



From Bitten Nails To Easy Sales

Strategy #12

How to Create and Cash-in With
Easy To Deliver Group Coaching

Tim Dodd

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From Bitten Nails To Easy Sales!

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Training Notes



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Introduction

When you're thinking about what sort of giveaway to create in order to build a list and generate sales on the backend, you'll want to consider types that have the following characteristics:

1. Those that have a high perceived value. This will help attract more subscribers and prospects.
2. Those that solve part of your prospect's problem. This creates satisfaction in your prospect in that they got a partial solution, and yet it gives you the opportunity to sell something else on the backend.
3. Those that establish you as an expert in your field. This is especially important if you're selling something like coaching or information products.

Here's a giveaway that possesses all three of these characteristics: a group coaching session (AKA question and answer session).

This sort of giveaway works particularly well when you want to sell coaching services, as it gives your prospects an enticing taste of the good quality of information you can offer them. It also works great if you're selling any other type of information product on the backend, as it demonstrates to prospects that you're able to provide high-quality answers that solve problems.

As you can see, there are some really good reasons why you should offer a coaching session as a giveaway. That's why you're about to discover how to both create and cash in with this product.

Take a look...

Section 1: Create

As always, the first thing you need to do is decide what you're going to sell on the backend of this giveaway. While you can sell anything that's highly related to the coaching session, as mentioned above, you'll find that it's particularly effective when you're selling information products or coaching. That way, you can tailor the coaching session in a way that highlights your expertise and helps you sell the

product or coaching on the backend.

So, pick your offer first. Then follow these steps for creating your coaching session...

NOTE: *For the purposes of this lesson, we're going to focus on creating a group coaching Q/A (question/answer) session in text format (such as a downloadable PDF or even delivered by email). Sure, you can create "live" group-coaching sessions on a webinar platform and then redistribute the replays or recordings as a giveaway. However, for this lesson we'll focus on text-based coaching sessions, as it's a simpler process that doesn't require you to find a platform, fill your webinar with participants, edit a video, etc.*

Let's begin...

Step 1: Choose Your Focus

Once you know what you're going to sell on the backend, then your next task is to choose a focus for your Q/A (question/answer) session that is closely related to this offer. Indeed, the Q/A session should naturally lead to your paid offer.

NOTE: *The reason you're able to tightly focus your group coaching session is because you are going to select which questions to answer. In other words, only questions and answers which support your backend offer will appear in your document. This is another reason to do a text-based coaching session, as you retain full control over the final product.*

Now, what you want to do is field questions that do one or more of the following:

- Give people an overview of the topic of the paid offer. You can then sell the product as a way for your prospects to get the in-depth details they need to carry out a process or achieve a goal.

For example, if you're selling a course on how to get web traffic, then you might answer questions about each of the major traffic methods covered in the course (SEO, paid advertising, blogging, guest blogging, social media marketing, email marketing, etc.).

- Provide tips on the same topic as the paid offer. You can then promote the product or coaching as a way to get more details.

For example, if you're selling weight-loss coaching, then your questions and answers might focus on exercise and nutrition tips.

- Offer in-depth instruction on ONE part of a process. You can then offer a paid product or coaching to help people with the second part of the process.

Let's suppose you're selling coaching on how to start up an online information product business. Your group coaching session may focus on the first step, such as picking a niche.

Once you select the overall topic that will naturally lead to your paid offer, then move onto the next step...

Step 2: Collect Your Questions

As mentioned, you're going to retain tight control of which questions you answer. That way, not only does your coaching session lead to the paid offer, but you can also ensure that you're creating a high-quality, in-demand product.

With that in mind, here's how to collect questions that you can answer for your Q/A session:

Get Questions From Prospects

One of the most obvious ways to collect questions for your session is to ask your prospects to submit their questions to you. You can do this by:

- Asking your newsletter readers to submit questions.
- Requesting submissions from your blog.
- Soliciting questions on social media or other community.

For best results, be clear about the topic of the coaching session so that you don't get unrelated questions. You may even provide a sample question to give prospects an idea of what sort of questions you're looking for.

Check Popular Paid Products

The idea here is to go to a site like ClickBank.com, search for your niche keywords in the marketplace, and find out what topics are bestsellers in your niche. If people are

paying for a particular type of information, then you know they'll be all over your offer if you distribute this information for free.

For example, let's suppose your coaching session is going to focus on nutrition tips for weight loss. And let's suppose you see that there are a plenty of bestselling weight-loss products that are focused on "getting rid of belly fat." That tells you that the topic is popular, so it's something to include in your coaching session. **e.g.** you might have a question such as, "How many calories do you need to eat to get rid of stubborn belly fat?"

