From Bitten Nails
To Easy Sales

Strategy #11

How to Create and Cash-in With
Authority Resource & Article Libraries

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From Bitten Nails To Easy Sales!

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How To Create & Cash In With

Authority Resource & Article Libraries

Training Notes

3d Consulting Services

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<u>Introduction</u>

Your prospects are seeking out information. And if you can provide the information they want, then you're going to grow your mailing list, expand your other online platforms, and generate sales on the backend.

Here's a way to do that: provide an article library.

Just as the name suggests, the article library is a set of articles all focused on a particular topic.

For example:

➢ An exercise library, which instructs fitness trainers how to perform a set of 50 different types of exercises that they can add to their fitness circuits.

➢ An "A-to-Z" marketing library, which defines and discusses 26 marketing related terms (***e.g.*** Affiliate, Backlinks, CTA, etc.).

➢ An organic gardening pest identification library, which helps gardeners identify and eliminate 17 common garden pests.

As you can see, the length of the article library depends on the topic being discussed. You could have as few as five or ten articles, all the way up to 100 or more. It all depends on how many topics you need to cover.

Prospects really like article libraries, because it gives them a fast and easy way to locate the information they need.

Take the gardening example: if a gardener suspects they have a problem with aphids, they can go to the aphid article to confirm the problem. They'll then receive information on how to eliminate the problem.

Article libraries make great giveaways for you too, because prospects tend to refer to them repeatedly. And that means you get multiple exposures to your links and calls to action, which leads to higher conversions and more sales.

So, how do you put article libraries to work for you? That's what you're about to discover. Read on to find out how you too can create and cash in with article libraries by giving them away as freebies…

Section 1: Create

Over the next few pages you'll find out how to make an article library in three steps:

1. Choose Your Topic.

2. Collect Information.

3. Create Your Article Library.

Let's take a closer look at each of these three steps…

Step 1: Choose Your Topic

As always, before you write a single word for your article library, you need to know upfront what you're going to promote from within this library. That's because the article library should naturally lead prospects to the order button for your paid product. In other words, if someone is using and enjoying your article library, then they should be just as interested in your paid offer.

So, think about what you want to promote, which could be a product, service or coaching. Then ask yourself the following questions:

Will you be able to create an article library related to this product? In other words, can you think of several sub-topics that you can discuss within a series of articles?

For example:

➢ If you're selling a weight-loss guide, then you could create an article library of the top metabolism-boosting foods. For each article you'd name the food, discuss its benefits, and offer tips on how to add more of this food to one's diet.

➢ If you're selling an autoresponder app, then you might create an article library around email marketing topics such as creating lead pages, how to create a lead magnet, designing an initial autoresponder series etc.

➢ If you're selling copywriting coaching, then you may create an article library that offers an overview of copywriting topics such as creating headlines, handling objections, and more.

➢ If you're selling a bodybuilding program, then you might provide an illustrated article library of common lifts.

Here's the second question to ask yourself…

> ***Is an article library a good fit for this paid product?*** In other words, is an article library the best way to sell this particular product? If the answer is "no," then you may consider creating a different type of giveaway for this product (such as a content video, checklist guide, or other similar item).

Once you've decided on the product or service you're going to sell on the backend, then your next step is to decide the overall topic for your article library. Generally, what you want is a topic where you can create at least 10 articles with subtopics.

Let's go back to the example from above where you're selling a bodybuilding guide. This particular product would be a good fit for a few different article libraries, all of which give an overview of some component of bodybuilding. *For example:*

> ➢ An exercise/lift illustrated article library, which names particular lifts, tells readers which muscles those lifts target, and explains (with illustrations) the correct way to perform the lift.

> ➢ A supplement library, which names common bodybuilding supplements (such as whey protein and creatine) and describes what each type of supplement does for the user.

> ➢ A muscle library, which names the major muscles in the body and talks about which types of lifts best target those muscles.

