



# From Bitten Nails To Easy Sales

## Strategy #1

How to Create and Cash-in With  
Infographics and Cheat Sheets

Tim Dodd

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# From Bitten Nails To Easy Sales!

## Strategy #1

How To Create & Cash In With  
Infographics and Cheat Sheets

## Training Notes



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# Introduction

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](https://3dconsultingservices.com/3d_cheatsheets/BuyersGuides.pdf)

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



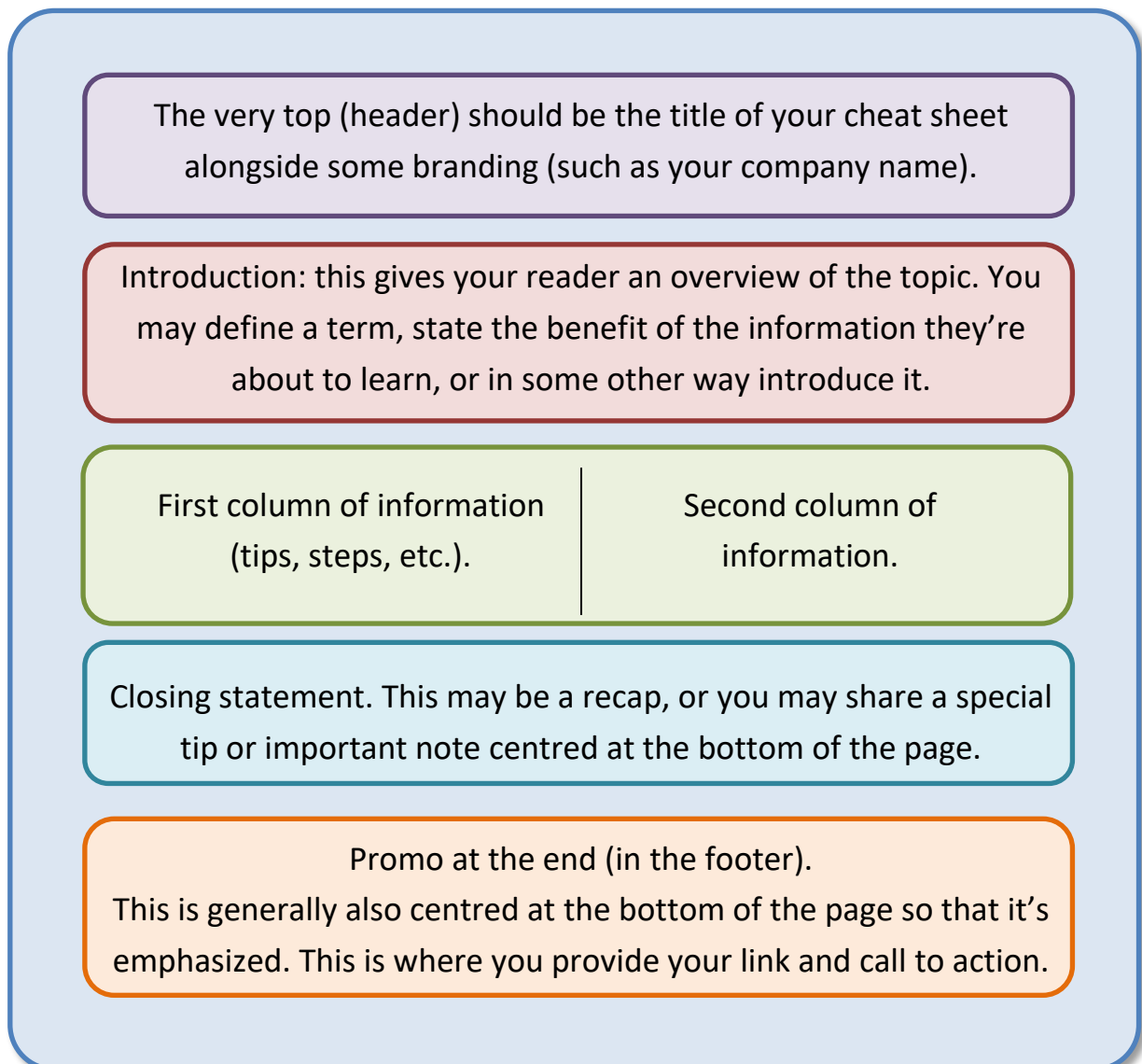
### Step 3: Develop Your Cheat Sheet or Infographic

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:



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 create and cash-in with 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 follow-up product in the footer.

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own infographics and help start to accelerate your business growth, if that's one of your primary, long-term objectives. However, I'm sure that you realise that there's a great deal more you'll also need to do in order to get your business to the level that you truly want.

So, if you want help with growing your business quickly, head over to...

[www.3dConsultingServices.com](http://www.3dConsultingServices.com)

and see how else we can help you achieve your long term goals faster.

I guarantee you'll be delighted that you did!

