



# **MAGNETIC COPY** **MASTERY**

**THE SMALL BUSINESS OWNERS COPYWRITING GUIDE TO  
WRITING POWERFUL COPY THAT CONVERTS**

Module 2: Copywriting Templates and Resources

**LETHIA OWENS**  
**MARKET DOMINATION STRATEGIST**

# Welcome

*"Copy is a direct conversation with the consumer."  
– Lethia Owens*

Today, in our digital world of visual content and immediacy, the ability to rise above the noise with compelling, powerful and relevant content is as important to businesses as ever. Magnetic copywriting is essential for communicating the value of your company's offering to potential customers. Content drives online marketing and sales, and copywriting is at the core of all content, whether it's a long-form sales page or a 140-character tweet.

Magnetic copy can make a significant difference in your sales and online conversions, while boring and mediocre writing can sabotage your marketing efforts. You could hire a cheap virtual assistant to write your copy but you get what you pay for and your brand is far too important to entrust your message to someone who doesn't get you, your customers or your offerings. Companies that understand the importance of copywriting hire professional copywriters, but copywriters aren't cheap. For businesses on a tight budget, being able to write their own copy is extremely helpful.

Luckily, while copywriting is definitely a skill you need to master, it isn't nearly as difficult as it's often believed to be. Much of what goes into it isn't the actual writing, but knowing the target audience well and choosing the right words that will appeal to that audience.

With this understanding of your audience and some of the basic copywriting skills you're going to learn in this program, you can improve your existing copy and write new copy that gets better results for your business. Let's get started!

*Lethia Owens*

If you have questions about this product or would like to chat with one of our team members about branding your brilliance, monetizing your message or dominating your market, send an email to [Support@Gamechangersint.com](mailto:Support@Gamechangersint.com)



# Table Of Contents

<b>25 Product Title Templates.....</b>	<b>13</b>
Conclusion.....	19
<b>3 Product Outline Templates .....</b>	<b>20</b>
<u>Outline #1</u> : The "Step-By-Step" Outline.....	20
<u>Outline #2</u> : The "Beginner-to-Advanced-Topic" Outline.....	21
<u>Outline #3</u> : The "General Purpose" Outline.....	23
Conclusion.....	24
<b>3 Direct Response Salesletter Templates.....</b>	<b>25</b>
Sales Letter Template #1 .....	25
Sales Letter Template #2 .....	31
Sales Letter Template #3 .....	36
Conclusion.....	42
<b>10 Article Templates .....</b>	<b>43</b>
<u>Article #1</u> : The "How to" Article.....	43
<u>Article #2</u> : The "Tips" Article .....	45
<u>Article #3</u> : The "FAQ" Article .....	47
<u>Article #4</u> : The "Resources" Article .....	49
<u>Article #5</u> : The "Top Mistakes" Article.....	50
<u>Article #6</u> : The "Rant" Article .....	52
<u>Article #7</u> : The "Encyclopedia" Article.....	54
<u>Article #8</u> : The "Promotional" Article .....	55
<u>Article #9</u> : The "Press Release" Article.....	57
<u>Article #10</u> : The "Motivational" Article .....	59
Conclusion.....	61
<b>10 Blog Post Templates .....</b>	<b>62</b>
<u>Blog Post #1</u> : The "News" Post .....	62
<u>Blog Post #2</u> : The "Instructional" Post .....	64
<u>Blog Post #3</u> : The "Multi-Part" Post .....	66
<u>Blog Post #4</u> : The "Critical" Post.....	68
<u>Blog Post #5</u> : The "SEO" Post.....	70
<u>Blog Post #6</u> : The "Greatest Hits" Post .....	71
<u>Blog Post #7</u> : The "Response" Post .....	73
<u>Blog Post #9</u> : The "Product Comparison" Post .....	77
<u>Blog Post #10</u> : The "Promotional" Post .....	78

Conclusion .....	80
<b>10 Solo Mailing Templates.....</b>	<b>81</b>
Solo #1: The "Promotional" Mailing .....	81
Solo #2: The "Testimonial" Mailing .....	83
Solo #3: The "Free Report" Mailing .....	85
Solo #4: The "Discount" Mailing (for Affiliate Products) .....	86
Solo #5: The "Interview" Mailing .....	88
Solo #6: The "Reasons Why" Mailing .....	90
Solo #7: The "Teaser" Mailing .....	91
Solo #8: The "Bonus" Mailing .....	93
Solo #9: The "Case Study" Mailing.....	95
Solo #10: The "Product Review" Mailing .....	97
Conclusion.....	99
<b>3 (More) Solo Mailing Templates .....</b>	<b>100</b>
Solo #1: The "Bad Thing" Mailing .....	100
Solo #2: The "Big Benefit" Mailing .....	102
Solo #3: The "Deal" Mailing .....	104
<b>Swipe File: 101 Writing Idea Generators.....</b>	<b>107</b>
1. Answer a Frequently Asked Question .....	107
2. Share a Quote .....	107
3. Recount a News Story .....	108
4. Make a Popular Cultural Reference .....	108
5. Give a Tip .....	108
6. State the Steps Involved.....	109
7. Elaborate on an Idea .....	109
8. Compare and Contrast Two Ideas.....	109
9. Compare and Contrast Two Products .....	110
10. Review a Product .....	110
11. Insert a Video .....	110
12. Create an Infographic .....	111
13. Post a Mindmap .....	111
14. Answer Readers' Questions.....	111
15. Offer the History of Something.....	112
16. Share Your Blueprint .....	112
17. Reproduce Your Schedule.....	112
18. Post a Worksheet .....	112
19. Give Readers a Checklist.....	113
20. Quiz Your Readers .....	113
21. Survey Your Readers .....	113

22. Share a List of Resources .....	113
23. Tell a Personal Story .....	113
24. Recount a Story About Someone Else.....	114
25. Share Your Best Secret .....	114
26. Post an Excerpt From Your Product.....	114
27. Post an Excerpt From Someone Else’s Product.....	115
28. Repost a Tweet .....	115
29. Share a Facebook Post.....	115
30. Interview an Expert.....	115
31. Get an Expert as a Guest Author .....	116
32. Transcribe an Audio .....	116
33. Transcribe a Video.....	116
34. Turn Text Into Multimedia .....	116
35. Post PLR Content .....	117
36. Reply to Another Blogger’s Post .....	117
37. Make a Prediction.....	117
38. Share Your Mistakes .....	117
39. Teach a Twist .....	118
40. Give Away a Freebie .....	118
41. Reminisce About the Past.....	118
42. State a Polarizing Opinion.....	119
43. Track and Analyze Trends.....	119
44. Post a Chart .....	119
45. Do a Case Study .....	120
46. Share the Results of an Experiment .....	120
47. Get Your Readers to Submit Content.....	120
48. Summarize Complex Information .....	121
49. Provide “Cliff Notes” for Time-Consuming Information .....	121
50. Provide a Weekly Digest of Your Content .....	121
51. Provide a Weekly Digest of Other Niche Content .....	122
52. Offer a Free Critique .....	122
53. Share Industry Best Practices .....	122
54. Start a Niche-Relevant Meme.....	123
55. Admit Your Mistakes .....	123
56. Write an “Open Letter”.....	123
57. Address a Hot Topic.....	124
58. Translate Content.....	124
59. Create a Tutorial .....	124
60. Ask a Question .....	124
61. Write About an Event.....	125
62. Tell About Your Personal Life.....	125
63. Point Out an Injustice .....	125

64. Share a Big Idea .....	126
65. Play Devil’s Advocate .....	126
66. Write About a Unique Way to Use a Product.....	126
67. Profile a Fellow Marketer / Blogger / Writer.....	126
68. Comment on a Statistic.....	127
69. Highlight a Reader’s Comment .....	127
70. Debunk a Myth .....	127
71. Comment on Your Older Content .....	127
72. Invite Readers to Join a Contest.....	128
73. Admit Your Fears .....	128
74. Snap and Share Pictures .....	129
75. Distribute Customer Testimonials .....	129
76. Offer Proof .....	129
77. Introduce Yourself .....	129
78. Introduce Your Staff .....	130
79. Address the Legal Side of Your Niche .....	130
80. Do a Challenge in Real Time .....	130
81. Make a Response to a YouTube Video .....	131
82. Tell a Joke.....	131
83. Be Controversial .....	131
84. Interview Your Customers .....	131
85. Write a Press Release .....	132
86. Share Someone Else’s Press Release.....	132
87. Give Readers a Template.....	132
88. Offer an Example .....	133
89. Distribute a Calendar of Events .....	133
90. Create a Niche-Relevant Game.....	133
91. List Your Favorite Tools.....	134
92. Offer an Interesting Analogy .....	134
93. Capture a Relevant Screenshot .....	134
94. Make an Unofficial Industry Award.....	134
95. Praise a Competitor .....	135
96. Praise a Partner .....	135
97. Explain How a Product Was Created.....	135
98. Set Up a Live Webcam .....	135
99. Get Political .....	136
100. Encourage Readers to Take Action .....	136
101. Brag About Awards, Accolades and Achievements .....	136
Conclusion.....	137

<b>Swipe File: 27 Hot Buttons for Sales Writing .....</b>	<b>138</b>
1. Make the Product Scarce.....	138

2. Create Fear of Missing Out on a Good Price .....	138
3. Develop a Scarce Bonus Offer.....	139
4. Tap into a Fear of Something Bad Happening.....	139
5. Address the Desire to be Happy .....	140
6. Stoke the Desire to Get the Best .....	140
7. Create a Feeling of Exclusivity .....	140
8. Tap into the Conformity Trigger .....	141
9. Be an Authority .....	141
10. Create a Desire to be First.....	141
11. Entertain Your Prospects .....	142
12. Sell the Dream.....	142
13. Arouse Curiosity.....	142
14. Trigger Reciprocity .....	143
15. Build Trust .....	143
16. Offer Value.....	144
17. Turn Liabilities Into Assets.....	144
18. Prove Your Case.....	144
19. Reverse the Risk .....	145
20. Be Believable.....	145
21. Get Specific.....	145
22. Tap into Your Prospect's Guilt .....	145
23. Give Your Prospects "Reasons Why" .....	146
24. Justify the Purchase.....	146
25. Use the Word "Because".....	147
26. Build Rapport.....	147
27. Call Your Prospects to Action .....	147
Conclusion.....	148

**Swipe File: 52 Kinds of Blog Posts..... 149**

1. Extract Material from an Existing Paid Offer .....	149
2. Rewrite PLR Content to Create Blog Posts.....	150
3. Answer a Frequently Asked Question .....	151
4. Provide a Step-by-Step Tutorial .....	151
5. Create a List of Tips .....	152
6. Review a Niche Product or Service.....	152
7. Share Your Favorite Resources .....	153
8. Write a "Best Of" Compilation .....	153
9. Highlight a Checklist of Freebies.....	154
10. Share Your Opinion on a Comment .....	154
11. Respond to an Email.....	155
12. Share a Personal Story With Relevance .....	156
13. Explain How You Use a Resource .....	156

14. Share the Pros and Cons of an Issue.....	157
15. Choose a Side in a Popular Debate .....	158
16. Interview Someone Else.....	158
17. Post a Guest Article .....	159
18. Post Something Funny .....	160
19. Ask a Question .....	160
20. Reveal a Case Study.....	161
21. Provide Statistics and Research.....	162
21. Announce Upcoming Happenings.....	162
23. Provide an Overview of a Paid Resource .....	163
24. Offer a Week in Review .....	164
25. Explain a Concept .....	164
26. Profile a Success Story.....	165
27. Link to Another Blog Post .....	166
28. Provide a Solution to a Common Problem .....	166
29. Stir Up a “Versus” Contest.....	167
30. Share an Inspiring Story .....	167
31. Reveal a Prediction .....	168
32. Critique Something Interesting .....	168
33. Share Reasons Why.....	169
34. Write About Your Mistakes.....	169
35. Talk About Holidays, Special Events and Other News.....	170
36. Brag on Someone Else .....	170
37. Respond to Comments on Your Blog .....	171
38. Craft a “What I Learned From...” Post .....	172
39. Give Away a Freebie .....	172
40. Debunk Niche Myths .....	173
41. Talk About Universal Topics .....	174
42. Hand Out an Award .....	174
43. Share What You Do .....	175
44. Make a “Things I Like About... / Things I Hate About...” Post .....	175
45. Speak to a Specific Level of Experience or Knowledge .....	176
46. Add to a List Started by Another Blogger .....	177
47. Respond to Criticism.....	177
48. Use the Table of Contents From a How To Book.....	178
49. Share a Better, Faster or Easier Way to Do Something .....	179
50. Promote an Offer .....	180
51. Co-Author a Post.....	180
52. Go “A to Z” on a Topic .....	181
Conclusion .....	182

**Swipe File: 50 Blog Post Titles..... 183**

Conclusion .....	189
<b>Swipe File: 10 High-Read Blog Posts (With Examples) .....</b>	<b>190</b>
<u>Post #1</u> : The Step-By-Step "How To" Post .....	190
<u>Post #2</u> : The Top 10 Tips Post .....	192
<u>Post #3</u> : The News Story Post .....	193
<u>Post #4</u> : The Controversial Post .....	194
<u>Post #5</u> : The "Responding to Criticism" Post .....	195
<u>Post #6</u> : The "Top Mistakes to Avoid" Post .....	196
<u>Post #7</u> : The Resources Post .....	197
<u>Post #8</u> : The Case Study Post .....	199
<u>Post #9</u> : The Product Review Post .....	200
<u>Post #10</u> : The Direct-Sale Promotional Post .....	201
Conclusion .....	202
<b>Swipe File: 15 Ideas And Examples For Small Report Writing .....</b>	<b>203</b>
Conclusion .....	209
<b>Swipe File: 27 Ideas For Membership Sites .....</b>	<b>211</b>
Business Membership Site Ideas .....	212
1. Finding and Recruiting JV Partners .....	212
2. SEO Made Easy .....	213
3. Profiting from PPC Marketing .....	213
4. From Sell a Little to Sell a Lot .....	214
5. Polishing Press Releases .....	215
6. Getting on the Social Marketing Wave .....	215
7. "Best Posts" For Busy People .....	216
8. Discount Membership Site .....	217
9. Product Creation Workshop .....	217
10. Niche of the Week .....	218
11. Flipping Antiques on eBay .....	219
12. Flipping Websites for Fun and Profit .....	221
13. Learning the Legal Side of Business .....	221
14. Patents and Manufacturing and Distribution... Say What? .....	222
15. Starting a Business on a Shoestring Budget .....	223
Business Ideas Summary .....	224
Non-Business Membership Site Ideas .....	224
16. How to Become a Full-Time RV'er .....	225
17. Dating Secrets for Men .....	226
18. Fat Loss Secrets For [Enter Niche Here] .....	226
19. Weight Gain Secrets .....	227
20. Daily or Weekly Motivation/Inspiration .....	227

21. Law of Attraction Secrets .....	228
22. Getting Over Grief.....	229
23. Going Green Tips .....	229
24. "Do It Yourself" Car Maintenance and Repair.....	230
25. Classic Car Restoration .....	231
26. Fishing Secrets .....	231
27. How to Save Money.....	233
Non-Business Ideas Summary .....	234
Conclusion.....	234

**Swipe File: 15 Ways to Promote Offers In Content..... 236**

1. Making Sales With the Direct Pitch Article.....	236
2. Drumming Up Interest with a Case Study Article .....	238
3. Weaving Offers into "How To" Articles.....	239
4. Promoting Offers in a Tips Article .....	240
5. Promoting Products in Interview Articles .....	241
6. Creating a "Day in the Life" Article .....	242
7. Pre-Selling With the Product Review Article .....	243
8. Comparing – And Recommending – Products .....	244
9. Persuading Prospects With the Testimonial Article .....	245
10. Qualifying Prospects With the Question Article.....	247
11. Engaging Readers With the Quiz Article.....	248
12. Using the Competing Case Studies Article.....	248
13. Dropping Offers In "Top Ten" Articles.....	249
14. Pulling Prospects in With the Worksheet Article .....	251
15. Arousing Interest with the Critique Article.....	252
Conclusion.....	253