Another example might be if you were selling an organic-gardening guide. This sort of product would give you an opportunity to create several different types of article library, *For example:*

> ➢ A pest identification article library. Each article would address a different type of pest, how to identify it, and how to eliminate it without using harsh pesticides.

> ➢ A plant-disease identification library. Each article addressing a different plant disease, how to identify it and how to "cure" or prevent them.

> ➢ An overall article library. Here you might create an article for popular types of vegetable gardener's might plant, with each article offering tips for the care and maintenance of the particular plant being discussed.

Once you've picked a product that's a good fit for an article library and you've selected your topic, you can move onto the next step…

Step 2: Collect Information

Now that you know what you're going to write about, it's time to plan your article library. This means researching and collecting the information you need.

Your first step is to decide how many articles you'll include in your article library. The number of articles you include will largely depend on the size of the topic.

Take note, however: just because a particular topic is big doesn't mean you need to cover EVERY subtopic. Instead, you may create an article library of the "best" subtopics within the overall topic. If you do that, then you can create a smaller article library (such as the ten best tools, resources, ideas, etc.).

For example:

> ➢ The top ten superfoods for boosting metabolism.
>
> ➢ The top 15 ways to get web traffic.
>
> ➢ The top 20 kettlebell exercises every fitness trainer ought to know.
>
> ➢ The top 10 tools every online marketer ought to be using.

Go ahead and spend some time first researching your topic, and then decide how many subtopics you'd like to appear within your article library.

As you make this decision, keep your paid offer in mind. Remember, you want your article library to naturally lead to your paid offer. Generally, this means your article library should provide an overview of the information provided in the paid topic.

For example, if you're selling a blogging guide, then an article library that covers common blogging terms is a good introduction to the paid guide.

Now the next step…

Step 3: Create Your Article Library

At this point you've decided what your article library will be about, and you've got an initial estimate of how many articles you're going to include in your library. Now it's time to create the articles.

> **NOTE:** *You'll see above that I said "initial estimate" of how many articles to include. The reason I say "estimate" is because that number will likely change as you start to create your library.*

> *For example,* as you do research on the topic, you may discover additional important subtopics that you'd like to add to your article library.

So, let's talk about how to create your article library. Here are the sub-steps…

Step 1: Research the Topics

There are two pieces of research you want to do at this point:

1. Research the overall topic. This is going to help you determine that you've included the most important subtopics in your article library. So even if you've created an outline of all the topics you'd like to include, you'll still want to do this research to be sure you didn't overlook anything.

    For example, let's suppose you're doing an article library on the topic of common methods for getting web traffic. Perhaps you brainstorm and come up with ideas such as social media marketing, viral marketing, starting an affiliate program and more. But perhaps your research helps you uncover ideas you had forgotten about, such as writing and distributing press releases.

    To uncover these sorts of topics, you'll need to run a Google search.
    e.g. "List of plant diseases" or "ways to get online traffic."

Secondly…

2. Research the individual subtopics for each article. Once you know exactly what articles you'd like to include in your article library, then you'll want to do the research for each article. Again, the idea here is to be sure you don't miss out on including any crucial information in each article.

Next step…

Step 2: Design an Outline

Now you're almost ready to create your articles. But first, you'll want to plan the outline/general format for each article.

Here's the deal…

Because this is an article library, you'll want all of your articles to generally follow the same basic format. Someone who reads one article should be able to predict what sort of information they'll get in the other articles in the library. In other words, the articles should all provide the same types of information, but of course that information will be specific to the topic.

So, let me give you a couple examples. Let's start by going back to the example of an article library for organic gardeners which lists common pests. Here's what the format for each article in this library may look like:

1. Introduction: name the pest, and then explain how to identify it by sight as well as the type of damage it does to the plants. Include photos of both the pest and the plant damage, where applicable.

2. Go into further detail about the damage these pests create. In other words, explain to readers why they do NOT want these pests in their garden.

