



From Bitten Nails To Easy Sales

Strategy #8

How to Create and Cash-in With
Tried, Tested & Proven Swipe Files

Tim Dodd

Disclaimer

These course notes have been written for information purposes only. Every effort has been made to ensure that they are as complete and accurate as possible. However, there may be mistakes in typography or content. Also, these course notes provide information only up to the publishing date. Therefore, these course notes should be used as a guide - not as the ultimate source.

The purpose of this course is to educate. The author and the publisher do not warrant that the information contained in these course notes are fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this book.

Copyright ©2018 Tim Dodd Consulting Services Ltd
All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission of the author.

First published in Great Britain in 2018
Tim Dodd - 3d Consulting Services
www.3dConsultingServices.com
help@3dconsultingservices.com

Created by 3d Consulting Services

From Bitten Nails To Easy Sales!

Strategy #8

How To Create & Cash In With
Tried, Tested & Proven Swipe Files

Training Notes



3d Consulting Services

Contents

Introduction	1
Section 1: Create	2
<i>Step 1: Brainstorm Ideas</i>	2
<i>Step 2: Research Ideas</i>	4
<i>Step 3: Create Your File</i>	6
Section 2: Cash In	8
<i>Promote in the Introduction</i>	8
<i>Drop a Reminder in the Conclusion</i>	9
Conclusion.....	10
Appendix – Swipe File Planner	11

Introduction

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

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

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

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

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

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

And here's something else...

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

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

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

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

Section 1: Create

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

For example:

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

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

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

Step 1: Brainstorm Ideas

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

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

Let's look at these two separately:

Ideas for Swipe Files

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

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

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

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

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

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

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

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

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

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

Ideas to Include In the File

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

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

Step 2: Research Ideas

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

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

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

How do you do this?

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

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

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

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

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

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

Now the next step...

Step 3: Create Your File

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

- Organize the ideas.
- Polish them.

Let's look at these two steps separately...

Organize the Ideas

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

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

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

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

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

Then move onto the next step...

Polish Your List

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

Create an Introduction

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

Insert Additional Tips, Insights or Examples

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

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

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

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

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

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

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

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

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

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

Section 2: Cash In

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

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

Promote in the Introduction

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

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

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

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

“This swipe file will help you start writing better headlines, faster and easier than ever before. But if you really want to up your sales letter game, boost your conversion rates, and start generating more sales, then you're going to want to get your hands on [Name of Copywriting Product].”

Here's why: using a swipe file is a great way to start creating better sales letters. But once you understand the secrets behind creating million-dollar sales letters, you'll be virtually unstoppable. You'll shatter sales records.

You'll enjoy more inbox sales notifications than ever before. And you'll enjoy the financial security that a high-converting sales letter brings.

Best of all, you can use this swipe file alongside [Name of Copywriting Product] for even better results! That's why you'll want to take advantage of this extraordinary offer now by clicking here...”

Drop a Reminder in the Conclusion

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

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

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

For example: "Don't forget, you can make the most of this swipe file by downloading a copy of [Name of Product] by clicking here. And do it now, while it's still fresh in your mind!"

Another example: "Don't even think about writing a sales letter until you get your hands on [Name of Product]. Say goodbye to mediocre sales letters with dismal conversion rates, and say hello to better conversions, bigger sales, and more money! Click here to get started now..."

Now let's wrap things up...