**Swipe File: 20 Opening Paragraphs..... 255**

1. Tell 'Em What You're Going to Tell 'Em.....	255
2. Pose a Question.....	256
3. Share a Statistic .....	257
4. Offer a Quote .....	258
5. Provide an Anecdote.....	259
6. Tell Someone Else's Story .....	259
7. Recap a News Story .....	260
8. Get Them Thinking.....	261
9. Remind Them of Their Pain.....	261
10. Define a Term.....	262
11. Get Readers to Self-Qualify .....	263
12. Be Controversial or Shocking .....	263
13. Share the Benefits.....	264

14. Start With a Bang.....	264
15. Provide an Analogy or Metaphor.....	265
16. Inject Humor.....	266
17. Quiz Your Reader.....	266
18. Ask a Rhetorical Question.....	267
19. Tell Your Readers They're Wrong.....	268
20. Show Some Attitude.....	269
Conclusion.....	269

**Swipe File: 20 Closing Paragraphs..... 271**

1. Summarize the Article.....	271
2. Encourage Readers to Take Action.....	272
3. End With a Quote.....	273
4. Touch on the Last Point.....	274
5. Restate the Main Goal or Theme.....	274
6. Wrap Up With a Motivational Message.....	275
7. Leave a Parting Tip.....	276
8. Mention a Common Mistake.....	276
9. Do a Play on Words.....	277
10. List the "Do's and Don'ts".....	278
11. Give an Opposing View.....	279
12. Be Helpful.....	280
13. Offer a Story.....	281
14. Surprise or Shock the Reader.....	281
15. Challenge the Reader.....	282
16. Arouse Curiosity.....	283
17. Fill in the Gaps.....	284
18. Quiz Your Readers.....	284
19. Make a Cultural Reference.....	285
20. Congratulate the Reader.....	286
Conclusion.....	286

**Case Study: How To Turn Bullet Points Into Infoproduct Ideas..... 288**

**Picking the Right Sales Letters..... 289**

Visit the Experts' Websites.....	289
Use Google.....	290
Search Marketplaces.....	291
Subscribe to Blogs and Newsletters.....	291
Follow Popular Marketers on Social Media.....	291

**Plucking Product Ideas Out of Sales Letters..... 292**

<u>Case Study: Generating Product Ideas From Traffic-Fuel.com.....</u>	<u>293</u>
--	------------

**Conclusion.....301**

**Case Study: Copywriting Questionnaire.....303**

**Case Study: 20 Article Openings (With Examples).....306**

**Checklist: How to Create An Information Product .....314**

    Research Competing Products .....314

    Create Your Outline.....315

**Checklist: How to Write A Salesletter .....317**

    Before You Write... .....317

    Writing the Sales Letter .....317

    Headline.....317

    Opener .....318

    State the Benefits.....319

    Offer Proof .....319

    List the Price.....320

    Guarantee .....321

    Bonuses .....321

    Call to Action .....321

    P.S. ....322

    Other.....323

**Checklist: How to Write An Ezine Article .....324**

## 25 Product Title Templates

The title of your blog post, article, report, ebook or other content is considered one of the most important parts of the entire piece. And that's because if the title doesn't catch the reader's eye and get his attention, he's not even going to read your content.

That's why your title needs to lead off with a bang.

It needs to share benefits, arouse curiosity and/or give your audience a reason to keep reading.

That would be a tall order if you were left to your own devices, struggling to come up with a title. But because you have this report, you don't have to worry about struggling –

**All you have to do is fill in the blanks on the following 25 titles to come up with your perfect title!**

Check these templates out... tweak them... and make them yours.

### 1. How to Beat These [Number] Common [Type] Fears

Examples:

- How to Beat These Three Common Public-Speaking Fears
- How to Beat These Five Common Air-Travel Fears

### 2. The Art of [Doing Some Specific Thing]

Examples:

- The Art of Writing a Profitable Sales Letter
- The Art of Raising a Toy Poodle

### **3. [Number] [News Stories/Studies] to Help You [Get Desired Results]**

Examples:

- 10 Research Studies to Help You Lose Weight
- Five News Stories to Restore Your Faith in Your Fellow Humans

### **4. How to [Get a Desired Result] With [Some Specific Item]**

Examples:

- How to Lose Weight With Cinnamon
- How to Restore Your Old Furniture With Spray Paint

### **5. How to [Get a Desired Result] Without [Some Specific Item]**

Examples:

- How to Land a Great Job Without a College Degree
- How to Make a Delicious Lasagna Without All the Calories

### **6. How an Unknown [Type of Person] [Did Some Extraordinary Thing]**

Examples:

- How an Unknown Farmer Became an Online Multi-Millionaire
- How an Unknown Writer Created the Most Thought-Provoking Book of the Past Decade

## **7. The [Comprehensive/Ulimate/Total] Guide to [Getting Some Result]**

Examples:

- The Comprehensive Guide to Protecting Your Website From Hackers
- The Ultimate Guide to Training for an Ultra-Marathon

## **8. The Secret of [Getting a Result] – Using Only [One Specific Item]**

Examples:

- The Secret of Getting a Show-Car Finish – Using Only One Type of Wax
- The Secret of Getting Beach-Ready Abs – Using Only One Easy Exercise

## **9. The [Number]-Step Surefire Blueprint for [Getting a Specific Result]**

Examples:

- The Five-Step Surefire Blueprint for Enjoying a Pest-Free Organic Garden
- The Seven-Step Surefire Blueprint for Starting Your Own Profitable Business

## **10. [Number] [Type] Tactics Every [Type of Person] Ought to Know**

Examples:

- Three Interview Tactics Everyone Who's Seeking a Job Ought to Know
- 27 Persuasion Tactics Every Copywriter Ought to Know

### **11. [Number] [Surprising/Startling/Amazing] Ways to [Get a Result]**

Examples:

- Five Surprising Ways to Improve Your Golf Score
- 10 Startling Ways to Look 10 Years Younger

### **12. [Number] Surprising Tricks the Expert Use to [Get a Result]**

Examples:

- 10 Surprising Tricks the Experts Use to Boost Their Website Conversion Rates
- Five Surprising Tricks the Experts Use to Get Ripped Before a Bodybuilding Competition

### **13. What [a Surprising Person or Thing] Can Teach You About [Some Niche Relevant Thing]**

Examples:

- What a Seven-Year-Old Girl With Leukemia Can Teach You About Living a Better Life
- What Lady Gaga Can Teach You About Boosting Your Business Profits

### **14. [Get a Benefit] and [Get Another Benefit] by [Doing This Specific Thing]**

Examples:

- Look Slimmer and Feel Better By Eating This Amazing Super Food
- Impress Your Friends and Surprise Your Taste Buds by Cooking This Simple Meal

### **15. Need [Some Desirable Thing]? Try [This Particular, Often Surprising, Tactic]...**

Examples:

- Need More Traffic to Your Website? Try Going Offline...
- Need Whiter Teeth? Try Using Baking Soda and This Other Common Household Item...

### **16. How to Uncover the [Benefit] That Lies Hidden [In Some Place]**

Examples:

- How to Uncover the Amazing Creativity That Lies Hidden In Your Brain
- How to Uncover the Big Profits That Lie Hidden In Your Basement, Attic and Garage

### **17. [Number] Quick and Easy Ways to [Get a Benefit]**

Examples:

- Three Quick and Easy Ways to Improve Your Putting
- Seven Quick and Easy Ways to Get Flatter Abs

### **18. How to [Do Some Process] Like [Some Type of Niche Professional or Expert]**

Examples:

- How to Clip a Poodle Like a Trophy-Winning Groomer
- How to Write a Novel Like a Bestselling Author

## **19. Why So Many People Are [Rejecting/Dumping] [Common Resource] in Favor of [Alternative Resource] – And Why You Should Too**

Examples:

- Why So Many People are Rejecting Static Websites in Favor of Dynamic Platforms – And Why You Should Too
- Why so Many People are Dumping All Other Whey Proteins in Favor of Optimum Gold Standard Whey Protein – And Why You Should Too

## **20. [Number] Useful [Type of] Tools and Resources You Can't Live Without**

Examples:

- 17 Useful Web-Building Tools and Resources You Can't Live Without
- Five Useful Gardening Tools You Can't Live Without

## **21. The #1 Reason [Type of Person] Fail**

Examples:

- The #1 Reason New Business Owners Fail – And How to Avoid Making This Same Mistake
- The #1 Reason Basketball Players Can't Make Free Throws

## **22. The Quick and Dirty Way to [Get a Benefit] Even If [You Don't Have Some Specific Thing]**

Examples:

- The Quick and Dirty Way to Start Making Money Online Even if You Don't Have a Website
- The Quick and Dirty Way to Lose Weight – Even if You Don't Have Any Willpower

### **23. [Number] [Type of] Mistakes Almost Every Beginner [Type of Person] Makes**

Examples:

- 10 Copywriting Mistakes Almost Every Beginning Marketer Makes
- Five Driving Mistakes Almost Every Beginning Golfer Makes

### **24. Here's What You Don't Know About [Topic]**

Examples:

- Here's What You Don't Know About Successfully Training for a Marathon
- Here's What You Don't Know About Getting a Great Deal on a New Car

### **25. [Number] Proven Strategies for [Getting a Result]**

Examples:

- 15 Proven Strategies for Improving Your Website's Usability
- Seven Proven Strategies for Writing Content That Keeps Your Readers Hanging on Your Every Word

## **Conclusion**

There you have it – 25 templates you can use to create titles for all your content. To make sure you get the perfect title for your most important projects, play around with all these templates until you create the best title. You'll be glad you did!

## 3 Product Outline Templates

Here's a secret:

**The key to creating a great product starts with you creating a great outline.**

Think about it.

If you don't start out with a great outline, then your product is going to swerve all over the place. It's going to ramble.

If you're lucky, your product will sooner or later make good and useful points for your readers. But if you didn't create a good outline first, you probably won't remember all the points you wanted to make. And that just hurts your readers.

Fortunately, creating an outline isn't hard.

It's just a matter of sitting down and doing some brainstorming before you write even one word of your product. And I'm going to make this step really easy by providing you with three outline templates. Read on...

### Outline #1: The "Step-By-Step" Outline

This is an outline you'd use if you were creating a "how to" product with a step-by-step format.

Example: "How to Train a Dog in Five Easy Steps" or "How to Create a Sales Letter in 10 Steps."

Here's a template...

- A. Introduction
- B. Step 1: [insert description of this step]
  - 1. Insert sub-steps as needed. For example:
    - a. Step 1.1 [Insert description of this step.]
    - b. Step 1.2 [Insert description of this step.]
    - c. Step 1.3 [Insert description of this step.]
    - d. [Insert any other steps here.]
  - 2. Insert tips for completing [step 1] more successfully
  - 3. Insert any warnings about [step 1]

4. Recap [step 1]
- C. Step 2: [insert description of this step]
  1. Insert sub-steps as needed. For example:
    - a. Step 2.1 [Insert description of this step.]
    - b. Step 2.2 [Insert description of this step.]
    - c. Step 2.3 [Insert description of this step.]
    - d. [Insert any other required sub-steps here.]
  2. Insert tips for completing [step 2] more successfully
  3. Insert any warnings about [step 2]
  4. Recap [step 2]
- D. Step 3: [insert description of this step]
  1. Insert sub-steps as needed. For example:
    - a. Step 3.1 [Insert description of this step.]
    - b. Step 3.2 [Insert description of this step.]
    - c. Step 3.3 [Insert description of this step.]
  2. Insert tips for completing [step 3] more successfully
  3. Insert any warnings about [step 3]
  4. Recap [step 3]
- E. [Insert any other steps here]
- F. Resources [list any resources that may be helpful to readers]
- G. Conclusion [Recap all the steps and encourage people to take action on what they've just learned]

## Outline #2: The “Beginner-to-Advanced-Topic” Outline

Sometimes you may be creating a book or other product where you're not sharing step-by-step instructions for just one topic. Instead, you may be sharing information (including step-by-step info) on multiple topics.

Example: A book about traffic generation may include topics such as search engine optimization, social media marketing, blogging, media buys and other topics.

In this case, you can order your topics from beginning topics to more advanced topics within your outline. Here's a template for your outline...

- A. Introduction [Insert overview of product]
- B. [Insert least-advanced topic here]
  - 1. Introduction to [topic 1].
  - 2. Insert step-by-step instructions:
    - a. Step 1 [Description of step]
    - b. Step 2 [Description of step]
    - c. Step 3 [Description of step]
    - d. [Insert other steps]
  - 3. Offer any related tips and warnings.
  - 4. Recap the high points of this section.
- C. [Insert next topic here - more advanced than the last]
  - 1. Introduction to [topic 2].
  - 2. Insert step-by-step instructions:
    - a. Step 1 [Description of step]
    - b. Step 2 [Description of step]
    - c. Step 3 [Description of step]
    - d. [Insert other steps]
  - 3. Offer any related tips and warnings.
  - 4. Recap the high points of this section.
- D. [Insert next topic here - more advanced than the last]
  - 1. Introduction to [topic 3].
  - 2. Insert step-by-step instructions:
    - a. Step 1 [Description of step]
    - b. Step 2 [Description of step]

- c. Step 3 [Description of step]
  - d. [Insert other steps]
- 3. Offer any related tips and warnings.
- 4. Recap the high points of this section.
- E. [Insert more advanced topic here]
  - 1. Introduction to [topic 4].
  - 2. Insert step-by-step instructions:
    - a. Step 1 [Description of step]
    - b. Step 2 [Description of step]
    - c. Step 3 [Description of step]
    - d. [Insert other steps]
  - 3. Offer any related tips and warnings.
  - 4. Recap the high points of this section.
- F. [Insert any other advanced topics as needed]
- G. Conclusion [Insert recap of all the topics; encourage readers to take action]

## Outline #3: The “General Purpose” Outline

You can use this outline if the other two really don't fit your product. Generally, you'll order your topics in chronological order.

Or if that doesn't apply – and neither does the “beginner to advanced” order – then choose an order that you feel best serves your readers.

Here's a template...

- A. Introduction [Insert overview of the topics]
- B. [Insert Topic 1]
  - 1. Introduction to [topic 1].
  - 2. History of topic.
  - 3. How [topic 1] is relevant or useful to readers.
  - 4. Tips readers can use to make [topic 1] even more useful to them.

C. [Insert Topic 2]

1. Introduction to [topic 2].
2. History of [topic 2].
3. How [topic 2] is relevant or useful to readers.
4. Tips readers can use to make [topic 2] even more useful to them.

D. [Insert Topic 3]

1. Introduction to [topic 3].
2. History of [topic 3].
3. How [topic 3] is relevant or useful to readers.
4. Tips readers can use to make [topic 3] even more useful to them.

E. [Insert any other necessary topics]

F. Conclusion [Recap topics and encourage people to take action.]

## Conclusion

You just received three templates to help you create the outline for your next product.

Simple enough, right?

I'd even go so far as to call these outlines deceptively simple. That's because a good outline goes a long way in creating a great product.

So spend a few minutes brainstorming your next product with the help of these outlines – you might even surprise yourself!

## 3 Direct Response Salesletter Templates

Your product is done. You've worked out your marketing plan. Now there's just one thing left for you to do...

Write the sales letter.

Except you're exhausted. You've likely spent long night after long night finishing your product. And so writing a sales letter sounds like a lot of work. (It is.) And hiring someone else to write it sounds expensive. (Right again.)

Good news –

**Now you can save yourself both time and money by using the following three templates to quickly and easily create your sales letter yourself.**

All you have to do is insert information where indicated by the brackets – and boom, your letter will be finished in a matter of minutes.

Take a look...

### Sales Letter Template #1

This letter is great for niches where people have tried to master something but they keep failing or otherwise not seeing the success they had hoped for.

Examples include products to help people start a business or lose weight.

-----

**“[Large Number] of [Certain Types of People/Niche Members] Will [Try to Get Some Benefit]. Very Few Succeed. Will You Be One of the Lucky Ones?”**

**Everyone Who's Ever [Gotten a Specific Benefit] Know These [Type of] Secrets. And Now You Can Discover Them Too...**

Dear [Niche Member/Friend],

It's depressing, isn't it?

