



From Bitten Nails To Easy Sales

Strategy #2

How to Create and Cash-in With
Problem Solving Worksheets

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From Bitten Nails To Easy Sales!

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Training Notes



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Introduction

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

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

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

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

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

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

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

Section 1: Create

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

Step 1: Determine Your Offer.

Step 2: Decide on a Topic.

Step 3: Develop Your Worksheet.

Let's take a closer look at each step...

Step 1: Determine Your Offer

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

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

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

Step 2: Decide on the Topic

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

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

Example #1: let's suppose you're selling a weight-loss guide. You may create a worksheet that helps people determine how many calories they should be eating each day based on their height, weight and activity levels. You can then sell the guide at the end of the worksheet as a way to help them eat the right kinds of foods.

For this example, your worksheet solves PART of the problem, and the backend offer solves another part of the problem.

Example #2: you're selling a "get out of debt" guide. You can offer a worksheet that helps prospects determine how much they need to pay on their credit cards, loans and other debt in order to be debt-free within a certain time frame. Your worksheet may even offer some tips, such as telling your prospect which debt to pay off first. Then you can promote the guide as a way to create a comprehensive plan for debt management, budgeting and saving.

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

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

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

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

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

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

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

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

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

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

Then move onto the next step...

Step 3: Develop Your Worksheet

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

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

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

For example, let's suppose your worksheet gives an overview of the three important steps to losing weight: good nutrition, exercise, and getting (and staying) motivated.

Within each of these steps you'd then provide worksheet activities. For example, "nutrition" section would include calculations for eating the right number of calories, as well as worksheet questions to help determine if there are any dietary restrictions.

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

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

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

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

- **Information questions.** These are straightforward questions that your prospect will know the answers to without thought or research.
For example, if you've created a weight-loss worksheet, you may start off by asking questions to uncover dietary restrictions and preferences, such as "Do you have any food allergies or intolerances? If so, list them."
- **Research questions.** These are questions that your prospect may need to research in order to answer.
For example, if you have a worksheet helping people pick a target market, then you may ask questions such as "What are the top five bestselling books on Amazon in your niche?" Your worksheet would explain how to get this answer, and then readers would need to do their research.
- **Thought questions.** These are questions that are designed to help people reflect on an issue or to think about their own goals, needs, etc.
For example, if your worksheet is helping people save and invest money, then you may ask people to reflect on their investment personality (e.g., their tolerance for risk).

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

Next...

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

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

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

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

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

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

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

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

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

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

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

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

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

- **Templates.** Here you may provide one or more templates, such as a set of headline templates, a set of call-to-action templates, and/or a set of postscript templates.
- **Mini-checklist.** Here you might provide a checklist for writing a headline. The checklist would include points such as:
 - Does the headline state your main benefit?
 - Does the headline arouse curiosity?
 - Does the headline use “power” words?
- **Lists.** Here you might provide a list to help readers. For example, in the previous example where it referred to the headline using “power” words, you can provide a list of the top few dozen power words (such as you, secret, how to, quick, easy, etc.).
- **Tips.** Throughout your worksheet, you can sprinkle in tips to help readers become better copywriters. For example, you might offer a tip in the profiling section on how to research an audience’s demographics.

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

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

Section 2: Cash In

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

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

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

Taking the copywriting worksheet example. The entire worksheet gets people thinking about their sales letter and starting to take action towards working

on it. However, the prospect still needs the in-depth information on HOW to write the sales letter, so they'll buy your copywriting guide now while they're motivated and taking action.

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

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

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

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

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

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

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

Indeed, the worksheet and backend offer should complement and enhance the use and enjoyment of the other. This means they should both be useful separately, but

they should be even more useful when you use them together.

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

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

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

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

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

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

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

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

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

One final thought...

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

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

Now let's wrap things up...

Conclusion

As you can see, a worksheet is a really useful tool for prospects – and it can be really profitable for you.