Conclusion

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

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

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own swipe file 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 – Swipe File Planner

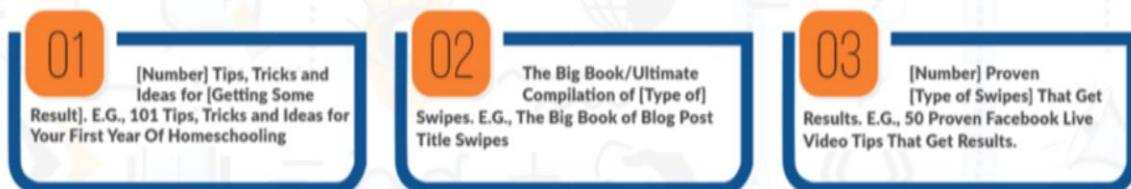
THE SWIPE FILE PLANNER

A SWIPE FILE OR TIPS LIST PROVIDES USERS WITH A COLLECTION OF PROVEN IDEAS AND EXAMPLES THAT THEY CAN PUT TO WORK TO GET GOOD RESULTS.

TIPS AND SHORTCUTS



TITLING TEMPLATES



FREQUENTLY ASKED QUESTIONS AND ANSWERS



Q. How do you know what sort of swipe or tips file to create?

A. Ask yourself:

- What is the hottest topic in your niche? (Especially "evergreen" topics.)
- What sort of ideas and tips would most benefit the user?
- What sort of file would work well in conjunction with the paid offer?

Q. How do I add value to a swipe file?

A. You can:

- Provide instructions for making the most of the swipe file.
- Offer swipes / lists not seen anywhere else, or compile the "best of the best" from around the Internet.
- Give examples to show how the swipes can be used in different niches and situations.

Q. How do I choose between creating a swipe file or a set of templates?

A. You can create both in one file. Create a set of templates, and then toss in a swipe file as a bonus. This makes it easy for users to alter the template using the words and phrases from the swipe file.

STEPS:



A SWIPE FILE OR TIPS LIST CONVERTS THE BEST WHEN THE PAID OFFER CAN BE USED IN COMBINATION WITH THE FILE.

[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.

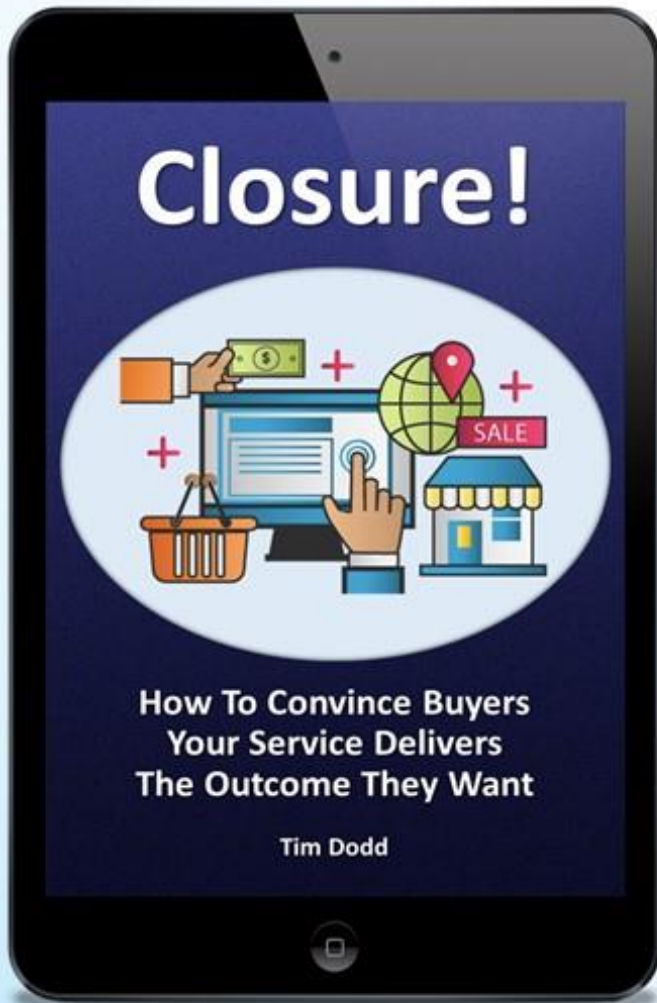
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

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!

Get Access Now!



3d Consulting Services

Magnify Your Mission : Multiply Your Reach