Even though [large number] of [types of people] will start [trying to get a benefit] this year, very few will succeed.

Some people will [describe how some will get a little success]. A few others will enjoy [describe another success]. But nearly everyone else will [describe how this group will fail].

Maybe it's even happened to you already. You start to [try to get a specific benefit], but you end up [getting undesirable result] instead. Or perhaps you [try to obtain another benefit or result], but [describe how this turns out poorly too].

It's frustrating. It's humiliating. It's exhausting. And sometimes it feels like no matter [how much time you spend/how many times you try/what you do], you're just never going to [get a specific benefit].

Listen, if you've ever felt like this, let just reassure you that you're not the only one. And let me also tell you that it's not your fault if you've [tried and failed before].

You see, the reason why you [can't get a desirable result] is because [describe why people fail – e.g., the teachers are giving bad information, the product isn't designed for you, etc]. I mean think about it: [give further elaboration on why it's not the prospect's fault]. After all...

**If [you had some specific advantage] like everyone else,  
then [you'd get a fantastic result too]...**

Ahh, to be so lucky.

But you weren't born with [some specific trait or characteristic that most people think they need to succeed in this niche]. You don't have [some other trait, characteristic, skill, knowledge, experience or possession that people think they need to succeed]. You probably don't even have [some other assumed prerequisite experience, skill, etc].

So it's no wonder that [those other specific types of products] didn't [give you the specific results] you wanted. It's no wonder that everyone else makes it look so easy, while you struggle to [describe how the prospect struggles].

Until now, that is.

Introducing [Name of Product] – the first [type of product] to [do something or have some specific benefit that the other competition products don't do/don't have]!

**That's right, now you too [can get a specific benefit],  
even if [you don't have some special skill, knowledge,  
experience or possession]!**

It seems a little hard to believe, doesn't it? After all, you've tried to [get a specific result or benefit] before, but you're not really any better off than before. So it feels like too much to hope for to believe that this [type of product] really could be the solution to [specific big problem].

But this [type of product] is unlike any you've ever tried before. That's because [describe briefly how this product is different]. And in just minutes from now you'll:

- Discover the ultimate secret of [getting a specific benefit] – you simply can't fail once you know this!
- A surefire way to [get another benefit].
- Plus you'll even get [another benefit], quicker and easier than you ever thought possible!

I know, these sound like bold claims. But I've used these strategies to [get a specific benefit]. I've shared these same strategies with countless other [types of niche members] so that they could [get a specific result]. And I know these little-known [niche topic] secrets will work for you too.

But you don't have to take my word for it. Instead, just look at the proof:

[Insert proof like a video, before and after photos,  
screenshots, a couple strong testimonials  
or something else that specifically proves what you're saying]

Now it's your turn to get results...

## Are YOU Ready to [Get a Specific Benefit]?

Here's a sneak peek at what you get when you order now:

- You'll find out a deceptively simple way to [get a benefit]!
- You'll discover what [one seemingly unrelated item] has to do with you [getting a big benefit]!
- WARNING: Don't even think of [trying to get some specific benefit] until you learn how [someone or something] can sabotage [your results]!
- How to quickly and easily [get a benefit], without [getting some other common yet undesirable side effect]!
- You'll discover what the [niche] insiders know about [getting a specific benefit]!
- Are you making any of these [number] [niche topic] mistakes? Find out on page [number] – you might be surprised!
- You'll find out how to avoid [getting a bad result] – never again will you [endure the emotional bad feelings associated with this bad result]!
- You'll learn a simple [number]-step strategy for [getting a good result] – it's easier than you think!
- You'll get a surefire strategy for [getting a benefit] – you're gonna love this!
- Plus you'll even find out how to [get a specific benefit] in just [insert time frame] – you'll even amaze yourself with this neat little trick!

And much, much more. By the time you're finished [reading / reviewing / viewing / listening to] [Name of Product], you'll know everything you need to know about [getting a specific benefit] – guaranteed!

Take a look at what others are saying about [Name of Product]:

[Insert your strong, results-driven testimonials]

If [name of product] works so well for these folks, just imagine what it can do for YOU!

Now, I know you're excited about finally [getting a big benefit]. But I also what you're thinking...

## How Much?

You've seen those other [types of products] that cost [some large amount], [a slightly larger amount of money] or even [a larger amount of money]. And so you're probably thinking that you're going to have to invest at least [\$] in order to [get this course/download this manual/etc].

Tell you what, it's worth twice the price as those other [types of products], simply because [insert primary reason why this product is better than the other products]. But you don't have to pay [\$]. You don't have to pay [smaller amount of money]. You don't even have to pay [still a smaller amount of money].

Because if you act now, your total investment is just [\$].

You know this is a good deal. If you [bought another more expensive alternative, like a "personal trainer"], you'd be paying at least [\$x]. And you wouldn't even get [some specific benefit].

Isn't [getting some specific benefit] worth at least [\$] to you? Of course it is. And that's why you need to click here [insert link] to order your copy now before this introductory price disappears.

Still on the fence? Still not convinced that this is the absolute best way to [get a specific benefit]? Then let me sweeten the pot...

## Act Now and You'll Also Get [Bonus Product] Absolutely FREE!

This [report / video / manual / guide / course / software / other product] will [give the prospects a big benefit]. Plus:

- You'll find out how to [get a specific benefit] without [having some special skill or qualification]!
- You'll how to [get a benefit] the "paint by numbers" way – it's easy!

- You'll discover the top [number] [niche] mistakes and how to avoid them – this will save you loads of [time/money/grief/etc]!

And much more. If you ever wanted to [get a benefit], then this is the best way to do it. Here's what others are saying about [name of bonus]:

[Insert strong testimonials.]

If you order [name of main product] today, you get [name of bonus product] free – so act now!

[insert link that leads to order form or button]

### **Your Satisfaction is Guaranteed!**

Go ahead and order [name of product] risk free right now. Use these [niche] strategies. Enjoy the results for a full [length of time]. If you're unsatisfied for any reason – if this [type of product] isn't everything that I say it is, simply [describe how to contact you] for a full, prompt and cheerful refund. And just as my way of saying thank you for trying [name of product], you can KEEP [name of bonus product]!

I can't be any more fair than that, so order now...

### **Order Now to Lock in the Lowest Price**

If you act now your total investment is just [\$x] – but this special price could end at any time. So click the order button below now to get started, because you deserve to [get a big benefit]!

[Insert order button or link.]

[Sign the letter]

**P.S.** Go ahead and look around, because you won't find a better or more affordable way to [get a specific benefit], and that's a promise. So order risk-free right now – because you too can [get a desired result]!

## Sales Letter Template #2

This is a good template if you have a product that's designed to prevent something bad from happening or otherwise protect someone.

Examples include weight loss (if you're main angle is to prevent health problems like diabetes and heart attacks), self-defense products, products about avoiding theft, products about avoiding catastrophic events and similar products.

-----  
Attention [Niche Members]:

### **“Every Year [Number or Percentage] of [Type of People] [Get Some Horrible Result (like a heart attack)] – Could You Be Next?”**

**If you're [list qualifications of prospects, like "a male over 40"], then you simply can't ignore this [problem] any more. The good news is that you can protect yourself. Read on to find out how...**

Dear [Niche Member / Friend],

[Niche topic]: No one wants to think about it, but it truly is the elephant in the room. And that elephant is only going to get bigger and harder to ignore as [some specific thing happens to the prospect].

Right now the statistics are startling. Every year, [insert statistic about how often some bad thing happens, like how many people have heart attacks, how many people get mugged, how many house fires, etc]. In [specific area, if applicable] alone, over [number, percentage or other stat] of [type of person] will suffer [some bad thing]. And that doesn't even count the people who [don't do some specific thing, like "report it"].

If you [have some specific qualification], then you've probably thought about this before. You probably realize that you're a statistic waiting to happen. You've probably realized what a nightmare it would be if [you got some horrible outcome]. And it probably scares you out of your mind.  
If so, you're NOT alone.

And you're not over-reacting. This is a very real and very serious problem, especially for [type of people who're likely to be reading this sales letter].

Worse yet, even people who [take some specific precaution] aren't safe. And those who [take some other precaution] may actually be doing more harm than good, because [explain why some particular action is harmful rather than helpful]. You certainly don't want to find yourself in [this type of situation].

I'm speaking from personal experience. [Enter a personal story about how you faced the same problem.]

It's overwhelming when it happens. You really feel like [describe how someone would feel – devastated, feel like hitting rock bottom, etc]. And it's frightening when [some specific thing happens].

Point is, [having some specific bad thing happen] can actually turn your life upside down. It took me [length of time] to recover. I think it takes most people a lot longer – maybe even [insert length of time]. And the road to recovery is never easy, because [explain why recovery isn't easy].

You don't want this to happen to you. And the good news is that...

## **Now You Too Can Protect Yourself [From Some Bad Thing] – Guaranteed!**

That's right, you no longer have to lie awake at nights, worrying about [getting some bad thing]. Because when you know these [niche topic] secrets for [getting a good thing or avoiding a bad thing], you'll finally have peace of mind. That's because you know [you're protected from some bad thing].

Introducing [name of product]: the #1 way to [avoid bad thing] so that you can [get a good thing]!

This [type of product] has helped over [number] of people [solve a problem and avoid a bad thing]. Just look at what they're saying about [name of product]:

[Insert two or three of your strongest testimonials here.]

Listen if people like [name of one of the people who gave a testimonial] can go from [some bad starting point] to [getting a great result], then just imagine how well this product will work for you. Imagine what it will feel like to [finally have this problem solved]. And just think of how good you'll feel when [you get some specific benefit].

All you have to do to start enjoying [this sort of peace of mind or other benefit] is to download your copy of [name of product] now. Here's a sneak peek of what's inside:

- You'll find out what the [name of formula or strategy] is and how you can use it to [get a benefit]!
- How a little-known [secret/strategy/resource] can [deliver some sort of good result] – you'll be amazed!
- The [number] important secrets every [type of person] ought to know about [getting a good result]!
- Which of these [number] of useful [types of resources] are you overlooking? Find out on page [number]!
- Why do some people almost always [get a great result]? You'll discover their secrets so that you [can get a good result] too!
- You'll discover a drop-dead-easy way to [get a benefit] – you'll wish you had known about this years ago!
- Find out why [some bad thing keeps happening] – and how you can make sure it never happens to you!
- The “can't fail” way to [get a good benefit] – use it once and you'll be blown away by the results!
- The absolute best way to [get a great benefit]!
- The [number] secrets of [getting a good outcome] that virtually guarantee your success!

And so much more.

Simply put, if you want to finally [get a specific benefit], then you need [name of product]!

But don't take my word for it. Just look at what others are saying:

[Insert one to three strong testimonials here]

Look, at this point we both know that [name of product] is exactly what you've been looking for to [solve a problem]. It's exactly what you want. It's exactly what you need. But you're probably wondering:

## How Much Is It?

Let me ask you something...

Is your [safety/protection/etc ] worth the cost of [some small item, like “the cost of a small pizza” or “is it worth 30 cents a day”] to you?

If so, then I have some marvelous news for you. Because if you act right now, you can get [name of product] for just [\$x].

You can't even get [some other related thing] for half that price, so you know this is a good deal. After all, isn't your peace of mind worth it to you?

Of course it is. But just to make this offer absolutely irresistible to you, I'm going to give you a free gift if you order right away...

### **Be One of the Next [Number] of Customers to Order Now and You'll Get [Name of Bonus Product], Absolutely Free!**

If you thought you knew the quick and easy way to [get a benefit], think again! That's because you're about to discover an astonishing, surefire way to [get a good outcome].

Introducing [name of bonus product] – the best way to [get a specific benefit], even if you're an absolute beginner!

Here's what's inside:

- The “works like magic” way to [get a specific benefit]! You're gonna love [the way this product gives the prospect a specific, desirable benefit]!
- How to [get a specific benefit] that you've only dreamed about until now – it's easier than you think!
- All the [templates/tools/resources/etc] you need to [get a specific benefit] – you won't believe how easy it is to [complete a process] when you swipe my [niche] toolkit!

And much, much more.

And the good news is this [bonus product] is yours when you order [name of main product]. But hurry, this offer is strictly limited to the next [number] of people who click here to order now!

[Insert link to order button or order form]

And best of all...

## **Your Satisfaction is Absolutely, Positively Guaranteed!**

I know you've tried to [get a good outcome] before and it didn't happen. But it wasn't your fault. Chances are, [describe how the other products fail the prospect, rather than the prospect failing].

But you can rest assured that [name of product] really works. Simply order today risk-free, and you'll have a full [number] [days/months/years] to use the product as often as you'd like to [get all the benefits]. If you're unsatisfied for any reason, simply contact me within [length of time] and you'll get a prompt refund. No quibbles, no questions, no hoops to jump through. Simply put, if you're not absolutely thrilled with [name of product], then you don't pay a single penny. That's a promise!

So now there's just one thing left for you to do...

## **Order Below Now to Avoid Disappointment**

It's time to protect yourself from [a specific danger]. And there's no better way to do it than by ordering [your copy of name of product]. Plus if you act now, you'll also get [name of bonus product] for free. So take out your credit card and click the order button below now to get started, because there's no better time to [start getting a great result]:

[Insert order button or link.]

[Sign off]

**P.S.** Don't become another [type of] statistic – protect [yourself/your family/your health/your pets/etc] by clicking here to order. And do it now, because [give good reason people should order now – restate main benefit]!

**P.P.S.** Here's what [full name of well-known expert in the field] says about [name of product]:

[Insert endorsement from well-respected expert in the niche.]

If [name of expert] thinks this highly of [name of product], then you KNOW you won't find a better way to [get a specific benefit], so order now!

## Sales Letter Template #3

This template can be used across a wide variety of niches. However, in order to use this template, you must have your own story about how you overcame the same problem that your prospects are facing.

Telling your story will help build rapport, tap into those emotional buttons and build your credibility as someone who's conquered the same problem as your prospects.

-----

### **“Here's What's Standing Between You and [Getting a Big Benefit]...”**

**If you want to [get a specific result], then you need to read every word of this exciting letter, because it could change your life...**

Dear [Niche Member / Friend],

There comes a time in every [type of person]'s life when he has to stand up and say, “enough is enough.” And that's the day when you decide to change your life for the better by [committing to getting some specific outcome, like “losing weight”].

I know what it's like. Before I [got a specific benefit], I spent a lot of time just thinking about it. I purchased a lot of books on the topic. I even [note some other thing you did to show that you were interested in the topic].

Problem was, I really wasn't serious about [starting some specific venture]. Oh sure, all the [niche topic] manuals and guides stacking up on my bookshelf and hard drive made it look like I was serious. All the charges on my Visa bill made me look pretty serious. But I never took any serious action.

I dabbled. I did things like [mention some of the ways you started to take action]. And I even [list another way you took a smaller action]. Yet I never got serious enough about it to [take some big step, some big action].

But then something happened that rocked me to my very core. And maybe you can relate to this...

One day it seemed like everything was fine. I was [describe in a relevant way how everything was good in your life]. Then suddenly, without any warning whatsoever, [bad thing happened (like you lost a job, you had a heart attack, a friend had a heart attack)].

I can't even begin to tell you how [this event] shocked me. It really was the proverbial wake up call. Because suddenly I realized I had to [get a good result], or I was going to [end up in a really terrible situation].

You can bet I got serious really quick. I stopped messing around. I stopped dabbling. And I started [taking some specific steps to get a good result].

It wasn't always easy. I quickly found out the learning curve is steep when you're trying to [get a specific benefit] through trial and error. I made a lot of mistakes and wasted a lot of time and money.

But I did it. In just [some short time frame] I went from [beginning point] to [some good results]. Take a look:

[Insert proof of your great results.]

So believe me when I say I know what it's like to [have this problem]. It wasn't very long ago that I was struggling [with the problem and side effects]. But once I discovered the secret of [getting a benefit], nothing could stop me. And now you too can learn these same secrets, without all the trial and error...

Announcing [name of your product]...