One of the big advantages of a worksheet is that it gets your prospects “invested” in a process. Once a prospect is invested, they're more likely to continue – and this continuation includes purchasing your product.

So, go ahead and start developing your own giveaway worksheet as soon as possible, because you might be surprised by your good results!

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own worksheets 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

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

I guarantee you'll be delighted that you did!

Appendix - Worksheet Planner

THE WORKSHEET PLANNER

WORKSHEETS ENGAGE YOUR PROSPECTS AND GET THEM THINKING ABOUT THEIR DESIRED RESULTS WHICH YOUR PAID PRODUCT DELIVERS.

TIPS AND SHORTCUTS

HERE'S HOW TO CREATE BETTER WORKSHEETS FASTER AND EASIER:



TITLING TEMPLATES



FREQUENTLY ASKED QUESTIONS AND ANSWERS



- Q. How do you develop questions for your worksheet?**
 A. Think about what problem areas your prospects need to identify and what decisions they need to make to move forward, and then ask questions around those areas.
 E.G., "How much weight do you need to lose?" Or, "How much do you carry in credit-card debt?"
- Q. How do you monetize a worksheet?**
 A. You can place a link and call to action in the footer. Or better yet, turn your last question into a natural promo for the worksheet.
 E.G., "Do you know the fastest and easiest way to pay off your credit card debt? If the answer is no, click here to download a proven plan..."

STEPS:



CREATE WORKSHEETS THAT ARE FUN TO ANSWER AND HELP YOUR PROSPECTS IDENTIFY A PROBLEM OR SOLVE A PROBLEM.

[CLICK HERE](#) For A Step-By-Step Training Tutorial For Creating This Type Of Lead Magnet 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 and select the appointment time that is most convenient for you.

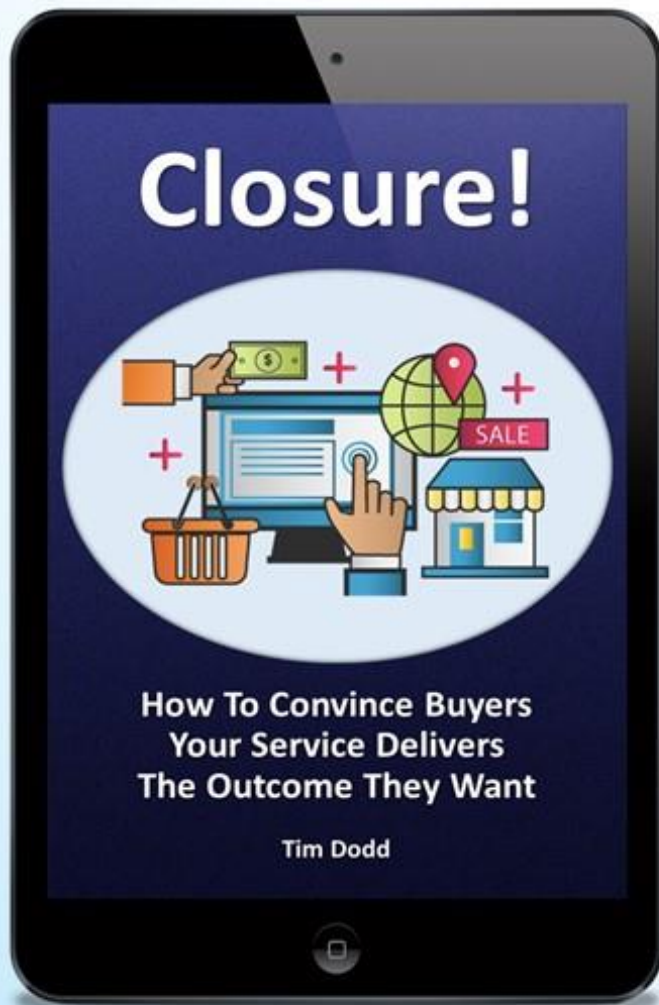
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

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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