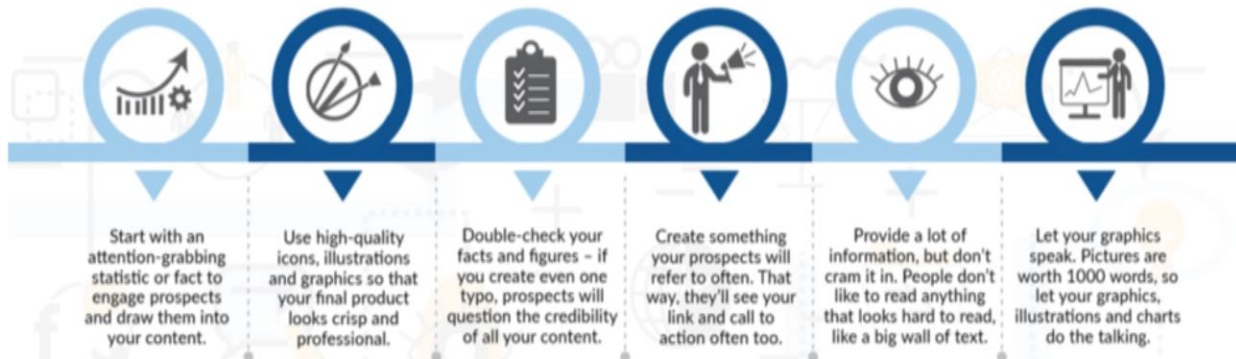
# Appendix - Infographics Planner

## THE INFOGRAPHICS PLANNER

INFOGRAPHICS AND CHEAT SHEETS CONDENSE A LOT OF INFORMATION INTO ONE EASY-TO-CONSUME SHEET.

### TIPS AND SHORTCUTS

CREATE INFOGRAPHICS AND CHEAT SHEETS FASTER, EASIER AND BETTER WITH THESE TIPS:



### TITLING TEMPLATES



### FREQUENTLY ASKED QUESTIONS AND ANSWERS



**Q. How do I get more people sharing my cheat sheets and infographics on social media?**

A. Use a call to action. E.G., "Your friends will love you forever if you share this information with them :) – so click the share button now..." You can also "incentivize" people to share. For example, give your prospects access to a related product for free if they share your infographic on social media.

**Q. How do I create engaging cheat sheets and infographics?**

A. One of the best ways to learn how to create really good cheat sheets and infographics is to study what other people are doing. To that end, search Google for infographics and cheat sheets in your niche (e.g., "marketing infographic") as well as other markets. Then take note of what sort of layouts and content makes for a good infographic.

### STEPS:



[CLICK HERE](#) For A Step-By-Step Training Tutorial For Creating This Type Of Lead Magnet [3dConsultingServices.com](http://3dConsultingServices.com)

## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And 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 specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are 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 am certain that I can help you to achieve that goal.

If you like the idea 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 confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that is most convenient for you.

There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

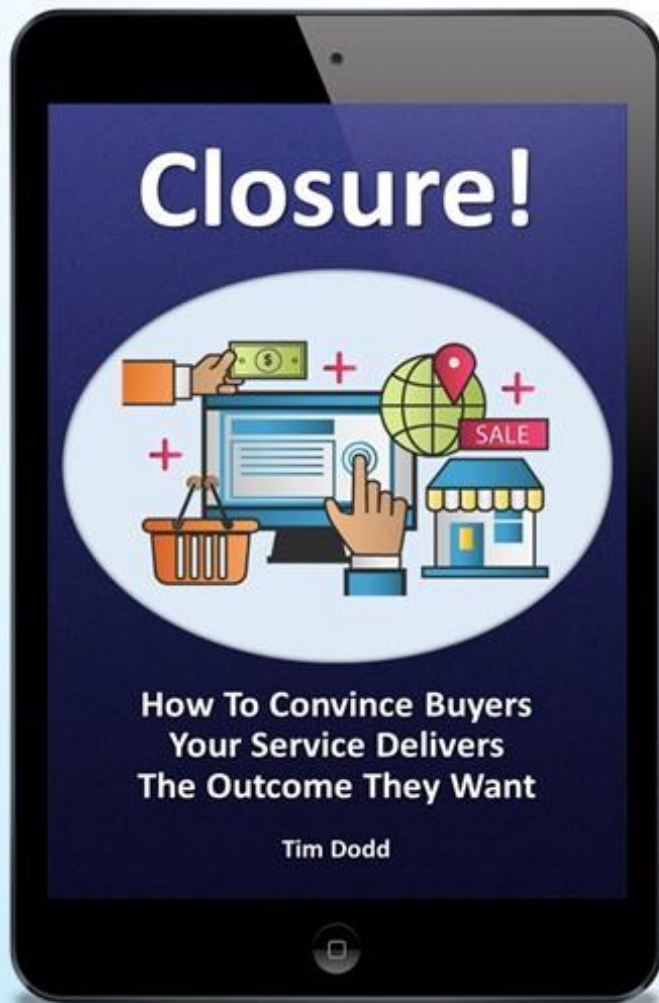
And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*



**These Days Traffic Generation Isn't A Problem.  
Convincing Browsers To Buy Is The Challenge!  
Yet, A Few Little Tweaks To Your Website Can  
Soon Fix That When You Know What To Change...**



**Readers Who Implement These  
Changes Truly Appreciate The  
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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