email series would look like:

**Email 1: Welcome and Freemium Delivery.** Here's where you deliver the free video, and then you remind them of the benefits of this free video. The idea here is to get them excited about the freemium so that they put it to use right away. This does two things:

1. Builds trust and satisfaction. If they like what they see in the freemium, then they're going to be more open to your paid offer.

2. Gives them an opportunity to see your calls to action. Your freemium is going to have a call to action to purchase the main offer. Your follow up emails are going to showcase this same offer. This lets you put this offer in front of your prospect multiple times in multiple ways, which helps boost conversions.

**Email 2: Massive Discount or Special Offer.** Here's where you offer your prospects an irresistible deal if they purchase the paid course. For example, maybe you'll offer a limited-time 50% discount on the full video set.

**Email 3: Unadvertised Incentive.** This is where you sweeten the pot by offering an extra bonus or other incentive that's not mentioned on the sales page. In this bodybuilding video set example, perhaps you'd offer an extra set of advanced videos for free.

**Email 4: Last Chance To Buy.** Now you really kick up the urgency a notch by reminding prospects that they offer is closing soon. Remind them of the discount. Remind them of the unadvertised incentive. Then provide one last call to action to persuade them to take advantage of this fantastic offer.

Now let's look at these emails in action. Here's the set of four templates you can swipe and use for your own series...

## **Email 1: Welcome and Freemium Delivery**

**Subject line: Download [Name of Freemium] inside...**

Hi [First Name],

Thank you for claiming your free copy of [name of course]. You can download it right now at [download link].

I think you're going to really enjoy [using this type of course, e.g., "app," "ebook," etc.]. That's because this [type of course] is the surefire way to [get some specific benefit].

And that's not all. Here's what else you get:

- You'll discover the secrets of [getting some benefit].
- You'll find out a surprising way to [get another benefit].
- You'll even find out the quick and easy way to [get some other benefit].

That's just the tip of the iceberg! There's much, much more inside this [type of course]. So download it and start using it right away – you'll be very glad you did!

[Sign off]

P.S. Keep an eye right here on your inbox, because [insert when you're sending the next email – tomorrow? In two days? etc.] you're going to see something that's going to knock your socks off. I guarantee it.

## **Email 2: Massive Discount or Other Special Offer**

**Subject line: If you want [some benefit, e.g. "great abs"], read this...**

Hi [First Name],

I know you've tried to get [get some result] before.

And I know you've ended up disappointed.

Maybe it started off seeming like it was going to work. You [got some small results]. You felt [describe how they felt good because they thought this time it was really going to work]. You felt hope. You thought you were finally going to [get a good result or get rid of a problem].

But then something happened...

Suddenly [describe how the prospect wasn't getting such good results anymore]. You noticed [how you weren't getting good results, how you were backsliding, etc.]. And that's when you realized [that this solution wasn't going to work for you].

Listen up...

It's not your fault.

Almost everyone else who's tried to [get some good result] by [using some particular method] ends up experiencing the exact same thing as you: disappointment. Frustration.

Until now...

Because you're about to discover the #1 way to finally [start getting some good result], and it's called [name of course].

I know, you're probably wondering what makes this [course] so different from everything else out there. Let me explain...

[Insert the reason why this course is different. What is its unique selling proposition? Why does this course work when so many others have failed? Explain this here.]

Simply put, it's the fastest and easiest way to:

- Get [some really good result].
- Finally [get some other good result].
- And [get another good result].

Sounds good, right?

Then here's something that's really going to put a smile on your face...

If you act right now, you can get [an extraordinary special offer. E.G., “You can get this amazing app for 50% off the regular price.”]

Click here to grab this special offer right now: [insert special offer link] – and hurry, because this deal ends [insert when it ends... should be from three to six days from now].

[sign off]

P.S. This [course] has worked for me. It has worked for countless others to [give some great benefit]. And it will work for you too.

But you don’t need to take my word for it. Just check what others are saying about [this course] by clicking here: [special offer link]...

**Email 3: Extra Unadvertised Incentive** *(If people have already purchased, make sure to give them the extra incentive too)*

**Subject line: Who else wants [this bonus or benefit]? (See inside...)**

Hi [First Name],

Last time I introduced you to [name of course], which is the absolute best way to [get some really good result]. And with the special [discount offer, e.g., “50% off discount deal], that makes this offer a no-brainer.

If you thought this was an amazing offer before, then you’re going to be totally blown away now.