Search for FAQs

Another way to help you brainstorm questions is by searching for FAQ (frequently asked question) files in your niche. You can go to Google and search for your topic alongside the search term "FAQ" or even "frequently asked questions."

For example:

- Organic pest control FAQ.
- Copywriting frequently asked questions.
- Competitive bodybuilding FAQ.

Next...

Check Popular Topics

Another way to come up with questions is by checking out what sort of topics are popular on blogs, social media and other communities in your niche. Here's how you do it:

- Blogs. You can find your competitor's blogs by searching for your topic's main keywords alongside the word "blog." Then check which topics are consistently popular across blogs. In most cases, you'll need to determine popularity by interaction, such as the number of people who commented on the post and/or shared it on social media. Which brings us to the next idea...
- Social media. Another place to gather questions is by checking out what topics and questions are popular on social media. In particular, check out Facebook Groups in your niche, as this will allow you to see what types of questions come up repeatedly over time (which is an indication that people are hungry for that particular type of information).

- Q/A communities. Still another way to get ideas for questions is by checking Q/A sites such as Quora.com and JustAnswer.com. If you see similar types of questions coming up repeatedly across these sites, that's a clue that the topic is popular.

Next...

Use Keyword Tools

Still another way to find out what sort of information people want in your niche is by using a keyword tool. Simply plug in your topic's keywords, and then check out the actual searches people in your niche are performing.

For example, if you entered in "organic pest control" as a search string, you might discover that quite a few people are searching for information about how to make homemade organic pest control sprays to combat aphids.

Step 3: Create Your Questions and Answer Them

If you do all the research as outlined above, then you'll have plenty of topic IDEAS... but they may not necessarily be phrased in the form of a question yet. As such, the next thing you need to do is turn these topics into questions.

Remember, even though you may have solicited questions from your prospects, that doesn't mean you need to answer every one of them. And even if you do answer some of them, you don't need to answer them exactly as they were written. You have full editorial control over this process, meaning you can tweak the questions in a way that allows you to control the flow of the answer (with the "flow" eventually leading to your paid offer).

What do I mean by creating a "flow" towards the paid product?

It means your questions should give you the opportunity to provide answers that naturally start planting seeds for the paid product.

Let me give you an example...

Let's suppose you're selling a diet guide that focuses on low-to-moderate carb nutrition to get results. You might include a question in your session such as: "What is the best type of diet for safe and effective weight loss?" You can then answer the question and give reasons why low or moderate carb diets work the best. This plants a seed that the reader should look for this type of diet, so they'll already be primed when you promote your offer at the end of the session.

So as you can see, including a sort of generic “What is the best _____” question lets you plant a seed for your paid offer. For example:

- What is the best way for beginners to get traffic to their websites?
- What is the best low-risk way to save for retirement?
- What is the best way to get rid of aphids organically?

The second thing you’ll want to do within this group-coaching session is to answer a question that really showcases your expertise. To do this, think about one of the BEST tips you have in your niche (preferably something that very few others talk about). Then think up a question that will allow you to share that unique tip.

For example, let’s suppose you have a really good sales letter trick that you use to boost your conversion rate. You can simply phrase a question such as, “What is your best secret for boosting conversion rates?” This then gives you the opportunity to share your little-known trick.

Another example: let’s suppose you want to sell some type of software or app, such as a social media management tool. You might phrase a question that allows you to sell that tool. **e.g.** “What is your favourite social media and why?”

Another example: if you want to sell coaching, then you need to not only showcase your expertise, but you also want to show that you can provide custom answers. So, you might present a “custom” question (but one that’s likely to apply to a broad swath of your audience).

For this example, let’s suppose you’re talking about traffic-generation strategies. And let’s suppose you know that a good chunk of your market is just starting out, so they don’t have a whole lot of money to spend on advertising. You might phrase a question to directly appeal to your audience like this: “I’m just getting started out with my online business. A lot of guides suggest I use paid advertising to start getting traffic, but I don’t have much of an ad budget. What can I do to bring in targeted traffic on a shoestring budget?”

Still another approach that helps you showcase your expertise is to list how to avoid mistakes. And once again, you can create a question that lets you list mistakes.

e.g. “What are the top three mistakes people make when trying to lose weight?”

All in all, you want to present anywhere from about five to ten questions. This gives you the opportunity to answer a range of questions that showcase your experience, and make the end product a decent length whilst still being easily consumable.