3. Describe where these pests are most likely to be found. This includes not only the region of the country (such as naming the states where they're most likely to reside), but also listing what sorts of plants attract them.

4. Explain how to get rid of these pests organically. For example, you might share a recipe and the instructions for an organic pest-control spray that works particularly well for this type of pest. Where appropriate, you may share information about alternative organic methods in case the reader is unwilling or unable to use the first method.

5. Conclusion. Recap the article, and (optionally) point people towards a place where they can get more information. (This is an opportunity to cash in with your article library, which we'll talk about in more detail in the next section.)

> ***TIP:*** It's a good idea to keep all your articles roughly the same length. Naturally, you'll determine length based on the overall topic and the outline. In most cases, you can figure on creating articles that are around 500 to 700 words.
>
> Some articles – such as those in an exercise library – may have fewer words since the pictures or illustrations tell the story. In other cases, your articles may go over 700 words, such as in a marketing library where you give an overview of how to get web traffic.

The outline above is of course just an example. You'll need to create your own article outline/format that fits well with your topics.

Once you've done that, move onto the next step…

Step 3: Create the Articles

Now that you've researched your article topics and included an outline that you

intend to use for each article, it's time to get down to the business of actually creating the article.

As always, you have multiple options here, including:

1. Do it yourself by writing the articles from scratch.

2. Hiring a freelancer to create the content for you.

3. Using high-quality PLR content to save yourself time and money.

> **TIP:** Check your existing blog and newsletter articles. You may be able to repurpose some of them to start building your article library.

Whatever you decide, be sure your end result is a high-quality article which follows the format you outlined in the previous step.

Once your article is complete, you'll also need to title it. You may use a similar title for each of the articles in your library (which would help readers connect that they are all part of a set).

For example:

- The Secrets of _____.
  e.g. *The Secrets of Using Facebook Advertising to Drive Traffic to Your Website.*

- How to _____ and _____.
  e.g. *How to Identify and Eliminate Aphids.*

- Everything You Need to Know About _____.
  e.g. *Everything You Need to Know About the Plant Disease Blight.*

- The Correct Way to _____.
  e.g. *The Correct Way to Do Dead Lifts.*

- A Crash Course in _____.
  e.g. *A Crash Course in the Supplement Creatine.*

Once your articles are complete, you can then package them up in a zip file to make them available for download. Another option is to include all the articles in one PDF, though your readers will have to do a lot of scrolling if they'd like to skip around

within the file. Alternatively, you might create a password protected site with links to all the articles in your library.

At this point, you know how to create your articles and the article library as a whole. But the question is, how do you cash in with this giveaway?

Read on for the answer…

Section 2: Cash In

In order to monetize your article library, you're generally going to want to include a link and call to action in each article. But this isn't always the case. Here are two points to consider when developing your monetization strategy:

Will prospects read every article?

Depending on the topics covered in your article library, not everyone is going to read every single article. For example, if a gardener has a few different pests in their garden, then they're probably only going to read the articles that talk about the pests they have. For instance, someone who isn't even growing tomatoes isn't going to read about tomato hornworms.

On the other hand, a bodybuilder probably WILL read every article in an exercise/lift library, as they are likely to perform every lift at some point in time.

Point is, think about whether your prospects are likely to read every article in your library, as your monetization strategy may change slightly depending on the answer. Specifically, if your prospects are likely to read every article, then you don't need to include a link in every article (otherwise your giveaway may look overly promotional, as a prospect will be reading an ad every 500 or so words).

Will you be promoting different products?

This is one type of giveaway where you *may* be able to promote multiple products or services.

But be careful: only try this strategy IF it naturally flows from the structure of your article library. Otherwise, if you try to promote too many different things across your articles, your prospects are going to get overwhelmed (and/or turned off by the promotions), which results in them simply not purchasing anything at all.