That’s because I’m going to sweeten the pot by throwing in [name or description of bonus offer]. “one month of copywriting coaching”] for free when you order today.

I’ve never offered this special deal before. You won’t find it on the sales page. You won’t even see it on my blog or Facebook Page.

The only place you can take advantage of this very special offer is right here in this email at this link: [special offer link]

Here’s why you’re really going to love [name of bonus offer]:

- You’ll discover the #1 way to [get some benefit].



- You'll learn the top mistakes almost every [type of person] makes, and how you can avoid them to save time and money.
- You'll get [some tool or resource] that you can use to [get some benefit] – this is a great way to take a shortcut to success!

And much, much more. Once you start using this [course], then you too will finally [get some great result]!

Usually this course sells for [\$price] elsewhere, but you can get it at no cost when you take advantage of this special offer today.

Get yours now at: [link]

And do it while you're thinking of it now, because you'll kick yourself if you miss this extraordinarily rare deal!

[sign off]

P.S. This special bonus offer is good even if you already purchased the course. Just send me an email with your receipt to [your email address], and I'll rush the bonus to you.

But hurry, this offer ends [quickly approaching expiration date, such as in two to three days], so grab your discount and special bonus right now at [special offer link]!

## **Email 4: Last Chance to Buy**

### **Subject line: This offer is closing soon...**

Hi [First Name],

Right now you have a golden opportunity just a click away...

You can get [name of course] now for just [price] – that's a whopping [percent or amount off the regular price]. Plus I'll even toss in [name of bonus] for free if you act now.

You can get this deal at [special offer link] – but this link is only good for the next 24 hours.

If you haven't already grabbed it, I strongly urge you to do so now. I've never offered anything like this before. It will be a long time before I ever offer something like this again—and maybe I never will. That's why you'll want to get it while you still can.

It's not just a great offer—it's a great course too. That's because [explain the main benefit or unique selling position of this course – what is the #1 biggest reason why your subscribers should want this course?]

But you don't need to take my word for it. Just see what other people are saying about it.

Take [name of person who gave a strong testimonial]. This person didn't think she'd ever [get some good result]. She'd been trying [for a long time ... weeks, months, years], but she just felt [like it would never happen].

Can you relate to this? Does this sound familiar?

But then [name of person who gave testimonial] got her hands on [name of course]. And everything changed almost immediately.

Pretty soon [name] started to [get some good results]. She started feeling [describe her good feelings when she started getting this good results].

Here's what she says about it in her own words:

*[insert one of your strongest testimonials here]*

And she's not the only one. You can see [a half a dozen, a dozen, etc.] more like it when you click here: [special offer page]

Check it out, grab the deal while it's still good, and let's get you [to get some good result... e.g., "and let's get you into the best shape of your life"]!

[sign off]

P.S. This is it – the [discount and bonus] offer ends in just 24 hours, so click here to get yours now while you still can: [special offer link]

## **Closing Thoughts**

So there you have it...

A four-email sequence that's virtually guaranteed to boost your course's conversion rate and put more money in your pocket.

You know the strategy. You have the templates. So what are you waiting for?

Tweak them today and put them to work – I think you'll be pleasantly surprised by how well they work for you!

## **Bonus 4 - How to Find Your Biggest Competitors’ Best Affiliates and Get Them Working For You**

Smart vendors know that one of the keys to creating a successful affiliate program is that you need to go out and recruit your own affiliates.

You see, the good affiliates aren’t looking for opportunities. They don’t have to, because so many good opportunities cross their desks every week. And if you want to build a good affiliate program, then you’re going to have to go out and recruit these affiliates too.

But here’s another key...

You need to find affiliates with a proven track record. You need to find affiliates who are already making tons of sales for your competitors. Then you need to recruit these affiliates and get them to play on your team.

How?

Let’s start with five good ways to find your competitor’s top affiliates...

### **1. Look For Reviews And Content**

The first thing you’ll want to do is hit up Google to search for the names of your competitor’s courses along with search terms such as “review” or “comparison.”

The reason is pretty clear: generally, affiliates are the ones who are putting up course reviews and comparisons, and that makes this method a quick and easy way to find those affiliates.

***TIP: Better yet, you’ll also find out which affiliates tend to be good at search engine optimization. If the same affiliate holds multiple key rankings for multiple competing courses, that’s a pretty good sign that the affiliate will be able to drive traffic your way, too.***

The second thing you’ll want to do is search for the titles of your competitors’ lead magnets, as well as the titles of their articles, blog posts and other content. You can even search for excerpts out of articles.