## **The Quick and Easy Way for You to [Get a Desirable Result]!**

Forget about [some specific struggle]. Don't worry about [some typical bad effect]. Because once you know the [niche topic] secrets inside this exciting guide, you'll never again [have to deal with some specific bad problem]!

That's because [name of product] is a detailed, step-by-step, no-fluff blueprint which will show you exactly how to [get a specific benefit]. Just imagine:

- No more [bad thing]!
- No more [other bad thing]!
- And never again will you have to deal with [still another bad thing]!

Go ahead, imagine how you'll feel when you finally [get rid of a problem and get a good result]. Just imagine [getting a good result]. And just think of what your [friends/family/colleagues/etc] will say once they see you [getting a good result]! You can bet you'll feel the same way as [name of person who gave a testimonial], who [give quick overview of this person's amazing results]. Here his story in his own words:

[Insert testimonial]

Or maybe you'll feel like [name of another person who gave a testimonial], who [give overview of this person's story]. Take a look:

[Insert testimonial]

Look, you could be the next success story. You could be just like [name of first testimonial giver] and [name of other testimonial giver]. Because...

**In as little as [some time period],  
you too could [have a great result]!**

Best of all, it's easy to [start getting some benefit]. All you have to do is download your copy of [name of product], and in just moments you'll discover:

- At last, you'll finally discover the TRUTH about [topic]!
- Need to [get a benefit]? Then see page [number] for a simple [number]-step system that will blow your mind!
- Short on time? Then you'll love the [number] time-saving tricks you'll find on page [number]!
- How to [get a benefit] – you won't find these secrets anywhere else!
- What [some specific niche people] hope you NEVER find out about [niche topic]!
- A surprising trick for [getting a benefit] – no [extra effort, money, resource, energy, etc] required!
- The top [number] [niche topic] mistakes and how to avoid them!
- A simple little way to [get a benefit] – you won't believe how well this works!
- The quick and dirty way to [get a specific benefit] – you'll wish you had thought of this years ago!
- The little-known strategy for [getting a great benefit] – this one works so well you'll think it's magic!

And so much more!

By the time you flip the final page of this exciting [niche topic] guide, you'll feel like you have a PhD in [niche topic] – and at last, you'll finally have everything you need to [get a specific benefit]!

Listen, if you're looking for some rehashed theory or a pile of fairy dust, this isn't it. But if you're looking for a surefire way to [get a specific benefit], then this is the last [type of product] you'll ever need to [get a specific outcome]!

But wait, it gets even better. Because...

## **Order Now and You'll Also Get [Bonus Product]!**

Tired of [bad thing]?

Want to get rid of [other bad thing]?

Then [name of bonus product] is exactly what you need to [get rid of a problem] so that you can start [getting a good result]! In fact, it's the easiest way I know to get [a specific good benefit] – and that says a lot, because I've tried almost every [type of] method out there!

Here's a sneak peek at what you get:

- You'll find out an extremely unusual yet surefire way to [get a benefit]!
- Need to [get a benefit], fast? Then see page [number] for an astonishing strategy!
- Plus you'll discover the secrets of [getting a benefit] – almost no one knows this!

So let me ask you...

## **What is [Getting a Big Benefit] Worth to You?**

If you're like a lot of people, you've already spent [hundreds/thousands/tens of thousands] of dollars on [niche] [books/equipment/training/etc]. But none of those gave you the results you wanted. And that's because they were all missing one crucial ingredient...

[Insert some crucial factor that's missing from other products but present in yours.]

That's what makes [name of product] different. Because for the first time ever, you'll finally be able to [get the results the prospect desperately wants]. And that's a promise.

Now, I know you're thinking that this is gonna set you back at least [some high dollar amount].

Relax... you don't have to pay [\$] – not even close. That's because I wanted to make sure this solution is available to absolutely everyone. And that's why if you act now, you can get your copy for the introductory price of just [\$].

That's right – your [niche problems], solved, for a one-time investment of just [\$]. You know this is an absolute steal, so click here to order now.

And just to ease your mind...

## **You'll Get [a Specific Benefit] – Or You'll Get Your Money Back!**

Look, you don't even have to say "yes" today. All you have to say is "maybe." Because when you order now, I'll automatically extend to you my [number] [day/week/month] iron-clad, no-questions-asked, money-back guarantee.

If [name of product] doesn't [deliver a specific benefit], or if you're unsatisfied for ANY reason, simply email me within [length of guarantee] and I'll refund every penny.

Fair enough?

Then there's just one thing left for you to do...

### **Take Advantage of the Special Introductory Price and Order Now for Just [\$]**

Your next step is easy – take out your credit card and click the order link below. And do it now, because [insert reason why they should order now, such as getting a low price, it's risk free, they get a big benefit]:

[Insert order link or button]

[Sign off]

**P.S.** All you have to do is decide to [get a big benefit], and [name of product] will take care of everything else. So make that decision right now, and then click here to change your life!

## Conclusion

You now own three sales letter templates that you can use to quickly and easily create your next high-converting sales letter.

Give it a try – I think you'll be amazed at how much time and money you save with these templates!

## 10 Article Templates

If you do any work online, then you no doubt have a constant need for creating articles. You post these articles on your blog, send them to your newsletter and distribute them all around the web.

But sometimes you open up that word processor and you end up staring at a blank page. You don't know what to write. You're not sure how to begin. And it feels like pure torture just to eke out 500 words.

Until now, that is. Because inside this report you'll discover 10 different article templates for some of the most popular article types, including:

- The How To Article
- The Tips Article
- The Press Release Article
- The Encyclopedia Article
- The Motivational Article

... And five other popular kinds of article formats!

These templates will work for just about any topic and any niche.

All you have to do is replace what's in the brackets with some specific information, and in just a few minutes your article will be ready to distribute all around the web.

It really is that easy. But don't take my word for it – keep reading to see for yourself how quickly and easily you can start writing articles using these templates!

### Article #1: The “How to” Article

This is your standard step-by-step article where you teach your readers how to complete a process or solve a problem.

Example: You might teach your readers how to housetrain a puppy, how to write a sales letter or how to save for retirement.

Tip: Be sure to include extra tips, tricks and notes to make your “how to” article even more valuable for readers.

**Title: How to [get a benefit] in Just [#] Easy Steps...**

**Alternative Title: The Secrets of [getting a benefit]**

If you've ever wanted to [get a specific benefit], then you're reading the right article. That's because you're about to discover my easy [number]-step method for [getting a specific result].

And the good news is that this method works even if [the reader doesn't have a specific qualification or possession, like knowledge, skill, money, experience, etc].

Read on...

**Step 1:** [Insert one-sentence description of Step 1. Preferably, this sentence should start with a verb, such as "Choose a Dog Kennel" or "Profile Your Target Market".]

Many people who're new to [the niche or the process] don't even realize that they need to do this step before they can [insert quick description of the second step]. And that's why a lot of people who try to [get a specific result] end up failing – they're simply missing this crucial step.

So, the first thing you need to do is [insert description of how to complete this step. Be thorough here.].

You'll find that this part of the process goes much more smoothly if you apply these tips and tricks:

- [Insert first tip or trick that will help the reader complete this step.]
- [Insert second tip or trick.]
- [Continue on with this bulleted list, inserting as many tips or tricks as you'd like to include.]

Once you've [completed this first step – insert quick description], then you can move on to the next step...

**Step 2:** [Insert one-sentence description of this step]

The next thing you need to do is [insert overview/brief description of this step]. When I first started [trying to complete this process], I made a lot of mistakes. And now that I've helped others do it, I see a lot of people have a tendency to make the same mistakes. So let me share with you the top [number] mistakes and how to avoid them:

- [Insert common mistake 1 and how to avoid it.]
- [Insert common mistake 2 and how to avoid it.]

- [Continue on, listing any other mistakes and how to avoid them.]

**Step 3:** [Insert one-sentence description of this step]

At this step you're likely to notice [insert description of what people might experience at this step]. So, what you need to do is [insert description of how to complete this step].

I still remember the first time I was doing this step and trying to [get a specific result]. I [insert a short story about this step – mistakes you made, a funny little anecdote or maybe even some surprising results you received. The idea here is to further connect with the reader and build rapport.]

[You may insert tips here, just as in Step 1, to add value to your explanation of Step 3.]

[Insert any other required steps here. Again, be sure to offer tips, stories or other notes in these steps.]

And there you have it – a simple [number]-step method for [getting a specific result]. Now that you know how to [get a benefit], there's just one thing left for you to do: take action.

So get to it, and soon you too will [enjoy specific benefit]!

## **Article #2: The “Tips” Article**

You can share any number of tips in this article that you'd like.

If you share fewer tips (like from one to four tips), then you can provide more depth to each tip. If you share more tips (five, ten, twenty or more), you may just share a quick sentence or two about the tip. The choice is yours.

**Title: The Top [number] Ways to [Get a Benefit]**

**Alternative Title: [Number] Tips for [Getting a Specific Benefit]**

So you've been trying to [get a specific benefit] for a while now.

You see others do it. And it seems like everyone makes it look so easy.

But for some reason, success keeps eluding you. Every time you get close to [getting a specific result], something happens and you end up back where you started.

Not this time.

Because this time you're going to be armed with the same tips, tricks and secrets that the [professionals or other experienced people, like "doctors" or "dog trainers"] know. So give these tips a try and see if they don't work for you too...

**Tip 1:** Never [do this bad thing, such as "never shop on an empty stomach"].  
WARNING: [Add a warning here – perhaps by describing a common mistake or pitfall that people make at this point while applying this tip, plus instructions for how to avoid this mistake.]

**Tip 2:** Avoid [doing another bad thing, such as "avoid writing at a time of the day when you're usually tired"].

**Tip 3:** Be sure to [do this good thing, such as "be sure to include all household expenses in your budget, even incidentals"].

Bonus Tip: [Insert an extra tip that's directly related to the tip you just shared.]

**Tip 4:** Don't [do this bad thing, such as "don't write your sales letter until you've profiled your target market"].

**Tip 5:** Do [be sure to do this good thing, such as "do put your dog on a consistent walking schedule"].

Example: [Offer an example of the tip you just shared. In the above case, you'd insert a sample dog-walking schedule for readers to follow.]

**Tip 6:** Allow [something to happen, such as "allow yourself extra time"].

**Tip 7:** Let [something happen, like "let your spouse take over some of the chores" or "let your body tell you when it's hungry"].

**Tip 8:** Create [something, like "create time in your schedule" or "create a budget"].

NOTE: [Add a note, such a clarification or a common pitfall to avoid.]

**Tip 9:** Take [something, like "take the first step without worrying about the results"].

**Tip 10:** Try [something, such as "try skipping the introduction and writing the meat of your article first"].

[Once again, add value by inserting something useful here – an extra tip (that’s relevant to Tip 10), a note, a mind map or even a graphic that helps the reader.]

In sum: [Getting a specific result] is actually fairly simple when you apply the above [number] of tips. So let me leave you with one last tip...

[Insert one final tip, preferably one that directly or even indirectly encourages the person to take action. E.G., “Take action right now, even if you don’t feel ready...”]

So get to it – you’re going to be glad you did!

## **Article #3: The “FAQ” Article**

If you have your finger on the pulse of your niche, then you’ve probably noticed how the same questions come up again and again. You see these questions on forums, blog discussions, social media, Quora.com and even in your own inbox.

Now you can help folks out by writing an article that answers these frequently asked questions.

**Title: Your [niche/topic] Questions, Answered**

**Alternative Title: The Answers to Your Top [Number] [Niche/Topic] Questions**

Every day my inbox is flooded with questions about [general niche topic]. People want to know [how to get a specific result]. They want to know [how to get a desired benefit]. And they’re trying to figure out how to [get a good thing] without [getting a bad thing].

Chances are, you probably have these same types of questions. And you’ve probably even spent some time on blogs, forums and around the web, trying to get answers. Problem is, you keep getting conflicting answers, right?

For example, just pop onto any [niche] forum and ask this question: [insert a common question from the niche].

I guarantee that you’ll get conflicting advice. Some people will tell you to [do one thing to solve the problem]. Another group will advocate that you [do something else to solve the problem]. And just to make it extra confusing, you might even get a few people telling you to [do something else entirely different to solve the problem].

So you're left to sort through the wheat and the chaff.

If you're new to that particular community, it's even harder because you don't know who to trust. Because the truth is, there are plenty of wannabe [insert description of the person, such as "marketer" or "personal trainers"] who want you to think they know what they're talking about – but they're just as clueless as everyone else. And in some cases, these types of people are offering downright dangerous advice. That's why I compiled this list of frequently asked questions.

I wanted to make sure you got the right advice from someone who's successfully navigated the world of [niche or topic]. Read on...

**Q.** What is the best way to [complete some process]?

**A.** [Insert answer.]

**Q.** [Some tool or process] is expensive. Is there a cheaper way to get the same results?

**A.** [Insert answer.]

**Q.** What's the fastest way to [get some benefit or complete a process]?

**A.** [Insert answer.]

**Q.** Every time I try to [take some step or complete some process], I end up [with a bad result or making some type of mistake]. How can I avoid this in the future?

**A.** [Insert answer.]

**Q.** I've been trying to [take some step or complete a process] for [some length of time], but I'm not seeing good results. What am I doing wrong?

**A.** [Insert answer.]

**Q.** If you went back in time and were going to [take some step or complete a process] for the first time ever, what would you do differently this time?

**A.** [Insert answer.]

**Q.** I don't have a whole lot of time to [take some step or complete a process], because I have work, family and social responsibilities. What do you suggest I do?

**A.** [Insert answer.]

In conclusion...

At last, you finally know the TRUTH about [topic], [topic] and [topic]. And that means that you can now [complete some specific niche process] more confidently, because you're armed with the knowledge you need to succeed. See you at the top!

## Article #4: The “Resources” Article

The idea here is that you compile a list of the top resources in your niche. These resources may be either free or paid resources.

You can post a list of the same resources (such as the top 10 books in your niche), or you can compile a variety of resources (such as paid books, free reports, videos, blogs or even specific blog posts, etc).

**Title: The Top [Number] Resources Every [Niche Member] Ought to Know**  
**Alternative Title: Which of These [Niche] Resources Have You Overlooked?**

If you're like a lot of people I talk to, you're probably always on the lookout for good information and resources that can help you [get a specific benefit].

I'm the same way. In fact, my computer bookmarks are just loaded with useful sites.

Some weeks back I was telling someone about my bookmarks, and he said I should share them with other [niche group members]. It sounded like a good idea in theory.

However, I have literally dozens – probably hundreds – of resources bookmarked. And the truth is, not all of them are that great.

So here's what I did – I just spent the last week pouring through these bookmarks.

I kicked out the outdated resources, the dead links and so on. I set aside the average information. And when I was all done, I had [number] of the best [niche] resources from around the web.

These are the best, the cream of the crop, so I know you'll enjoy them too.

Read on...

**Resource 1:** [Insert resource title and link here – if this is a mixed list, mention if it's free or paid.]

What I really like about this resource is that it [insert description of what makes this particular resource really stand out on your list]. Simply put, you won't find an easier or better way to [get a desired result] when you use [name of resource].

**Resource 2:** [Insert resource title and link here.]

I've noticed that a lot of my colleagues don't include this particular resource on their Top 10 lists. That's probably because [note some minor flaw with the resource]. However, I always include this [book, video, product or other resource] on my list simply because it [give the reason why you think this resource is so valuable].

**Resource 3:** [Insert resource title and link here.]

I really like this [book, video or other resource]. And that's because it gives you a quick and dirty way to [get a specific benefit]. This [type of resource] may not [have some specific characteristic that the competing resource have], but it doesn't matter because [describe how some part of the product is so useful that people use the resource solely for that feature]. Check it out and you'll see what I mean.

**Resource 4:** [Insert resource title and link here.]

Have you ever tried to [get a specific result], but you just ended up [getting another result] instead? If so, then you'll LOVE this resource. Simply put, [explain why this resource is so awesome].

**Resource 5:** [Insert resource title and link here.]

While this is the last resource on my list, it is by no means the least. That's because [explain why you added this resource to your list].

In sum...