What do I mean by "naturally flows" from the library structure?

Let me give you an example…

> Let's suppose you have an article library that covers the top 10 or 15 supplements that bodybuilders may use, such as creatine, whey protein, a vitamin supplement and similar. Since each article covers a different supplement, you can drop a sales link to that specific supplement at the end of each article.

> Another example: let's imagine your article library covers tools and services that online marketers use. For instance, you may cover payment processors, autoresponders, membership site scripts, domain registrars, web hosts and similar. Again, it would be natural to promote specific services within each article (such as promoting GetResponse at the end of the autoresponder article).

So, the bottom line here is that if your individual article is referring to a very specific type of product or service, then yes… you can promote multiple offers throughout your library.

On the other hand, if your article library is structured around broader ideas, concepts or definitions, then focus on promoting one overall product.

> *For example*, if you have an article library that focuses on lifts for bodybuilders, then your article library should promote one product, such as a guide to bodybuilding. In this case, the promo can appear in multiple places, such as in the introduction to the library as well as at the end of some of the articles. (Since this is a case where the prospect is likely to read all the articles, you don't want to promote at the end of every single one. Instead, sprinkle a promo in every five or ten articles.)

Now let's wrap things up…

Conclusion

As you just discovered, an article library can make a great authority resource to giveaway. That's because it provides an overview of an overall topic. Your prospect will find it useful in that they're going to get a lot of information across a variety of related subtopics. And you'll like giving away this giveaway, because you have plenty of opportunities to sell a product or service on the backend.

The best way to find out just how well this giveaway works to build your list and generate backend sales is to put it to work for you as soon as possible. So, go ahead and get started building your article library today… because the sooner you do, the sooner you'll start reaping the rewards!

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own authority resource 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 – Article Library Planner

THE ARTICLE LIBRARY PLANNER

ARTICLE LIBRARIES PROVIDE INFORMATION ABOUT A SERIES OF RELATED TOPICS FOR EASY REFERENCE AND CONSUMPTION.

TIPS AND SHORTCUTS

Use PLR content in your niche to create an article library. Just be sure the PLR content is from a reputable vendor.

Create an article library around "must have" tools or resources. Then include a sales link to each resource in your library.

Design your article library so that people reference it often. An easy way to do this is to compile various types of articles such as tutorials, worksheets, templates, checklists, forms, lists, etc.

TITLING TEMPLATES

01 The [Person]'s Toolkit: [Number] Of Resources To Help You [Result]. E.G., The Homeschooler's Toolkit: 17 Resources To Help You Home Educate

02 The [Topic] Resource Library: Everything You Need To [Result]. E.G., The Golfer's Resource Library: Everything You Need To Lower Your Score

03 The [Topic] Vault: Tools And Training For [People]. E.G., The Sermon Vault: Tools And Training For Busy Pastors.

FREQUENTLY ASKED QUESTIONS AND ANSWERS

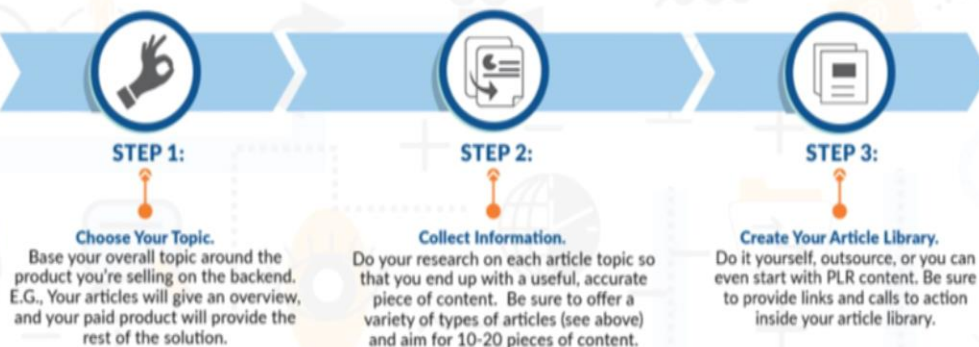**Q. Should I put a link and call to action in EACH article?**
A. You don't necessarily want to have a strong call to action in each article...save that for a few of the most popular content pieces. Instead, setup your articles as individual webpages or blog posts inside a password-protected member's area and then insert a couple of button advertisements in the sidebar and a banner in the footer or conclusion of the article. Just don't overdo it!