Where do you get this information?

One good way to do it is by simply signing up for your competitors’ affiliate programs, which will give you access to the content they provide to their affiliates. Then you can search for the titles and excerpts from this content to uncover affiliates who are actively using the content to promote offers.

And now that you’re logged into your competitors’ affiliate centers, you’ll want to check out this next idea...

## **2. Check the Competitors’ Contest Leader Boards**

Here’s a quick and dirty way to find out your competitors’ BEST affiliates: see who wins their affiliate contests.

Again, you’ll usually need to be signed up to your competitors’ affiliate programs in order to gain access to this privileged information. But once you’re in, you’ll likely be able to see leader boards for both past and current contests. If you compare these boards across multiple competitors, you’ll see which affiliates consistently promote and drive sales.

## **3. Join Affiliate Groups and Forums**

The next way to find your competitors’ affiliates is to go to the places where they all congregate online. In other words, seek out the affiliate forums and social media groups.

Specifically:

- Go to Facebook and use the search box to uncover groups. You’ll want to keep the searches broad, such as “affiliate” or “affiliate marketing.”
- Use Google to find affiliate forums. You can search for terms such as “affiliate marketing forums” and “affiliate discussion.”
- Uncover joint venture networks. Again, use Google to uncover these platforms in your niche. For example, “[Niche] affiliate network.”

Once you find these platforms, join the biggest and busiest ones. Watch the conversations to get an idea of who is promoting what, and which affiliates tend to be the super affiliates in your niche.

## 4. Follow the Money

Another way to find out who’s pulling down the big numbers for your competitors is by checking to see who is placing ads for them. If an affiliate consistently places paid advertising for a course, that’s a pretty good sign that they’re making money with their ads.

Here’s how to uncover these advertisers:

- Search Google for your competitors’ course names. Sure, you’ll find reviews and other content using this method (which is very helpful), but you’ll also run into text ads. Track down the person who placed the ad, and you have a potential affiliate.
- Take note of the Google paid ads. When you run searches for course names as well as relevant niche topics in Google, you’re going to get a list of sponsored (paid) ads. These ads may go to lead pages if affiliates are using a two-step advertising process. But whether one-step or two-step, this strategy will give you an idea of who is promoting what in your niche.
- Check niche sites that accept advertising. Then take note of who’s placing the ads—these could be your potential affiliates.

***TIP: Sometimes it’s hard to decipher an affiliate link to determine who is behind it. Here are two tips that might help:***

1. Check if there is a redirect URL. Many affiliates redirect their affiliate links through their own domains. All you have to do is visit the domain to see if it’s clear who owns it. If not, run the domain through a whois search like [www.whois.com](http://www.whois.com).
2. Run a search for the affiliate link (or even just the affiliate ID). If it’s a direct affiliate link, then search for that link in Google. If the link isn’t a tracking link, then there’s a good chance the affiliate has used it elsewhere, such as on his own blog.

Next idea...

## **5. Keep Track of Top-Selling Courses**

The idea here is simple: some of the top vendors in your niche are often the super affiliates too. That’s because these vendors have built up big platforms, including big lists of proven buyers.

You probably already have a list in mind of some of the top sellers in your niche. That’s right, some of your biggest competitors could become your top affiliates. Once you draw up your list, you can add to it using these two tips:

- Check marketplaces such as Clickbank.com and JVZoo.com. These affiliate marketplaces tend to rank courses based on popularity, so it will only take you a few minutes to uncover some of the best-selling courses in your niche.
- Keep track of the big course launches. The marketers who are rolling out the biggest launches also probably have the biggest customer lists in your niche.

There you have it – five excellent ways to discover who your competitors’ best affiliates are. If you use all of these methods, you’ll easily be able to uncover all the super affiliates in your niche, as well as dozens of other really good affiliates.

Which brings us to the next important question...

### **So, How Do You Recruit Them?**

As mentioned before, these top affiliates get a lot of great offers crossing their desks every week. That means just saying; “Hey, wanna make some great commissions?” isn’t going to cut it. You need to make your offer stand out. You need to have a stand out course.

Here are tips for making it happen...

#### ***Build Relationships***

People like to do business with those they know, like and trust. So if an affiliate gets two identical offers from two different vendors, you can bet the affiliate is going to join the vendor whom he already knows, likes and trusts. That’s why it’s a good idea to build relationships first before beginning your recruitment, especially when you’re trying to recruit super affiliates.