So, to recap, you want to phrase your questions (and the Q/A session as a whole) with these goals in mind:

- You want to plant a seed for your paid offer. Ideally, one of your answers should present your paid offer as the solution to the prospect's problem (even if you don't yet NAME your paid offer).
- You want to showcase your expertise. People generally buy from those they know, like and trust. You'll begin to develop that trust if you answer the questions thoughtfully and thoroughly. When people see what sort of high-quality information you offer in this group coaching session, they'll be eager to find out what sort of information you offer in your paid products or coaching services.
- You want to present some unique information. This doesn't mean every answer needs to include information that's never been seen before. Instead, all you need to do is present at least ONE good piece of information that's likely to be new to your audience. They'll be impressed, which will make them eager to get their hands on more of your products or other offers.

With these things in mind, let's now take a closer look at how to cash in with your group-coaching session...

Section 2: Cash In

As you've seen, you can construct your questions in a way to naturally lead to your paid offer. You can then promote this offer in two places:

1. Within a related question.
2. At the end of the Q/A session.

Let's look at these separately....

Promoting Within a Question

As you've discovered, you can phrase questions in a way that enable you to promote your product or service. Let me give you some more examples of how this works:

Question: *What do you look for in a third-party email service provider?*

Answer: *[Insert answer that discusses what characteristics to look for, such as reliability, good reputation, built-in stats, templates, etc.]. If you'd like to see an example of an email service provider that meets all these qualifications and is the one I use and recommend, check out [GetResponse.com](#).*

Another example...

Question: *What's the quickest and most affordable way to create content?*

Answer: *If you do all the content creation yourself, then it's going to take a lot of time. If you hire someone else to do it, then it's going to take a lot of money.*

So, here's a solution: purchase high-quality PLR.

This is a great solution because private label rights content costs just a fraction of what you'd pay if you hired a ghost-writer. And time-wise, it takes minutes to tweak private label rights content... versus the hours, days or weeks it takes you to create content from scratch.

Of course the key is to choose high-quality PLR from a reputable vendor.

In the examples above, we directly promoted the offer right within the question. Depending on what you're promoting, you may plant a seed within the question. That is, you start leading people towards your paid offer, even if you don't necessarily name it yet. *For example:*

Question: *What is the best way to get joint venture partners?*

Answer: *A lot of marketers make the mistake of approaching "cold" partners. If someone has never heard of you – and if they can't even find out anything about you online – you can bet they're not going to be rushing to do joint ventures with you.*

So, here's the secret: ideally, you need to develop relationships with a potential partner. At the very least, you need to at least get on your potential partner's radar. This means they should recognize your name and know who you are BEFORE you ever approach them.

This seed planting is then harvested at the end of the document, where you pitch an information product that promises to share the secrets of landing the super affiliates and other top joint venture partners in any niche.

Which brings us to the final point...

Promoting at the End

The other place you can promote your offer is at the end of the coaching session. You may turn your last question/answer into a complete promo. Even though it's an obvious promo, people are going to still read it... because it looks like part of the coaching session. If you instead simply ended the Q/A session and then inserted an ad, ad blindness would take over and many people would ignore your promo.

Here are examples of how to turn the last question into a straight promotion:

- Do you have a product that can help me lose weight?
- Do you offer any coaching to help small business owners take their business to the next level?
- Can you recommend a talented copywriter who can create high-converting copy for me?
- Where else can I get more information about organic pest control?

In all cases, you can answer the question by directly advertising your product, coaching or service. Be sure to include your call to action (**e.g.** “Click here to learn more”) and a link.

Now let's wrap things up...

Conclusion

As you just discovered, offering a group-coaching or question/answer session by text is not only a great way to establish your expertise in your niche, but it's also a powerfully effective way to sell information products, tools, done-for-you services and coaching on the backend.

Your prospects will love the useful and high-quality information they receive from you, and you'll love the backend sales. So, go ahead and start compiling and answering your questions today. Because the sooner you do, the sooner you'll see why this is such an in-demand and profitable giveaway!

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own group coaching program 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.

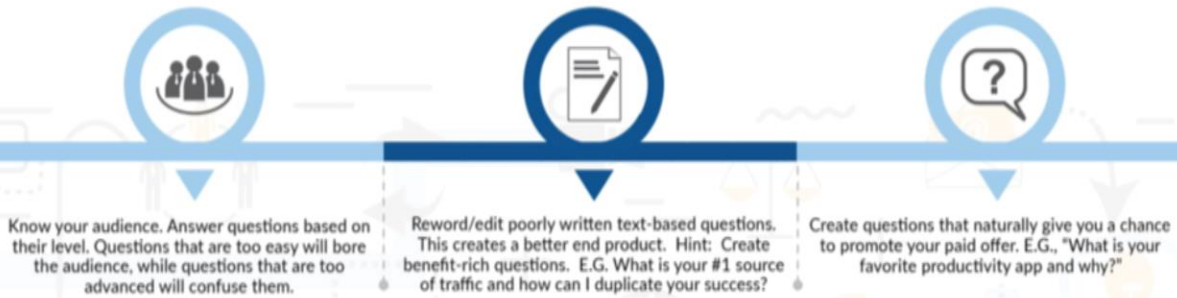
I guarantee you'll be delighted that you did!