Q. What types of offers work well alongside article libraries?
A. Information products make good backend offers, because your library can provide an overview of the topic. You can sell physical products. An example is creating an article library around weight-loss supplements, and then selling those supplements.

STEPS:

STEP 1:
Choose Your Topic. Base your overall topic around the product you're selling on the backend. E.G., Your articles will give an overview, and your paid product will provide the rest of the solution.

STEP 2:
Collect Information. Do your research on each article topic so that you end up with a useful, accurate piece of content. Be sure to offer a variety of types of articles (see above) and aim for 10-20 pieces of content.

STEP 3:
Create Your Article Library. Do it yourself, outsource, or you can even start with PLR content. Be sure to provide links and calls to action inside your article library.

A GOOD ARTICLE LIBRARY IS COMPREHENSIVE YET FOCUSED ON A TARGETED TOPIC.
PROSPECTS SHOULD BE ABLE TO GO TO YOUR LIBRARY WHENEVER THEY NEED INFORMATION ABOUT THAT SPECIFIC TOPIC.

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...

Closure!

How To Convince Buyers Your Service Delivers The Outcome They Want

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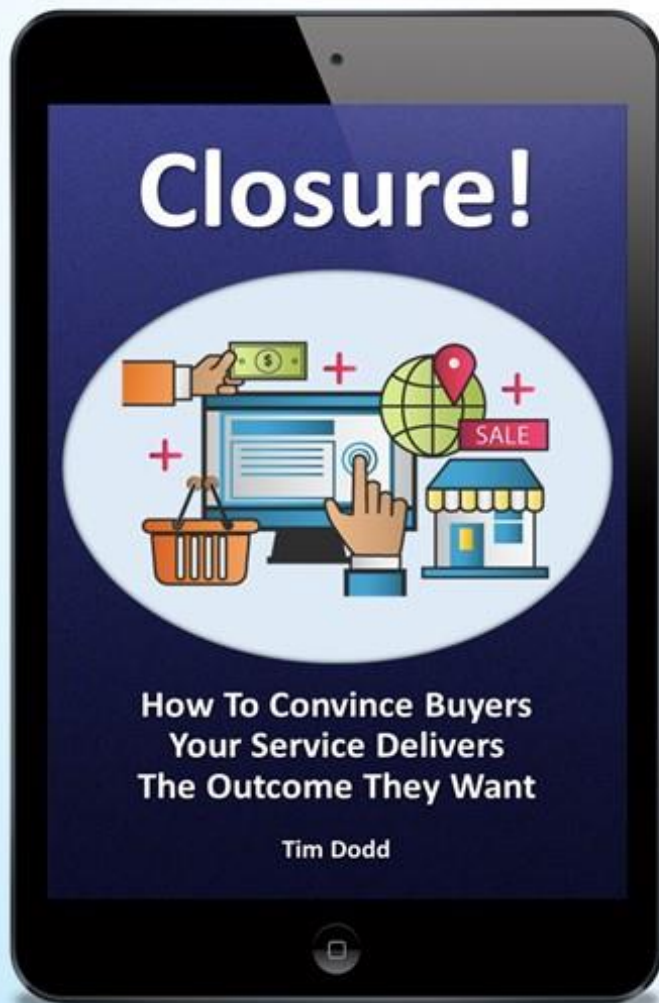
Readers Who Implement These Changes Truly Appreciate The Difference It Makes To Their Sales!

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

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