Here are three tips for building these relationships:

- Do something for the other person first. For example, if the person has their own course, then sign up as an affiliate and make some sales for them first.
- Interact with them online. Make comments on their blog. Connect with them on social media. Send an email to them to talk about a recent newsletter issue. Point is, just start talking to these potential super affiliates.
- Make a name for yourself in the niche. If you put out great courses and build a good reputation for yourself, then people will start approaching you. They’ll know you and trust you. This means you don’t need to necessarily go out into the niche and invest a lot of time building one-on-one relationships, since everyone will be eager to work with you when you approach them.

Next up...

### ***Give Access to the Course***

Don’t hesitate on this point. Whether you’re selling a \$20 ebook or a \$500 home study course that’s shipped to the customer’s door, you need to give your potential affiliates access to this course.

First, a good affiliate isn’t going to promote a course without reviewing it thoroughly themselves. And secondly, since you are approaching this potential affiliate, you need to offer access to the course. Don’t make your affiliate ask for it, and certainly don’t expect them to pay for it. Just send access at the same time you’re sending your recruitment email.

Which brings us to the next point...

### ***Offer Them Something Special***

If you’re looking to recruit the top affiliates in your niche, it’s probably a good idea to give them perks that you don’t offer everyone else. This includes benefits such as:

- A higher commission rate.
- Exclusive discounts for their customers.
- Exclusive bonuses for their customers.

- Special personalized landing pages.
- Instant commissions, daily commissions or weekly commissions.
- The opportunity to promote the course before everyone else.
- Extra commissions on upsells and backend sales.

Here’s an example email you might send out to a prospective affiliates (especially ones with whom you’ve built a relationship):

**Subject: New course – I wanted you to hear about it first...**

Hi [First Name],

I’m just about ready to launch a new course, and I wanted to be sure you heard about it first. That’s because I think it’s a great fit for your audience, and I’m also offering a special commission rate if you come on board to promote.

The course is called [name of course], and [describe in a sentence or two what the course does – in other words, why would this person’s audience want this course?]

Here, you can check it for yourself: [download link to entire course]

Right now the sales letter is pulling a [%] conversion rate in our initial testing, so this is already proving to be an in-demand course that gives you the potential for a lot of sales.

And here’s the best part: you’re getting a special “inner circle” commission rate of [%] – that’s a full [\$amount] in your pocket for every sale you make.

What’s more, you also get [insert any other perks... special discounts, exclusive promotions before the affiliate program is open to the public, etc.].

I’ve taken the liberty of setting up your affiliate account. Here’s the info:

[affiliate link]

[affiliate log in info]

Once you log in you’ll get access to all sorts of emails, articles, banners and other ads and creatives you can use to promote this course.

We’re launching on [date] – are you in?

Let me know if you have any questions or if there is anything I can do for you to make promotions easier...

[Sign off]

P.S. This is going to be a big event... I hope you decide to be part of it!

## **Parting Thoughts**

If you’ve always wanted to enjoy a big course launch, or just get the sales boost that only a really good super affiliate team can deliver, then you need to find and recruit the best affiliates in your niche. And one fantastic way to do this is by uncovering your competitors’ best affiliates and persuading them to promote your offers too.

You just received a crash course in exactly how to do that. So what’s the next step? Get started finding those affiliates. Because remember, just ONE really good affiliate could add thousands of dollars to your bottom line. So the sooner you get started, the sooner you could start reaping the rewards!

## **BONUS 5 – The Top Ten Smartest Things You Can Do To Promote Your Course**

Do you know what the key is to selling a lot of courses?

It's this: taking consistent steps every day to promote it.

If you're wondering what kind of steps to take, you're in luck. That's because you're about to discover the 10 smartest things you can do to promote your course. Take a look...

### **1. Install an Affiliate Program**

This doesn't mean you go to ClickBank or JVZoo, set up an affiliate program, and then sit around twiddling your thumbs while waiting for the sales to roll in. Instead, you need to be proactive. You need to work your affiliate program if you want it to work for you.

Check out these three tips:

#### ***Find and Recruit Top Affiliates***

If you wait around for the best affiliates to find you, you're going to be waiting around forever. That's why you'll want to find, befriend and then recruit these top affiliates. Here are three places to find them:

- See who has the bestsellers in your niche, as these top vendors also make excellent affiliates.
- Check your competitors' affiliate contests to see who is winning them. These winners are your potential super affiliates.
- Run a search in Google and on Facebook for your niche keywords to uncover marketers with big platforms (popular blogs, big networks on social media, and big mailing lists).