Appendix – Group Coaching Planner

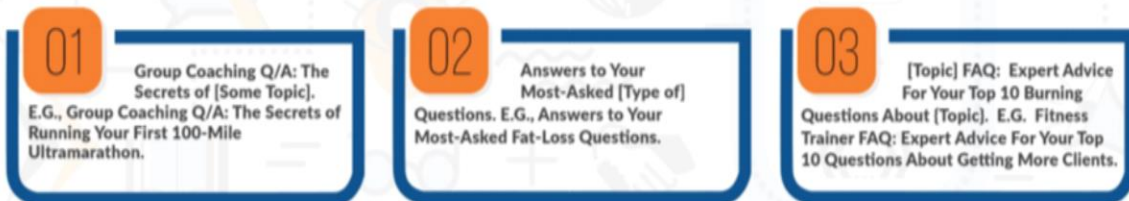
THE GROUP COACHING PLANNER

GROUP COACHING (Q/A SESSIONS) CARRY A HIGH PERCEIVED VALUE AND REALLY SHOWCASE YOUR EXPERTISE, BOTH OF WHICH LEAD TO A HIGH CONVERSION RATE ON THE BACKEND.

TIPS AND SHORTCUTS



TITLING TEMPLATES



FREQUENTLY ASKED QUESTIONS AND ANSWERS



- Q. How do you determine what your audience wants?**
A. Find out what they're already asking. Search forums, social media groups (IE Facebook), and other online communities for the questions your audience is currently asking or historically asks. Pay attention to "hot threads" with lots of comments and discussion.
- Q. How do you add value to a Q/A session?**
A. Check out these ideas:
- Offer tools to help prospects take action.
 - Provide graphics or illustrations to help explain concepts.
 - Consider offering video clips to demonstrate tasks.
- Q. What is the best way to sell on the backend of a Q/A session?**
A. Finish out with a final question of, "What is your recommended resource for...?" This leads nicely into a pitch for your product.

STEPS:



OFFER YOUR BEST SECRETS AND TIPS DURING A COACHING SESSION. THIS IS ESPECIALLY IMPORTANT IF YOU'RE SELLING INFORMATION PRODUCTS OR COACHING ON THE BACKEND.

[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.

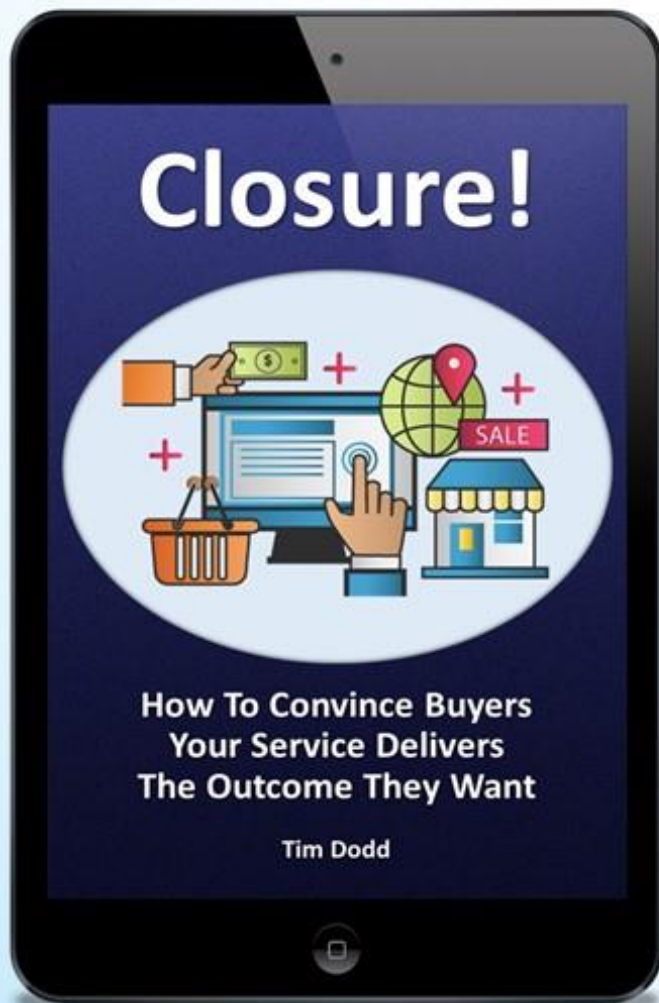
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

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