If you want to [get a specific benefit], then for best results you should be using all [number] of these resources regularly. I do, and I credit these resources for a great deal of my [niche topic] success.

So give them a try and see what they can do for you too!

## Article #5: The "Top Mistakes" Article

As you've probably already guessed, this is an article that reveals the top mistakes that people make in the niche, along with information about how to avoid these mistakes.

How many mistakes you list and how much depth and explanation you give for each mistake really depends on your intended article length.

**Title: Are You Making These [Niche Topic] Mistakes?**

**Alternative Title: Top [Number][Niche Topic] Mistakes and How to Avoid Them**

I remember what it was like when I was first starting out [trying to get a specific niche-relevant result, like "trying to lose weight"]. Everyone else made it look so easy. Seems like a lot of people on the forums and even some of my friends had [gotten this specific result] without any problems.

But not me.

I was always getting tripped up by [specific obstacles that held you back]. And once I started to really pay attention to what others were doing, I soon learned that they too were making the same [topic] mistakes.

Now if you're a [niche topic] beginner, I can almost guarantee you're already making these mistakes – or if not, then you're going to be making them, soon. And once you start making these mistakes, you're going to find out that [niche process] is time-consuming, expensive and even painful.

Unless, of course, you learn how to avoid these mistakes.

So forget about trial and error. Forget about learning this stuff through the school of hard knocks. Instead, learn from my mistakes and save yourself a lot of time, grief and money. Read on...

**Mistake #1:** [Insert one-sentence description of mistake here.]

Almost everyone I know who tries to [get a specific result] ends up making this mistake. That's because it's a bit counter-intuitive. If you look at this from a logical standpoint, you may feel like you should be [taking a specific step]. Turns out that's wrong – you should be [taking a different step] instead.

**Mistake #2:** [Insert one-sentence description of mistake here.]

I made this mistake not once but twice when I was starting out. So let me save you from doing the same thing. Instead of [making this mistake], try [taking a different step] instead. You'll see much better results.

**Mistake #3:** [Insert one-sentence description of mistake here.]

Most people don't even realize they're making this mistake until [they get a bad result]. You can avoid this by [taking a specific action].

**Mistake #4:** [Insert one-sentence description of mistake here.]

If you ever [got a bad result] when you were trying to [complete a process or get a good result], then you were probably [making this mistake]. Next time, try [taking this alternative step] and see if you don't get better results.

**Mistake #5:** [Insert one-sentence description of mistake here.]

I've saved the best for last. That's because [explain why this mistake is so common and/or so dangerous or bad]. However, you can completely avoid [getting a bad result] simply by [doing this other thing instead]. It's actually easier than you think!

In sum...

Give yourself a pat on the back for paying attention to this article. Because now that you know the top [number] mistakes and how to avoid them, you'll be miles ahead of all the other people who're trying to [get some specific result].

So take this newfound knowledge and confidence and start [taking action on a specific process] today!

## Article #6: The "Rant" Article

The idea behind this piece is to push your readers' emotional buttons. You want to remind them about some injustice, some widespread bit of information, something shady or something else bad that's going on in your industry.

But be forewarned: this article may polarize people (which isn't necessarily a bad thing). Use sparingly and realize it's not right for every niche.

**Title: If You're Not Mad, You're Not Paying Attention**

**Alternative Title: Every [Niche Group Member] Ought to be Upset About This...**

I almost couldn't believe it when I first [heard/read] about [description of thing that has you upset]. I thought it had to be some kind of practical joke. I just didn't want to believe that [description of how this sort of thing could happen in your niche].

I guess maybe I'm just a little naïve. Maybe I'm not quite jaded or cynical enough to be [in this specific niche]. Maybe I want to believe that everyone is good and that no one would ever [do this bad thing that you're writing about].

Yeah, I know – just call me Pollyanna, the one who thinks that everything in the [niche] industry is all sunshine and roses.

But come on, even if people spend a lot of time dabbling in the darker side of this industry, this whole [description of the event, thing, person that has you upset] must still upset them. I can't be the only one, right? I hope I'm not the only one, otherwise I'm going to start losing my faith in humanity.

In case you're not familiar with this news story, let me explain...

[Insert a full explanation of what happened. For example, did a network of affiliates use shady software to hijack commissions? Did "natural" bodybuilders get caught using steroids or other illegal performance-enhancing drugs? Did a well-respected person in the niche get a blemish on their squeaky-clean record?]

I could understand this if [some particular thing had happened to change the course of events – e.g., the person in question had handled the situation differently].

But that's not what happened. Instead, [describe how the situation unfolded purposefully – e.g., no one did anything to stop it and/or they intentionally did something misleading, fraudulent, etc]. And that's what has me so up and arms about this whole situation. It just makes me sick every time I think about [insert what part of the situation is particularly bothersome to you].

Problem is, we can't ignore this in our industry. We shouldn't ignore it. We shouldn't let people get away with [insert description of whatever has happened in the industry]. And that's why I'm taking a stand. Starting today, I'm no longer going to [describe what action you're going to take, such as not buy certain products, not support certain people, etc].

It's time we fight back against the dark underbelly of the [niche] industry. Maybe one person can't make much of a difference. However, if we stand together, united, and [describe what action people can take together], then we CAN make a real difference. We can make sure that [some bad thing doesn't happen anymore] and we can ensure [that some other bad thing never happens again].

I've already started [description of how you're taking a stand]. Who's with me?

## Article #7: The “Encyclopedia” Article

This is an informational article, the type you might find on a site like Wikipedia.com. The idea is to give a beginner a good overview of some topic, as opposed to focusing on giving “how to” information or tips.

**Title: A History of [Topic]**

**Alternative Title: [Niche Topic] – From [Date] to Today**

[Topic] is [define the topic/word – for example, if the topic is “marketing,” then define marketing]. Often you’ll hear other terms used interchangeably, such as [interchangeable word], [interchangeable word] or [interchangeable word]. However, generally these other words are considered part of the overall topic of [topic].

### **History of [Topic]**

[Topic] first started gaining popularity in [insert the date around when this topic came about, such as a person’s birth date, the introduction of the topic into the general culture, etc]. At that time, very few people were aware of [topic], and even fewer were using it to [get a desired result].

However, by [approximate date], [topic] was starting to become more and more well-known, especially among [group of people]. At this time, [topic] was also starting to [become more familiar or used more in certain circles]. That’s when [topic] started getting broken down into the core components that we know of today, including [list the core components here, such as “affiliate marketing” or “obedience training”].

Today, [give a description of how the event, person, or thing has changed over the years to get to where it is today]. To a large extent, it was influenced by [insert descriptions of anything that influenced the person, topic, event, etc].

In addition, we’ve learned a lot about [topic] over the years, due to the large number of dedicated [scientists, enthusiasts, practitioners, researchers, volunteers or any other group of people who’ve helped ensure progress in the field]. Most notably:

- [Insert name and description of person who’s known for advancing the field, along with a description of their contribution.]
- [Insert name and description of person who’s known for advancing the field, along with a description of their contribution.]
- [Continue this list with others who’re known for making significant contributions to the field.]

## Overview of the [Core Components]

As mentioned above, by [date] the [topic] was starting to be understood in terms of [description of its core components]. Today, most instructors and experts will address these topics separately so that students and others who're interested in [learning about this topic or getting a specific result] will have an easier time doing so.

[Insert Core Component 1: For example, if the topic is weight loss, then you might focus on four core components: good nutrition, cardio exercise, resistance training (weight lifting) and motivation.]: [Insert description of this core component – give an overview and explain how it fits into the greater topic, why it's so important, etc.]

[Insert Core Component 2]: [Insert description of this core component.]

[Insert Core Component 3]: [Insert description of this core component.]

[Insert Any Other Core Components]: [Insert description of these core components.]

## In Conclusion

[Topic] wasn't always the way we see it today. Indeed, just [number] of [years] ago, [topic] was really in its infancy. However, thanks to [events or people] like [name these events or people], our understanding and appreciation for [topic] has really progressed over the years.

Now today you can [get a specific benefit by using the topic the appropriate way].

## Article #8: The “Promotional” Article

Most of the templates I'm giving you center informational articles, such as the how-to article, the tips article and so on. However, this article is a promotional piece, meaning its goal is to directly sell a product or service.

**Title: The Secret of [Getting a Desired Result]**

**Alternative Title: Here's Why I Love [Product Name]**

Are you tired of [getting a bad result]? Do you get frustrated every time you [get a bad result]? If so, then you're going to want to read every word of this article.

You see, I used to be just like you. I started out trying to [get a good result in a specific niche] about [however many weeks, months or years ago]. But success kept eluding me. I kept making mistakes (even though I didn't understand they were mistakes at the time). Seems like [desired benefit] was always just out of reach.

Maybe you can relate. See if any of these sound familiar to you:

- You really want to [get a good thing], but [some bad thing happens instead].
- You look around and everyone makes it look so easy to get [good thing] – but it never works for you.
- You really want to [get a good thing]. You've dreamed about it. Yet you always [end up not getting it, back where you started] and frustrated.
  
- [Tap into other emotional buttons here by recounting what other things the prospect may have wished for but not achieved yet. Tap into how the person feels – ashamed? Sad? Guilty? Embarrassed? Frustrated?]

If you can agree to any of the above points, then I have some wonderful news...

Now you too can [get a benefit] – guaranteed!

Introducing [name of product or service], the quick and easy way to [get a specific result]. No prior experience, skills or knowledge required. All you need is [describe what is needed to use the product, such as a "computer" or "a desire to succeed"].

Check it out here: [link]

Here's a sneak peek at what you get when you order now:

- You'll discover a surprisingly simple way to [get a specific benefit].
- You'll find out what the pros know about [getting another benefit] – you don't want to miss out on these insider secrets!
- You'll learn a surefire way to [get a specific result].

And much, much more. Once you start using [name of product or service], you too will finally [get a specific benefit]!

But don't take my word for it. See what people around the globe are saying about [product name or service]:

[Insert a strong testimonial,  
preferably one which talks about  
the results the customer received.]

[Insert another strong testimonial.]

And they're not the only ones.

Even a [type of person, something relevant to your niche like a "former teacher" or "someone who was scared of dogs"] is raving about this product.

Take a look:

[Insert a surprising testimonial,  
like a 50-year-old who successfully used  
a bodybuilding program, or someone  
who flunked English who's now  
making a living selling books.]

Listen, if [product name or service] worked for [name of person who gave the above testimonial], then you know it will work for you too.

So check it out right now at [link] – and don't delay, because you're going to love [getting good results]!

## **Article #9: The "Press Release" Article**

This is where you share news about your industry, business or a product with the intent of having this news distributed by the media.

As such, this truly does need to be "news" – something informative – and not a promotional article.

**Title: [Industry] Sees Signs of [Strengthening/Weakening]**

**Alternative Title: [Niche Expert] Offers Tips for [Getting a Specific Result]**

Every year at this time, [niche members] start thinking more about [some specific activity in the niche – for example, "winterizing their homes" or "losing weight for beach season"]. But plenty of people put it off to the last minute. And then they're scrambling to [finish some process], which means they usually end up [with less than spectacular results].

“Every year right around [a month or so from now] I get a big rush of people who want me to help them [get some specific result], “says [full name], owner of [company]. “But I’m usually backed up by then.

The people who get the [some specific good result] are the ones who get started now.”

That’s why [last name] and others in the industry encourage people to start [completing this time-sensitive process now]. Those who get it done early tend to enjoy [insert the specific benefits someone might enjoy by getting something done now, such as less stress or cost-savings]. And these early birds also [insert another benefit people will receive by completing the process early].

However, [last name] does note that even those who’re starting to [work to complete some specific process now] can run into frustrating delays.

In fact, [she/he] says that most people tend to make the same three mistakes when they’re trying to [get a specific benefit]. And those who make all three of these mistakes tend to waste the most [time, money, resources, etc].

1. The first mistake, says [last name], is to not [do some specific good thing, like “organize all your receipts”]. [Explain the impact of this mistake – why it wastes time, wastes money, creates delays, creates frustrations or some other undesirable result.]
2. Another common mistake is to [not do some other good thing, such as “comparison shop in order to secure the lowest prices”]. [Again, explain why this is a mistake and what readers can do instead in order to get better results.]
3. Finally, [last name] also notes that he sees a lot of people [making some other common mistake]. [Explain why this is a mistake and what people should do instead in order to get better results.]

“I think people are getting smarter about [getting a specific benefit] while [avoiding these common mistakes],” [last name] says. I expect that this year we’re going to see [insert some prediction about what’s going to happen with regards to the topic discussed in this press release].”

The [research/trends/news/etc] tend to agree. Last year [insert a statistic related to the topic, such as “15% of people were struggling to pay their mortgages”]. This year, however, that number has [gone up or down] – it’s now [insert the current statistic, research or other fact that backs up what you’re saying in this article]. And these new trends have a lot of people [smiling, frowning, happy, anxious about the future, or

some other relevant description]. However, [end with a positive summary of the current event].

To learn more about [full name]'s [business], you can [insert contact information such as a website].

## Article #10: The “Motivational” Article

The goal of this article is to motivate your reader to start taking some specific action. This works particularly well if you tell a story about someone who's similar to your reader, yet this person had to overcome plenty of obstacles to find success. The reader will think, "If this person can do, then so can I."

Note: Naturally, you can tell your own story to motivate readers. That's what I've done for this template below.

**Title: How [Person] [Received Some Kind of Benefit]**

**Alternative Title: The Incredible Story of [Some Person Who Got a Surprising Benefit]**

I didn't always [enjoy some benefit that you're currently enjoying, like "didn't always wear size 4 jeans" or "I wasn't always free of back pain"].

In fact, it wasn't all that long ago that I had to [endure or suffer from some bad thing, like "suffer from chronic allergies"].

Those were some of the [saddest, most embarrassing... or some other appropriate emotional description] times of my life. I can still remember what it felt like to [experience the emotional aspect of a bad thing, such as "hear people laughing at me because I was so heavy"].

Some days I just wanted to [insert appropriate description, such as cry, give up, move away, etc].

Then one day something really shocking happened to me. [Describe this shocking, life-changing or other impactful event that made you decide to make a change in your life]. And it's at that time that I decided things needed to change. I needed to change. So I made the decision [to get some desired result].

It wasn't easy.

At that time I [describe what kind of obstacles you had, such as “had a full time job plus attending night school”], so [describe the impact of these obstacles – such as you were short on time, short on money, etc]. There were days that I didn’t think I’d ever achieve my goal of [describe your goal].

It didn’t help that other people didn’t think I’d succeed, either.

You have no idea how many times I heard naysayers tell me things like:

- Why even bother?
- You’re [too old/too young or some other reason].
- You can’t do this because [insert some common objection why people can’t accomplish the goal].

It’s at that point that I realized that all of these other things going on in my life, like [describe perceived obstacles], weren’t really obstacles at all.

They were excuses.

And the only real obstacle I had was to get over my negative thinking patterns and start believing that [insert description of who or what you needed to believe in].

Now don’t get me wrong – I still needed to do a lot of other work in order to [accomplish the specific goal]. I studied [topic]. I talked to others who’d [accomplished the same goal]. And I learned a whole lot about [getting a desired result] simply through the process of trial and error.

But then one day I had a breakthrough: [describe the turning point]. And suddenly, I [describe how you were finally getting results].

How? Because [describe the most significant thing you did that spurred your success]. And I also [describe other thing you did that helped spur your success].

Listen, I know it’s hard to [get a desired result], especially if you [have some specific obstacle]. However, I did it in spite of [having all these obstacles]. And I just know that if I can do it, then you can too.

Go ahead and try it – you might just surprise yourself!

## Conclusion

You just discovered 10 different types of articles that you can submit to article directories, post on your blog, send to your newsletter list, post on your Facebook page or even distribute through offline channels. Not only did you learn about these 10 types, you also received 10 “plug and play” templates.

That means you can now write full-length, effective articles in just a few minutes. No more wracking your brain for titles, for openers or for anything else.

I’ve done the hard work for you – now all you have to do is plug in a few words into these templates and start distributing your new articles.

So what are you waiting for? Get to it!

