



From Bitten Nails To Easy Sales

Strategy #6

How to Create and Cash-in With
Valuable Time Saving Buyers Guides

Tim Dodd

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From Bitten Nails To Easy Sales!

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Training Notes



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Contents

Introduction	1
Section 1: Create	1
Step 1: Determine What Type of Guide to Create	2
Step 2: Devise an Outline	3
Step 3: Develop Your Guide.....	5
Section 2: Cash In	8
Example 1: Digital Cameras.	8
Example 2: Low-Carb Diets.....	9
Example 3: Blogging Guides.	9
Conclusion.....	10
Appendix – Buyers Guide Planner	11

Introduction

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

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

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

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

Section 1: Create

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

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

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

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

Step 1: Determine What Type of Guide to Create

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

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

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

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

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

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

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

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

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

Step 2: Devise an Outline

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

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

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

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

- B. Tell readers the features and benefits they should be seeking. This is particularly important if you're creating a "first-time buyer's guide." A first-time buyer not only doesn't know what to purchase, they're not even sure what features and benefits they really need. This section should go through the top "must have" features and benefits.
- C. List the top products, and then go through each one individually. Share the price, specs, benefits, and anything else (such as case studies or other research) you can to support your conclusion.

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

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

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

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

- D. Let readers know the best product based on their needs. In other words, there probably isn't going to be a "one size fits all" product that's right for everyone. That's why in this section you'll make recommendations based on the readers' needs, preferences and budget.
- E. Conclusion. Here you can summarize the guide and provide a call to action (where you reiterate your "verdict" on which product or products are best for the reader).

Let me give you an example...

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

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

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

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

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

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

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

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

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

Step 3: Develop Your Guide

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

Add Pictures

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

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

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

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

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

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

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

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

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

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

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

Next...

Watch Your Tone

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

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

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

How do you present yourself as a confident expert?

Follow these tips:

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

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

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

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

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

Create a Good Title

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

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

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

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

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

Section 2: Cash In

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

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

Because here’s the thing...

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

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

Example 1: Digital Cameras.

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

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

For everyone else, the best camera for your needs is the [Name of Camera].

This is the best all-around camera for capturing vacation photos, selfies, and day-time videos. See for yourself at [link].

Example 2: Low-Carb Diets.

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

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

Example 3: Blogging Guides.

So, which one is right for you?

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

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

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

Conclusion

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

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

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own buyer's guide 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 – Buyers Guide Planner

THE BUYERS GUIDE PLANNER

A BUYER'S GUIDE PROVIDES PRODUCT RESEARCH AND OPINIONS IN ONE PLACE TO HELP BUYERS MAKE A DECISION ABOUT A SPECIFIC TYPE OF PRODUCT.

TIPS AND SHORTCUTS



TITLING TEMPLATES



FREQUENTLY ASKED QUESTIONS AND ANSWERS



Q. How do I sell without being salesy?

A. Avoid hyped-up language. Use an authoritative tone instead as you share your experience and insights. Provide data and research to back up your claims.

Q. Can I promote multiple products in the guide?

A. Absolutely. Just make it clear which product will best suit a particular person's needs. If you don't distinguish among products and pick clear winners, your audience may walk away feeling confused.

STEPS:



YOUR BUYER'S GUIDE SHOULD DIRECT DIFFERENT SEGMENTS OF YOUR AUDIENCE TOWARDS PRODUCTS TARGETED TO THEIR SPECIFIC NEEDS.

[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.

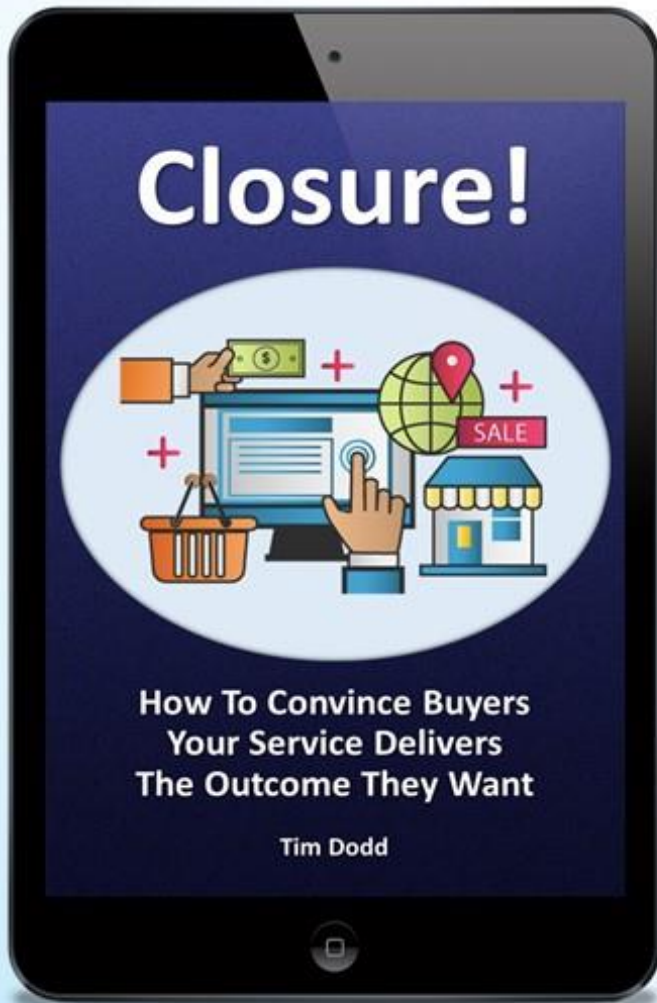
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

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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Magnify Your Mission : Multiply Your Reach