Next...

#### ***Stock Your Affiliate Center***

In other words, give your affiliates everything they need to promote your course. This includes rebrandable content such as:

- Reports
- Autoresponder series
- Social media blurbs
- Graphical ads
- Solo emails
- Videos
- Blog articles

And finally...

### ***Motivate Affiliates***

You can do this by:

- Running affiliate contests with exciting prizes.
- Offering incentives to the top affiliates on an ongoing basis.
- Running events such as course launches, flash sales and more.

If you do these three things, you're sure to have a profitable affiliate program.

Now let's take a look at another smart way to promote your course...

## **2. Get Your Prospects Onto Your Mailing List**

You already know this. Maybe you've even started building your list. But have you segmented this list according to more narrowly targeted interests? And are you following up with this list?

The good news is that you can do a lot of the follow-up automatically, using your autoresponder. Here are specific ideas and tips for following up:

- Send out a multi-part series. For example, send out a five-part series called, "The Five Steps To Creating a Bestselling App," or "The Five Secrets for Growing Prize-Winning Roses."
- Focus on promoting just one offer. Every email you send should promote just ONE offer. If you promote multiple offers, prospects will face too many choices and likely won't choose any of them.

***TIP: The exception here is if you're sending out a gear list, which is a list of all the tools & resources someone needs to achieve some goal.***

- Offer emails that are part content, part pitch. The content should naturally lead to the paid offer. For example, if your email is teaching people how to set up a blog, then you can promote a WordPress plugin within that email.

- Send out a variety of emails. This includes long articles, short tips, emails where you ask for feedback and opinions, emails that direct to your blog or social media platforms, solo ads, course reviews or comparisons, case studies, links to video tutorials etc. Create a variety of content and see what your audience responds to best.

Onto the next promotional idea...

### **3. Go Viral**

The idea here is to get people in your niche talking about your course through the use of viral marketing. In other words, let your prospects and customers spread your marketing message among their networks.

Here are tips for optimizing this strategy:

- Keep it short. Anything that's quick & easy to consume is more likely to go viral. This includes memes, infographics, quotes, short articles, short videos (less than 3 minutes) and similar content.
- Create share-worthy content. This is the most important factor in creating good viral content. You need to share content that creates an emotional response. This response might be:

***OMG, I've never seen anything like this!***

***Whoa—that's such a clever idea!***

***Wow, This is so inspiring!***

***Awwww...***

***Ha ha—love that!***

***Grrrr, This makes me so mad—I have to respond.***

- Offer a call to action. People are much more likely to share content if you specifically tell them to do so. E.G., "Click here to share this with your friends and give them a big smile..."
- Bonus tip: give people an incentive to share the content. You might offer them a valuable and desirable freemium in exchange for them sharing your content on social media. (You can do this using a tool like SocialShareMonkey.com, or RaffleCopter.com if you're running a contest.)

Next...

## **4. Become a Guest Blogger**

A good way to get exposure, establish yourself as an expert in the niche, and drive targeted traffic back to your site is through the use of guest blogging.

Here are tips for optimizing this strategy:

- Look for blogs in your niche that accept guest authors. You might start with a Google search to see if anyone in your niche has put this sort of list together (e.g., “list gardening blogs that accept guest articles”). Or you can search directly for these blogs (e.g., “gardening blog guest author,” “gardening blog guest article,” “gardening blog submit article,” “gardening blog content submission guidelines”... etc.).
- Read and follow content submission guidelines. Popular blogs get a lot of submissions, so they’ll toss yours out in a millisecond if you don’t follow their submission guidelines to the letter.
- Offer exclusive, unique content. Blog owners don’t want to publish content that’s already been published all over the web. That’s why you’ll have a better chance of your content getting submitted if you give them something unique.
- Use your byline wisely. Don’t use it to talk about yourself. Instead, use it as a mini advertisement to drive traffic back to your site. E.G., “Did you like this article? Now you can get five more tips for doubling your conversion rate by clicking here...”

Next up...