## 10 Blog Post Templates

Have you ever started at a blank screen as you tried to force your fingers to type out a blog post? But your brain wouldn't cooperate. Your muse wouldn't come out and play.

And so you got stuck, wishing the writing elves would help you finish up your blog post so that you could go to bed.

If this hasn't ever happened to you, just wait – it will. It's happened to me. It's happened to all my friends. And some day it will happen to you.

Or maybe it won't. And that's because you now own 10 blog posting templates that you can use to shake loose your creativity or to quickly and easily whip out a blog post whenever you need it.

Inside this report you'll discover fill-in-the-blank templates for post types such as:

- The News Post
- The Instructional Post
- The Controversial Post
- The Greatest Hits Post

And six other types of blog posts that are sure to impress and please your readers.

Tell you what, if you can't find something in this report to help you create better posts more quickly and easily, then you might want to consider giving up blogging.

Now take a look at the templates...

### Blog Post #1: The "News" Post

If you're blogging frequently, then your readers are probably looking to your blog to get the niche news. Some bloggers just link to the news without commentary. However, ideally you should add value by offering your opinion, telling readers how the news affects them or otherwise adding insight to the news.

**Title: This Just In: [Insert News Title]**

**Alternative Title: How Does [Event] Affect You?**

There's something unfolding in the [niche] industry that every [type of niche member, such as "marketer" or "dentist"] ought to know about. Specifically, [describe the event or news story in a quick sentence or two]. Read the whole story here [link to the original source of the story].

Now, if you're like a lot of [niche members], then you're probably thinking about this [news/event] in terms of [insert what you suspect would be the most common thoughts in your niche about this news story]. Some people even say [list a common misconception here, or perhaps some misleading information that some people are sharing on niche blogs, forums, etc].

I've been following this story since [state when you first started following the story] and I've talked to a lot of [niche experts] about how this news will affect you. So let me share with you now the top five ways this news impacts you...

- 1.** You probably won't be able to [do some certain thing anymore, such as "use blind copy"]. [Insert further explanation and description.]
- 2.** You may have to [do some specific thing, such as "stock up before the item is pulled permanently from the shelves"]. [Insert further explanation and description.]
- 3.** You'll be required to [do some specific thing, such as "take off your shoes and send them through the scanner at the airport"]. [Insert further explanation and description.]
- 4.** You may find it more difficult to [get some desired result, such as "do your due diligence"]. [Insert further explanation and description.]
- 5.** On the plus side, [insert the upside of the situation, such as "you'll have less competition since your weaker competitors will simply drop out"]. [Insert further explanation and description.]

I want to point out that the above five points aren't just my opinion.

I've talked to plenty of [niche] experts, including [name a specific well-known niche expert]. [Name of expert] also believes that [insert synopsis of your conversation with niche expert].

Further, he said that [another point that this niche expert told you about the situation].

Another interesting point that [name of expert] brought up is that [insert another interesting point]. Generally, most people won't even notice this. However, those who're [doing some specific activity, like "using AdSense"] may be impacted.

There is a workaround, though. If you're [doing this specific activity], all you have to do is [take some specific step to alter the way you do this activity] in order to avoid any [undesirable results]. As an extra precaution, you might also [take another specific step].

Fortunately, most [people in this specific niche] will view this as good news. That's because [insert description/explanation of why this is good news]. Chances are, the only ones who aren't going to like this [event or other news story] are the ones who're [describe which groups won't like it, such as "marketers who're trying to game the system"].

Bottom line?

[Summarize the news story and how it impacts your readers.] Just remember, [emphasize one important point here].

## **Blog Post #2: The "Instructional" Post**

Depending on your niche and the goal of your blog, one of the most frequent types of blog posts you'll write is the Instructional Post.

As the name implies, this is where you teach your readers how to do something. Typically, you offer your instructions in an easy-to-follow step-by-step format. Here's a template...

**Title: How to [Complete a Process]**

**Alternative Title: The Quick and Easy Way to [Get a Desired Result]**

If you're like a lot of [niche members], then you need to [complete some process or get some desired result]. However, if you've never tried it before, then it may seem [overwhelming/confusing/complicated/etc]. And if you have tried to [get a specific result before], then you already know that it's not something you want to do through trial and error.

That's why I've developed this handy-dandy little guide for [getting a specific result].

You can skip the long learning curve, skip the trial and error and hopefully skip over all the frustrating mistakes that most beginning [type of niche member] make when they try to [complete a process or get a specific result].

So let's get started...

**Step 1:** [Insert about five words that describe this step.]

If you've ever done this step before, then you know there are several possible ways to approach it. However, I've discovered that the best way to complete this step is by [insert brief description of how to complete this step]. This is particularly true if [the reader is part of some specific group or they want to get a very specific result].

Here's what to do...

[Insert more detailed explanation of how to complete this step.]

**Step 2:** [Insert about five words that describe this step.]

This second step can be a little tricky, which is why I've broken it up into multiple smaller steps.

But before I get into those smaller steps, let me toss a word of warning your way. Take note that [insert some possible warning about this step, something that will help readers avoid a common mistake].

With that warning out of the way, here's how to complete this step:

Step 2.1 [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

Step 2.2: [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

Step 2.3: [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

[Insert any other required steps here.]

Once you've [completed this last step], then move on to Step 3...

**Step 3:** [Insert about five words that describe this step.]

This step does require some [time/patience/focus] to get it right, but it's well worth the effort. Here's how to do it...

[Insert description of how to do this step.]

[Insert any other steps here, as many as you need to describe the entire process.]

As you can see, it's not particularly difficult to [get a specific result] – you just need to complete the process step-by-step using my instructions above. But before you jump in, let me share with you [number] of tips to make it even faster and easier for you to [get a specific result]:

- [Insert tip here.] [Insert further description of this tip.]
- [Insert tip here.] [Insert further description of this tip.]
- [Insert tip here.] [Insert further description of this tip.]

Congratulations – you now know how to [get a specific result]. So the next thing you need to do is take action. Because the sooner you do, the sooner you can [start enjoying specific benefit].

## **Blog Post #3: The “Multi-Part” Post**

Sometimes one post just isn't enough to let you cover a topic in depth. In that case, you can create a multi-part post, such as a two-part series on how to detail a car or a seven-part series about how to lose weight.

One of the keys to getting your audience hanging on your every post is to build anticipation for the next post.

You'll see an example of how to do that in the template below. For this example, I'm starting at post two in a three-part series.

**Title: How to [Get a Specific Result], Part [Number]**

**Alternative Title: The Secrets of [Getting a Specific Result], Part [Number]**

Welcome back to the [title of your series] series. Last time you learned how to [insert what the readers learned in the last post].

You also discovered a surprisingly simple trick for [insert a special tip or trick people learned – the idea is to arouse curiosity here, so that those who didn't read it will go back and read it].

This should also serve as a reminder/recap for those who did read the first article].

Now this time you're going to learn how to [insert description of what they'll learn in this article]. Read on...

## How to [Get a Specific Result]

If you followed the instructions in the last post, then by this time you should have [insert description of where the person is in the process, such as "you should have picked out a kennel" or "you should have your target market profiled"]. So at this point, your next step is to [insert brief description of next step].

However, you need to be careful at this point. That's because [insert warning about what could go wrong at this step].

I'm speaking from experience here. One time when I was working on [completing this step to get some specific result], I made the mistake of [describe your mistake]. Next thing I knew, I had [describe the bad result you got]. And in order to fix this mistake, I ended up [describe what you had to do]. Trust me, you don't want to make this mistake.

Now, the best way to avoid [making this mistake] while [getting a good result] is to [insert overview of how to complete this process]. Specifically, you'll want to follow these steps:

- Step 1: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]
- Step 2: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]
- Step 3: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]
- [Insert any other steps here.]

I've found that this step is easier if you have the right tools and resources to do it. So let me share with you what's in my [niche topic] toolkit:

- [Insert name of first tool, like a piece of software, book, video or other resource to make the process easier]. [Explain briefly what the tool/resource does and why you use it.]
- [Name of second tool.] [Insert explanation and reasons for recommendation]

- [Insert any other tools you use.] [Insert explanation for use and why you recommend it].

## Conclusion

And there you have it – a quick and easy way to [get a specific result].

However, you still have to do one more thing: [insert quick description of the last step]. And that’s exactly what you’ll learn next time, including my favorite trick for [getting a specific benefit], so stay tuned!

See you [date when you’ll post next installment].

## Blog Post #4: The “Critical” Post

It’s a fact of life: you’re not going to agree with anyone. And your niche blogosphere is no different.

Sometimes other experts are going to make posts, create products, or do things that you simply don’t agree with. And when that happens, you can turn it to your advantage by blogging about it.

Here’s an example...

**Title: Why I Think [Name, Product, Event] is Wrong**

**Alternative Title: Don’t Be Like [Name]**

I usually agree with [full name of person you disagree with] on most things.

For example, I thought [his/her] post about [quick description of some admired post] was brilliant. And [title of some other post, product or video] was right on the mark.

So that’s why I was so surprised when I saw [product, blog post or something else from this person that you disagreed with].

If this [product, post, etc] was coming from [name or general description of some “shadier” corner of the market], I wouldn’t have been surprised. At all. But when a trusted name in the industry like [name of the person you disagree with] starts advocating [description of what he or she is advocating], someone has to stand up.

Now, in case you missed it, here's what I'm talking about: [link to the offending post, product, video, etc]. Basically, [provide a quick summary of the post, product, etc, sticking mainly to the facts.]

Perhaps this [post, video, product, etc] would have been fine, but [name of offending person] chose to include [describe what the most offensive or "wrong" thing was about the content or event]. This is just plain wrong. And here's why:

- [Reason 1 why this post, product, person, etc is wrong]. [Insert further explanation about why the post, product, person is wrong.]
- [Reason 2 why this post, product, person, etc is wrong]. [Insert detailed explanation.]
- [Reason 3 why this post, product, person, etc is wrong]. [Insert detailed explanation.]

To be fair, [name of offending person] isn't the only one who's [advocating this/doing something]. I've also seen [it being advocated, done, etc] by [list other people, companies, websites, etc where you've seen this same thing]. However, I find this case particularly troublesome, simply because [name of offending person] is so well-known in the niche.

Now, if you're interested in following in [name of offending person]'s footsteps but you don't want to end up dabbling in the [shady/misleading/etc] side of this business here's what I suggest you do: [insert description of what people need to do instead to get the same results without doing it the wrong way].

In addition, I also suggest you take the following advice: [Insert first piece of advice.] [Insert detailed explanation of this process/advice].

The second thing I strongly recommend is that you [take some specific precautionary action] before you [take some other action or complete the process]. This will allow you to [get the desired result] without having to worry about [getting some associated undesirable result]. Plus, it also [gives you some other good benefit]

Bottom line...

As leaders in the [niche] industry, we shouldn't stand by silently while others [spread information about a topic or advocate something that isn't right]. It's up to every one of us to stand up and tell the truth about [niche topic], so that other unsuspecting people – especially [niche] beginners – don't [end up with some undesirable result].

I've done my part. Now it's your turn.

## Blog Post #5: The “SEO” Post

Your blog posts first and foremost are designed for your readers: to entertain them, to teach them something, to present an alternative viewpoint. However, no matter what kind of post you’re writing, you may consider using it as a means of pulling in traffic from Google and other search engines. And the way to do this is to create a “search engine optimized” post, which means you sprinkle in your keywords about one to three times for every 100 words of content.

Tip: Examples of keywords including, “how to get flat abs,” “organic pest control,” “writing good sales letters” or “choosing a puppy.” You can discover your own keywords by using a tool like WordTracker.com or MarketSamurai.com.

Here’s how...

**Title: The Top [Keywords] Mistakes Almost Everyone Makes**

**Alternative Title: What Everyone Ought to Know About [Keywords]**

You’ve probably been searching around the web for quite some time now, trying to learn as much as you can about how to [insert your keywords]. Or maybe you’ve even tried to [get a specific result], but it didn’t turn out as well as you hoped. Indeed, if you’re like a lot of beginner [insert type of beginner], then you probably ended up [getting some specific, common, undesirable result].

Don’t despair. You too can start [getting a desirable result], and all you have to do is tweak your [type of] strategy a bit. Generally, that means you need to avoid making the following five common [insert keywords here] type of mistakes. Read on...

**[Insert keyword here, such as “choosing a puppy”] Mistake #1:** Just guessing, but I’m betting that close to half of beginning [type of beginners, such as “marketers”] make this mistake. Worse yet, some of the blogs and products you find around the web actually teach people this [insert keyword here] mistake!

If you see someone advocating it, run. That’s because [making this type of mistake] is [dangerous, unhealthy, frustrating, etc].

Instead, what you want to do is [insert description of what to do instead to get better results].

**[Insert keyword here] Mistake #2:** This another exceedingly common mistake, simply because [insert reason why so many people make this

mistake]. However, if you want to [get a desirable result] with [enter keyword], then you need to make sure you don't [do this bad thing]. Instead, focus on [doing an alternative, better thing] instead.

**[Insert keyword here] Mistake #3:** Don't feel bad if you make this mistake. That's because even some of the biggest experts in the [niche] industry do this. Just look at [name of expert], who regularly admits to [making this specific mistake].

In other words, this is a case of "do as I say and not as I do." So instead of [making this mistake], do [this better thing instead]. Your [body, bank account, friends or some other thing] will thank you for it.

**[Insert keyword here] Mistake #4:** This one is a little tricky, simply because you could be perfectly on track and doing all the right things, but suddenly you realize [you've made this mistake]. If it happens to you, don't worry – you can get back on track with your [keyword] goals.

All you have to do is [insert description of how to get back on track].

**[Insert keyword here] Mistake #5:** From what I've seen by talking to a whole lot of [niche] beginners is that not very many people make this [keyword] mistake.

However, those who do find it exceeding frustrating, because [explain why this is such a grave mistake]. I've even known people who've just wanted to completely give up on [trying to get a specific result] after they [made this mistake].

Fortunately, you can avoid it fairly easily, simply by [describe how to avoid it].

In sum...

Yes, it's true – now you too can [get a specific result], especially if you avoid these common [keyword] mistakes. Try it out today to prove it to yourself!

## **Blog Post #6: The "Greatest Hits" Post**

Once you've been blogging for a while, you'll start accumulating a set of extremely valuable and popular blog posts.

Once you have anywhere from three to ten (or even more) of these posts, you can create a "Greatest Hits" compilation, where you list all the best content inside one post. Here's a template...

**Title: [Number] of the Best [Niche Topic] Blog Posts**

**Alternative Title: Want to Know How to [Get a Result]? Then Read These...**

Today is the [number] [year, month, posts, etc] anniversary of this blog! And over the past [length of time since the blog started], we've covered a lot of ground, including:

- How to [get some desired result].
- Tips and tricks for [getting a desired benefit].
- How to avoid common [niche topic] pitfalls.
- Quick and easy ways to [get another benefit]

And much, much more.

But what I've noticed is that readers here absolutely love the [specific topic] posts. Those types of posts always generate the most discussion – not only here, but around the web. And it seems like I always get plenty of emails, too, whenever I make a post about [specific topic]. People even tell me how incredibly useful these posts are, simply because almost no one is sharing their methods for [getting a specific result].

I don't say this to blow my own horn. Rather, I say it to let you know that [specific topic] is my area of expertise. I've been doing this for [length of time, such as "five years"] now, so I know the ins and outs of this topic. That's why I write about it so much on this blog. And that's why I'd like to share with you now my top [number] of blog posts that show you how to [get a specific result]. Read on...

**Blog Post 1:** [Insert title of post and link]. If you're relatively new to [specific topic], then this is a good place to start. It will give you a good overview of the whole process, as well as some useful insights and tips you can use to [accomplish a specific goal, complete a process, get a result].

**Blog Post 2:** [Insert title and link]. This is one of my favorite posts on the topic, simply because [insert reason why you think this is such a useful post]. You'll also want to check out [some specific part of the post or perhaps even the comment section of the post], because [reason why that part is particularly useful, insightful, etc].

**Blog Post 3:** [Insert title and link]. This post gets into a little bit of the philosophy and psychology behind [specific topic]. So if you're pretty serious about [the topic], then you'll want to check this out for sure.

**Blog Post 4:** [Insert title and link]. Here's a post that delves fairly deeply into the advanced [areas of a specific topic]. Whether you're a seasoned pro or a beginner who's fairly serious about [this topic], it's well worth the read.

In sum...

These [number] of posts are some of the best I've ever created on the topic of [topic].

Some folks tell me that this is the best information available anywhere (and that includes some paid [niche] products).

But don't take my word for it – check 'em out for yourself and let me know your thoughts!

## **Blog Post #7: The “Response” Post**

You've probably commented on plenty of other bloggers' blog posts before. However, instead of commenting directly on their blog, the alternative is to post your comment on YOUR blog. This is called a Response Post.

Tip: If the blogger has trackbacks enabled on their post, then a link back to your blog will appear on their blog. And that means that you'll get traffic directly from their blog, clicking through to your blog. Cool, eh?

**Title: Response to [Name] And [Theories, Thoughts on Some Topic]**  
**Alternative Title: [Topic]: There's More Than Meets the Eye**

[Last week, yesterday, or some other time frame], [full name] made a blog post about [topic]. Maybe you've already read it. If not, you can take a look at it here: [link].

Basically, [name]'s premise is that [summarize the basic points of the blog post, article, video or other content post that sparked your post]. And while I agree with [name]'s viewpoint, I'd like to delve a little deeper into the topic to give you an insider's viewpoint.

You see, while [other person] has been working in this industry for quite some time now, I have a slightly different perspective because [insert reasons for this unique viewpoint]. And that makes me uniquely qualified to comment on [name]'s post.

So, what I'd like to do is share with you my opinion on [number] of crucial points made in [name]'s post. Read on...

**Point #1:** [Summarize the point here.]

[Name] made an extremely important point here, one that I've made a fair number of times myself. The crux of the matter is that [give a more in-depth explanation of the matter]. And while [name] feels that [describe what other blogger wants to do], I see [insert explanation] as a better solution to this problem.

In other words, I'd take it a step further and [describe in more detail what you feel is the best way to approach this problem].

**Point #2:** [Insert summary of the point.]

Here's another important point that's been championed by some of the biggest names in the industry, including [full name of another person], [another person who supports it] and [still a third person who supports it].

Now don't get me wrong:

I support [taking a specific action] too. Indeed, I even talked about this very issue here [insert link to a place where you mentioned this issue]. And what I said at that time – a point which I feel bears repeating – is that we can't keep [doing some specific thing] without eventually [seeing some undesirable result].

So here are the guidelines I suggest that industry leaders follow whenever they [are taking some specific action]:

- [Insert suggested guideline 1.]
- [Insert suggested guideline 2.]
- [Insert other suggested guidelines as needed.]

In addition, I think it's also a good idea for [niche members] to [take some specific action]. Doing so will [help reduce some negative impact] while [increasing the chances of receiving some positive outcome].

**Point #3:** [Insert summary of the point.]

Finally, I'd like to just briefly touch on this point, because [reason why this point is important].

Overall, I agree with [name] that we should [take some specific step]. But once again, I'd go the extra mile by [describe what you suggest people do].

In sum...

[Name of blog poster] really did this industry a great service when [he/she] brought up the topic of [topic].

I'd just add that you [take the extra steps as described above], then [describe positive out [Blog Post #8: The "Groundbreaking" Post](#)

One of your goals as a blogger is to make an impact in your niche. But if you're sharing the same content in the same way as everyone else, no one is going to pay you any attention. That's why you may want to coin phrase, create a formula or share a twist on an old method.

Point is, what you're sharing doesn't necessarily need to be groundbreaking (but if it is, that's just a bonus).

Rather, the WAY you share it – the way you "package" the content -- is what counts.

Here's an example template...

**Title: How to [Get a Result] Using [Your Formula or Coined Phrase]**  
**Alternative Title: A Brand New Way**

Seems like every day I get emails from people who're trying to figure out this whole [topic] thing. They want to [get a specific result], but often they find themselves just giving up out of sheer frustration. Or maybe they try to [get a specific benefit], but the whole process is so confusing that they get overwhelmed.

Analysis paralysis, anyone?

After seeing this happen time and time again, I knew I had to do something to stop it. And that's why I developed a little strategy that I like to call [name of your strategy].

Once you put this strategy to work for you, you'll quickly start noticing [that you're getting some sort of specific benefit]. And even better than that, you'll also [receive some other specific benefit].

This is actually a [number]-step strategy, but rest assured that it's so simple that just about any [type of niche member] can do it.

Really, it's paint-by-numbers easy.

So even if you're struggled [with this process] in the past, you can succeed this time. And even if you [don't have some specific knowledge or skill], no problem – because once you start using [your "new" strategy], you'll see that it really is quite easy to [get a benefit].

So here's how it works...

**Step 1:** [Insert step 1]. The very first step in the [coined phrase] strategy is to [insert description of what step they need to take]. And all you have to do is [insert details on this step].

One word of warning: don't over think this step. Seems like many people start this step, but they never get past it because of analysis paralysis or generally feeling overwhelmed. However, the beauty of my [coined phrase] [strategy/method/formula] is that there is no thinking required. All you have to do is [take some specific step].

Easy, right?

**Step 2:** [Insert step 2]. This step is also fairly simple, because my [coined phrase] strategy was designed to [describe how the strategy makes the step simple and easy]. So, in order to complete this part of the process, all you need to do is [describe in detail how to complete this step].

To make it even easier on you, [describe how you've made it easier for the reader, such as by providing a checklist, a template, an infographic, a mind map, a piece of software or some other tool or resource].

**Step 3:** [Insert step 3]. Finally, the last step in carrying out the [coined phrase] strategy is simple – just [describe how to carry out this step].

However, just remember that [include some warning or important information that's useful]. And don't worry about [some trivial thing], because spending all your time working on [this trivial thing] will just bog you down and virtually ensure you [get some poor result].

In sum...

You heard it here first – the [coined phrase] [strategy/method/formula/etc] is the absolute best way to [get a benefit].

But don't take my word for it. Try it out for yourself and see what it can do for you. I think you'll like your results!

## **Blog Post #9: The “Product Comparison” Post**

Your readers look to you to give reviews or comparisons on products and services in the niche.

Your goal is to offer honest, straightforward reviews and comparisons, which means you need to share both the good and bad side of products. Here’s a template you can use for a product comparison...

**Title: [Product 1] Vs [Product 2] – Which One is Right for You?**

**Alternative Title: Thinking About Getting a [Type of Product]? Read This First...**

If you’re like a lot of [type of niche members], then you’ve probably thought about getting a [type of product].

Most people eventually narrow their choice down between the following two products:

- [Name of product 1] [link to this product]
- [Name of product 2] [link to this product]

They are both great products. However, after using both of these [types of products] extensively for the past [number of days/weeks/months], I’ve discovered that one of these products actually holds a surprising advantage over the other. Read on to find out which one...

### **Overview of [Product 1]**

This [type of product] does a really good job of [getting a specific result]. That’s largely due to the following three features:

- [Insert feature 1] [Explain how this feature benefits the user.]
- [Insert feature 2] [Explain how this feature benefits the user.]
- [Insert feature 3] [Explain how this feature benefits the user.]

Despite these great advantages, however, there is one problem with [Product 1]. Namely, [describe a flaw of this product]. That may not be a big deal [to those who don’t use this product in a certain way], but those who do [use this product a certain way] will want to take note.

### **Overview of [Product 2]**

This is also a great [type of product]. In particular, this product shines when you need to [accomplish some goal in a particular way]. What's more, it also comes with these neat features that you'll be hard-pressed to find anywhere else:

- [Insert feature 1] [Explain how this feature benefits the user.]
- [Insert feature 2] [Explain how this feature benefits the user.]
- [Insert feature 3] [Explain how this feature benefits the user.]

This product is [solid, well built, thorough, etc], which means you're likely to find any glaring faults with it. However, those who [use the product in a certain way or those who're looking for some very specific feature] may be disappointed. That's because [Product 1] [explain how this product fails in this regard – is the feature weak? Or is it completely nonexistent]?

Now, I did find a way to get around this tiny flaw. If you want to [get a specific benefit or use the product in a certain way], you can [describe a possible solution/workaround for this flaw].

### **[Product 1] vs. [Product 2]: Which One Wins?**

As mentioned at the beginning of this article, both of these are solid products. However, overall I'd have to award [winning product] as the best overall [type of product]. That's because [name of product] [describe or reiterate why this product edges out the other product]. Plus, this [type of product] also [describe in what other way this product is better].

Bottom line, if you're looking [to achieve a specific result], then you won't go wrong by choosing [specific product]. Check it out for yourself by going to [link].

## **Blog Post #10: The “Promotional” Post**

The majority of your posts are likely instructional. However, even a promotional post can be useful, if you're honestly sharing what you feel is the best solution for your readers.

Here's a sample template you can use...

**Title: Don't Even Think of [Taking Some Action] Until You Read This...**  
**Alternative Title: Who Else Wants [a Specific Result or Benefit]?**

You can picture just what your life would be like if only you could [achieve some desired result]. You know it's possible, because you've seen countless others do it. And yet every time you try, you [description of how person doesn't succeed].

Pretty soon you're thinking that maybe it's just not possible for you to [get that desired result].

Listen, I know what it's like to [have a specific problem]. It wasn't all that long ago that I was [having some bad experience or problem]. I can still remember how [frustrating/depressing/infuriating/humiliating] it was to [experience the bad effects of this specific problem]. Some days I just wanted to [give up/hide under a rock/etc].

Sound familiar? But here's where my story gets interesting...

About [number] [days/weeks/months/years] ago, I discovered a [strategy/secret/theory/tool/resource/etc] that virtually changed my life overnight. Suddenly, I was able to [get a specific result], whereas before I always [described how you failed]. And now I could [get another result], which delighted me beyond belief.

I know it sounds a little too good to be true. When I was in your place, I wouldn't have believed me either. But I have proof that it's possible [to get a good result] – and I know you can do it too.

Introducing [name of product] – [insert short description of this product's main benefit or even its unique selling proposition].

This product really works. I've used it to [get a specific benefit]. My clients and friends have used it [to get a specific benefit]. And that's why I'm so certain it will work for you too.

Here's what this product will do for you:

- You'll get a quick and easy way to [get some specific benefit]!
- You'll find out how to [get another specific benefit]!
- You'll learn why everything you've ever heard about [certain topic is wrong] – and why the truth about [topic] will finally allow you to [get a highly desirable result]!

And much more. Simply put, [name of product] is a proven, surefire way to [get a specific result].

But you don't have to take my word for it. Here's proof that it really works: [link or copy in proof of your claims, such as a video, screenshot, pictures or even some strong testimonials].

Check it out here: [link to sales page]

Look, if you've ever dreamed about [getting a specific benefit], if you've ever wanted to [get a specific benefit], or if you've ever just wished that you could [get a desired result], then you absolutely need to check out [name of product now].

You won't find an easier, quicker or more affordable way to [get a specific benefit], so check it out for yourself risk-free by going to [link]. And do it now, because you're going to like the way you feel once you [achieve a specific goal]!

## Conclusion

Once you make a commitment to blogging, you'll find that you need to have a regular supply of ideas so that you can toss fresh content at your readers on a regular basis. However, sometimes writer's block sets in. Sometimes your brain freezes and you can't come up with an angle for your post.

That's where this report comes in. You just learned how to create 10 different types of blog posts, including "Groundbreaking" posts, "News" posts, "Promotional" posts and seven others. Plus you even got the templates, which makes writing a breeze.

## 10 Solo Mailing Templates

Has this ever happened to you?

You prepare a solo mailing for your list. You're really excited about it, because you're promoting a great product or service. Maybe you even start crunching numbers – figuring out your open rate, estimating your click-through rate, taking a best guess on your overall conversion rate. And then you get even more excited, because you just know you're going to make a lot of money with this email.

So you click the "send" button and broadcast your solo mailing to your list. Then you wait. And wait. And wait some more.

At which point you realize your mailing was a big flop – poor open rates, embarrassing click through rates. It wasn't even worth the time you spent composing that email.

Listen, if you've ever been disappointed by a mailing's response – or if you're the type of person who has trouble creating solo mailings – then you'll be glad you're reading this report. Because you're about to get 10 "plug and play" templates for creating your own high-response solo mailings! Just pick a template, insert relevant information where noted and you're good to go. Hardly any work or thinking required!

Ready? Then let's get started...

### Solo #1: The "Promotional" Mailing

This is a direct-response piece, meaning it focuses on selling the product by highlighting the benefits. You'll find very little if any "how to" information in a direct-response piece.

**Subject: Imagine if you didn't [have a specific bad thing, like back pain]...**

**Alternative subject: Act now to get a [%] off discount on [name of product]...**

Hi [First Name],

I know what it's like to [have a bad thing, like back pain, poor conversion rates, an untrained dog, etc]. I've been there, I've done it, I have the t-shirt to prove it.

It gets frustrating when you have to constantly deal with [some aspect of the bad thing, like "cleaning your puppy's accidents off the carpet]. It makes you want to tear

your hair out. Sometimes you want to just throw your hands in the air and [quit/forget about it].

But then you look around and see that other people [have some good thing, like a well-trained dog, good conversion rates, etc]. You figure if these people can do it, so can you (and that's true). If only you could discover their [topic/niche] secrets, then you too could [get a big benefit, like "have a perfectly well-trained dog"].

Good news – now you CAN learn these secrets! That's because I've created a collection of the best [niche/topic] tricks, tips and strategies inside my new [video/book/other product], "[name of product]". Check it out here [link].

In just moments you'll discover:

- A surprisingly simple way to [get a desirable benefit].
- A neat trick that virtually guarantees you'll [get another desirable benefit].
- My quick and dirty method for [getting another desirable benefit].
- A little-known way to [get another desirable benefit] – even if [you don't have some specific skill, requirement, etc].
- A quick and easy [number] step method for [getting a specific benefit] – you'll be amazed when you see the results!

And much, much more. By the time you finish [reading/viewing] [name of product], you'll know exactly how to [get a big benefit] – guaranteed!

But don't take my word for it. Go to [sales page link] and check out the testimonials from people just like you. You'll be amazed at how they [got rid of their problem and received a specific benefit] – and best of all, you can do it too!

Listen, you don't need to struggle with [bad thing] any more. You don't have to [experience another bad thing anymore]. And you'll never again have to worry about [still another bad thing]. Because once you know the secrets inside this exciting [report/video/etc], you'll [get a big benefit].

Go ahead, imagine what life will be like when you finally [get a big benefit]. Imagine how you'll feel when [the specific problem is gone].

Feels good, doesn't it?

Best of all, you don't have to dream about it anymore. Because when you go to [sales page link] and claim your copy of [title of product], you'll finally have [benefit].

Go get it – you deserve it!  
[Sign off]

P.S. If you act now, you can get a [%] discount when you use coupon code [insert coupon code]. But hurry, this offer ends [“soon” or after some specific amount of time or on some specific date].

## Solo #2: The “Testimonial” Mailing

Your readers are always a bit skeptical about what you say when you're promoting a product (especially if it's your own product). That's why the testimonial mailing is so powerful, because it offers proof from neutral third parties that your product is everything you say it is.

**Subject: [Name of testimonial giver] says this is awesome – what do you think?**

**Alternative subject: The responses have been overwhelming – check it out!**

Hi [First Name],

Have you heard the news?

[Name of product] launched last week, and the responses have been overwhelming. People all over the globe are discovering that this is the solution they've been looking for. Even people with no [niche/topic] experience are quickly finding that [name of product] is the quickest and easiest way to [get a specific benefit].

If you haven't claimed your copy of [name of product] yet, then you're missing the boat. That's because this [ebook/video/other product] is best and more affordable way to [get a desired benefit].

It doesn't matter if you've tried and failed before. It doesn't matter if [you don't have some specific requirement, skill, knowledge, etc]. It doesn't even matter if you [don't have some other specific requirement, skill or knowledge]. That's because this product delivers [big benefit] – guaranteed!