## **5. Do Webinars**

Hosting free webinars for prospects provide multiple advantages, including:

- You can use it to build relationships with your prospects. Delivering good content will build trust.
- You can use it to build a list and/or segment your existing list. Just be sure to have all webinar participants register by signing up for your list.
- You can use it to generate sales for your course. You can promote the course from within the webinar as well as in the follow-up emails to your new list.

Here are two tips for optimizing this strategy:

- Create high-quality content. People don't want to watch a webinar if it's all one big pitch. Instead, deliver part of the solution inside the webinar, and then promote a course at the end that delivers the rest of the solution. In other words, the webinar content should naturally lead to the paid offer.
- Example: If you're selling a weight-loss book, then offer a free webinar with "7 Surefire Tips For Getting Your Beach Body."
- Engage people. Don't just blast out a webinar that's little more than a one-way dialogue. If people wanted that, they could just watch a video. Engage your audience. Ask them questions. Encourage them to ask you questions.

Here's another idea...

## **6. Run a Flash Sale**

The beauty of the flash sale is that it can generate a whole lot of excitement around your course in both your prospects as well as your affiliates. That means that even after the sale itself is over, you'll continue to have affiliates who are promoting your courses and new customers streaming through your virtual doors.

Here are two tips for getting the most out of your flash sale:

- Build anticipation. The sale itself is short – just a matter of hours – so you want to build anticipation for days in advance. You want people breaking down your virtual door, hot with anticipation. You do this by sending out a series of benefit-driven emails the week before.
- Use a countdown timer on the sales page. This will really kick up the sense of urgency a few notches, and boost conversion rates.

Next idea...

## **7. Distribute Your Course to Influencers**

The idea here is to get your course into the hands of the most respected people in your niche. If they like what they sell, they'll review and promote your course.



Here's where to find these influencers:

- Search Google for those who own the most popular blogs in your niche. Pay particular attention to those blogs where the owner reviews and promotes other peoples' courses.
- Search Facebook for your niche keywords to see who owns the most popular Pages and Groups. In particular, look for big and active groups.
- Visit niche forums to see whose well respected in the niche. The forum owner is your first-choice partner, but you may find visitors who also hold a lot of influence in the community.

Next up...

## **8. Use Multimedia**

This is a very simple idea, but it's very effective: simply use video promos to reach a wider audience. You can even add a video sales letter alongside your regular sales letter to accommodate more of your prospects' preferences for the way they receive information.

***TIP: You can either pick up a camera and do a quick "talking head" video (which is great for building trust), or you can produce a professional slide-share video using PowerPoint™ and screen-recording software such as Camtasia.***

Here's another idea...

## **9. Purchase Advertising**

We've talked about a lot of totally free ways to drive traffic and generate sales, but don't overlook paid advertising. Often this is the quickest way to drive highly targeted traffic to your site.

Here's where to place these ads:

- Facebook ads. This is a highly targeted platform, as you can define your audience very narrowly by demographics and even behaviors.
- Google AdWords. This is a pay per click platform, so your ads will show up alongside the organic search results.

- Sites in your niche. You may know about some of these sites off the top of your head already. You can also find them by searching Google for your niche keywords alongside words like “advertisers” or “buy advertising.”
- Ad brokers. Sites like BlogAds.com match advertisers to content publishers. It’s worth investing some money to see how well your ads do on these platforms.

Here’s another idea...

## **10. Test and Track**

One of the best ways to put more money in your pocket is to test, track and tweak your sales letters and ad campaigns to boost your conversion rate. For best results, follow these two tips:

- Get your hands on a good tracking tool. Platforms like Facebook ads have built-in tools. You can also use tools such as Piwik.org.
- Focus on factors that will make the biggest impact. That includes sales letter headlines, calls to action, and pricing.

And here’s one final idea...

## **Bonus 11: Tap Into Social media**

Social media is a great way to engage your prospects, build relationships with them, and then drive them to your sales pages and lead pages. For best results, focus your efforts on the top social media platforms, including:

- Facebook
- Twitter
- LinkedIn
- Google+

Now here’s a specific way to tap into social media to drive traffic back to your site: run a contest.

People will need to join your list in order to enter the contest. And you can even give people extra entries in the contest by telling their friends about it. This is easy to do using a tool like RaffleCopter.com, and it’s a great way to make your contest go viral in a big way.

## **Conclusion**

You've just discovered probably the 11 smartest things you can do to promote your course. Any one of these methods will produce great results for you.

Even better is to put in place a strategy for implementing all of them.

So start snapping these pieces together by beginning today, because I'm sure you'll love the end results!