But don't take my word for it. Just see what these other people are saying about [product name]...

“[Insert powerful excerpt from first testimonial]”

[Insert actual testimonial – preferably one that talks about actual results.]

Or take a look at what [first name] from [city] said about [product name]. I’m guessing [first name] is lot like you. That’s because [briefly describe how this testimonial giver is like the prospect in a relevant, meaningful way. E.G., “He’s a 45 year old truck driver that never went to college – and yet he’s now earning six figures online thanks to this product...”]

“[Insert powerful excerpt from first testimonial]”

[Insert another actual testimonial – preferably one that talks about actual results.]

And they aren’t the only one who thinks that. I’ve had dozens of testimonials pour in from all over the globe. People who never thought they’d ever be able to [get a benefit] because they [one reason why they couldn’t get this benefit, such as “they were too old”], they [another reason why they couldn’t get this benefit] or because they [still another reason why prospects may think they can’t get this benefit].

But [product name] proved them all wrong. These folks were pleasantly surprised to find that they too could finally [get rid of bad thing] and start [getting some advantage or benefit]. That’s why every day I get testimonials like this one:

“[Insert powerful excerpt from first testimonial]”

[Insert another actual testimonial – preferably one that talks about actual results.]

Look, if someone like [name of person who gave above testimonial] can get [specific, amazing results], then just imagine what [product name] will do for you. Check it out right now at [link].

And do it right away, because the sooner you claim your copy of [name product], the sooner you too can start [enjoying some specific benefit] and [getting another specific benefit]!

[Sign off]

P.S. Did you see the testimonial from [name] on the product page? If not, you have to take a look at it: [sales page]. That one blew my mind – I’m sure it will blow yours too!

## Solo #3: The “Free Report” Mailing

By giving your readers a free report, you trip their “reciprocity” triggers. This makes them more likely to purchase your paid product. However, just be sure that you also include links to the paid product from within the free report.

**Subject: You can [get a benefit] – for free!**

**Alternative subject: Free for a limited time...**

Hi [first name],

I get a lot of email from people all over the world who’re looking to [get some specific benefit]. And nearly all these emails ask me the same question: [insert this frequently asked question]?

Maybe you have that same question. Because whether you’ve just started dabbling with [niche/topic] or you’re a seasoned pro who’s been doing this for years, you probably would like to find out how to [get a benefit].

I hear you. And that’s why I created my brand new report, “[insert title of report”]. Best of all, you can download it free today by going to [link].

Inside this exciting report you’ll discover:

- How to [get a benefit] – it’s a whole lot easier than you think!
- The #1 reason most people never [get a benefit] – you’ll find out how to avoid this mistake!
- A ridiculously simple way to [get a benefit] – you don’t want to miss this.
- My personal mind map that will show you a clear way to [get a benefit or complete a process] – if you’ve ever been confused about how to [complete some process], then you’re going to want to look at this mind map first on page [number].

Go ahead, download and read this report today. I think it’s really going to open your eyes about what’s possible when it comes to [getting some specific benefit].

Oh, and I’m not just tooting my own horn here. I’ve already distributed this report to a group of friends and colleagues to get their opinions on it. You probably know [name of friend who looked over report] – he says [insert his positive feedback].

I'm also hearing a lot of comments about how useful this report is, especially if you use it alongside [name and link of paid product]. That's because [give reason why your free report complements this other paid product so well – in other words give a reason why people who download your free report should also buy this other product].

Point is, these products seem to work synergistically. My report gives you just what you need to [insert specific benefit]. Meanwhile, [name of paid product] gives you [specific benefit]. So, when you use them together you get [big benefit] even faster and easier than before.

But don't take my word for it – check it out for yourself. First, download my report by using the link I gave you at the beginning of this email. Then go get your copy of [name of paid product] by going to [link].

I think you'll agree that together these products are the best way to [get a benefit].

Drop me a line and let me know how it goes for you!

[Sign off]

P.S. Check out page [page number] of the free report right away. It will show you a nifty way to use [paid product] to get [benefit]. Most people I've talked to didn't even know it was possible! I think you might be surprised too...

## **Solo #4: The “Discount” Mailing** **(for Affiliate Products)**

One way to help spur sales is by creating a sense of urgency. This is what this solo mailing does, simply because it offers a limited-time discount.

**Subject: Use this coupon today before it expires...**

**Alternative subject: How does a [number %] off discount sound?**

Hi [Name],

You've been hearing me talk about [product name] for some time now. I love it because it's a great way to [get a specific benefit]. And it doesn't even matter if you're an absolute beginner who doesn't know a thing about [topic] – you can still use this product to [get another specific benefit].

Truth is, I'd pay twice the price for this product and it would still feel like an awesome bargain. No kidding – it really is that good. It's the best [type of product] to come down the pike in a long, long time.

But even though it's so worth the price, I wanted to make sure that absolutely everyone could afford it. And that's why I twisted [name of product creator's name] to give you an exclusive discount. All you have to do is use coupon code [coupon code] at [link] and you'll save [\$X] instantly.

Unfortunately, there's a catch – this coupon expires [insert when coupon expires] so you need to act fast. You seriously will kick yourself if you miss out on this special offer.

That's because [name of product] is unlike anything you've ever used before. And I'm not just saying this. Try it out for yourself and you'll see what I mean. If you're like most people I talk to who use this product, you're going to quickly notice these three benefits:

- You'll instantly get [specific benefit].
- You'll be surprised at just how quickly [specific bad thing] disappears.
- You'll feel great as you start enjoying [some specific benefit].

Of course you don't have to take my word for it -- check out the video at this link [link]. There you'll see absolute proof that this product is the best way to [get a specific benefit] – guaranteed!

Bottom line is that you're going to love the way this product helps you [get a specific benefit], [get another specific benefit] and [get yet another specific benefit]. It's helped me, it's helped countless others around the globe [get a specific benefit] and I know it will help you too.

So check it out at [link] right now, and be sure to use coupon code [insert coupon code] to get your exclusive discount.

And do it now so you don't miss out!

[Sign off]

P.S. Do me a favor and keep this coupon code to yourself, ok? [Name of product creator] made me promise that this coupon code wouldn't get shared all over the 'net. That's because he's bending over backwards to give you this discount and practically losing money on the deal, all because he's doing a favor for me.

So yes, please do go to [link] and use code [coupon code] right now to secure your own discount. But don't share it on social media, niche forums, your blog or elsewhere that it's likely to draw a lot of attention. Thanks!

## Solo #5: The "Interview" Mailing

This is a great mailing to use when you're selling affiliate products. That's because you can interview the product owner and then use your affiliate link to pitch the product at the end.

**Subject: Read this interview with [interviewee's name]**

**Alternative subject: You won't believe what [interviewee's name] said about [topic]...**

Hi [first name],

There's no one on this planet who knows [niche/topic] better than [interviewee's name]. And that's why I was absolutely thrilled when [interviewee's name] agreed to do an interview with me.

If you're not familiar with [interviewee's name], then you'll want to check out [his/her] blog at [link]. There you'll learn all about [interviewee's name]'s background in [niche/topic], how [he/she] became the leading expert in [niche/topic] and much more. Be sure to sign up for [his/her] newsletter when you visit the site, because you won't find anyone sharing better [niche/topics] tips and tricks anywhere.

And now without further ado, here's the interview...

**Q.** Thank you for agreeing to do this interview, [interviewee's name]. Please introduce yourself and tell us how you got interested in [topic/niche].

**A.** [Insert answer]

**Q.** I've read elsewhere that you encountered a lot of obstacles before you finally succeeded at [accomplishing some goal in the niche, such as making money online, losing weight, etc]. Can you please tell us about some of these obstacles and how you overcame them?

**A.** [Insert answer]

**Q.** Now, you know more than anyone that a lot of people try to replicate your success. They hear your story, they get motivated, they get excited. But very

few actually succeed, at least not at the level you did. What do you see as the biggest mistake that holds most beginners back?

**A.** [insert answer]

**Q.** What are some of the other mistakes that [niche/topic] beginners make when they're first trying to [get a specific benefit or learn a process]?

**A.** [insert answer]

**Q.** What does a typical day look like for you?

**A.** [insert answer]

**Q.** Do you use any specific tools or resources that you'd recommend to others to make it easier for them to [get a specific benefit or learn a specific process]?

**A.** [insert answer]

**Q.** OK, time to spill the beans. What is your #1 secret for [getting a specific benefit]?

**A.** [insert answer]

So there you have it – some of [interviewee's name]'s best [niche/topic] tips, tricks and secrets.

If you liked what [he/she] shared in this interview, then you're going to absolutely love [his/her] brand new book, [enter title of book]. This book is your complete guide to [niche/topic]. Take a peek inside and you'll discover:

- The biggest mistakes nearly all [niche/topic] beginners make – and how you can avoid it!
- A quick and dirty way to [get a specific result] – this one is going to surprise you!
- The easiest way to [get a benefit].

And much, much more!

Best of all, [interviewee's name] has agreed to give you a [\$x] discount if you use coupon code [coupon code] when you order here: [link].

But hurry, this coupon expires [date] – and you'll kick yourself if you miss out!

[Sign off]

P.S. OK, a confession – I withheld some of [interviewee's name]'s interview. Actually, I didn't even share with you the biggest secret [she/he] revealed. You'll get that next time, so stay tuned!

## Solo #6: The “Reasons Why” Mailing

Your prospects have several objections – these are reasons why they shouldn't buy the product you're promoting. In this email, you take these objections, handle them and let readers know the reasons why they SHOULD buy your product.

**Subject: What's holding you back, [first name]?**

**Alternative subject: Which of these reasons sound familiar to you, [first name]?**

Hi [first name],

I know what it's like when you're first starting out and trying to [get some specific result, like lose weight]. It feels like an uphill battle. Fortunately, you've made the wise choice to not go it alone, which is why you're reading this newsletter right now. But chances are, you've been trying to [get a specific benefit] for a while now, haven't you? You've read a lot of newsletters. You've read a lot of blogs. You've watched a lot of [topic] videos. And yeah, you've probably even purchased a lot of [niche/topic] products.

Every time you see one of these products, you get excited. You think that maybe this is the one that's going to finally allow you to [get a specific benefit]. You can already imagine what life will be like once you [get another benefit]. And you can't wait to [get still another benefit].

So what happens? Nothing. You might see a little progress, such as [describe what kind of progress a person might see when they first use a product in the niche]. But eventually you end up right back where you started. And you're disappointed, again.

So when I told you about [name of product] last week, I'd imagine you were a little suspicious. You were probably wondering why this product was different than all those

other [types of products] products. And maybe you even talked yourself out of looking at it.

Sound familiar? I bet it does. I hear it a lot. And yet people who do check out [name of product] are always really glad they did. And that's because almost everyone who uses the product ends up [getting a specific benefit]. I got a feeling the same will be true for you.

Here's why...

- Reason 1: This [product/book/etc] is unlike anything you've ever seen. [Insert reason why this product is different from similar ones on the market, such as that it was created by a true expert in the field – it's based on real-world experience, not theory.]
- Reason 2: [Name of product] offers tremendous value. [This "reason why" addresses what some may perceive to be an expensive price – you need to demonstrate the value of the product by discussing its benefits.]
- Reason 3: This product WILL work for you, guaranteed. [Recap some of the proof that this product works, then tell your prospects about the guarantee.]

Point is, you have absolutely nothing to lose and so much to gain, so order now at: [link].

And best of all, I'm going to even throw in a free 20-minute consultation if you act now. You simply cannot fail when you have me personally coaching you and showing you exactly how to [get the desired result], so act now.

[Sign off]

P.S. It's ok to be excited, because this IS the [niche/topic] solution you've been looking for. After all, [number] satisfied customers can't be wrong. If it works for them, it will work for you too, so order now (risk free) at [link].

## Solo #7: The "Teaser" Mailing

This is a solo mailing that you send in advance of a product launch (either your own, or you can tweak it for an affiliate product). At this point, your readers should know something about the product. This is where you really start highlighting the benefits just a few days in advance of the launch.

**Subject: It's coming...**

**Alternative subject: You've been asking for it and now it's almost here...**

Hi [first name],

Last week I told you that I'm about to unveil something very exciting very soon. And today I'd like to announce that it's almost here. Because in just 72 hours from now, you're going to get a chance to download the most exciting [niche/topic] product that's hit this market in a long time.

This is unlike anything you've ever seen – and I'm not just saying that. That's because I've spent the last year perfecting my process for [getting some specific result]. This is the same process I've used to [get a specific result]. And it's the same process I've taught to countless [niche] clients around the globe to help them [get a specific result] too.

It worked for me. It's worked for dozens of others. And I am absolutely sure it will work for you, too.

The reason why this product will work where others have failed is because [insert a reason that makes your product different from the competition – this may be your unique selling proposition (USP)]. But once you start using this product, you'll quickly see that it is possible for you to [get a specific benefit].

Here's what else you'll discover:

- A surprisingly simple way to [get a benefit] – you'll wish you had heard of this years ago!
- A brand-new, never-before-seen strategy for [getting specific result] – this one really works!
- A quick and easy way to skip the learning curve so that you can start [getting a specific benefit] immediately.

And much, much more.

By the time you finish reviewing this course, you'll feel like you have a PhD in [niche topic]. You'll basically know everything you need to know about [getting a benefit], [getting another benefit] and [getting another benefit] – guaranteed!

Listen, no one is teaching this stuff, not even in those \$2000 courses. That's what makes this product so special. For the first time ever, these amazing [niche/topic] tricks, secrets and strategies are available to absolutely anyone.

It doesn't matter if you don't have any experience. It doesn't matter if you've tried and failed before. It doesn't even matter if you [don't have some other factor, possession, skill, experience or knowledge that most people assume you must have in order to succeed] – because this really works. Simply put, it's the best way I know to [get a big benefit].

If this sounds like exactly what you've been searching for (and I'm sure it is), then mark your calendar right now. Because in just three days – on [specific date] at [specific time] – you're going to get a chance to finally [get a specific benefit].

Bookmark this page now: [link of future sales page]. That's where you'll find the product on [date] at [time]. And you'll want to be there as soon as the doors open, because the first [number] customers will get a [\$x] early bird discount!

[Sign off]

P.S. See you in three days at this link: [insert link of future sales page, preferably a link with a countdown clock on it]...

## Solo #8: The “Bonus” Mailing

You can use this type of mailing to help spur sales for your own products, or you can use it to add value (and increase your conversion rate) for your affiliate offers. The idea is that you offer a bonus to anyone who buys through your link. For this example, I'm using a bonus service.

**Subject: Free 20 minute [topic] consultation...**

**Alternative subject: Ask me anything -- free consult...**

Hi [name],

You've no doubt heard that [name of product] just launched. And if you're like a lot of people, you've been seriously consider getting it. But if there's one thing I keep hearing from readers, it's that they're wondering if this product really will help them [get a specific benefit].

The short answer is yes.

I know this because I've spent the last two weeks using [product creator's] exciting new [type of strategy] strategy. And it's worked like a charm to [get a specific benefit].

In just 14 short days I've enjoyed benefits such as:

- Finally discovering the secret of [getting a specific benefit].
- An easy way to [get another specific benefit] – if you're like me, you're probably doing this wrong. You'll get much better results once you discover this simple secret!
- How to [get a specific benefit] – you won't find an easier or better way to do it. Period.

And I'm just getting started.

Look, I've proven this product works. I know others who're getting the same if not better results than I am. And so I know without a doubt that it will work for you too.

However, I realize you may be a little skeptical. After all, you've heard some of these promises before. And you've likely tried plenty of these other products. Yet here you are, still struggling to [get a specific benefit or get rid of some bad thing or problem].

Yet I'm so confident that this product will work for you and finally give you the [type of] results you're seeking that I'm willing to coach you, for free, to help you maximize your use of [name of product] and get the best [type of] results of your life.

So here's the deal...

If you're one of the next [number] of people to order right now at [link], you'll get a FREE 20 minute one-on-one telephone consultation with me. During this consult you can ask me anything on the topic of [niche topic], such as:

- How to really maximize your use of [product name] to get great results.
- How to avoid the most common [niche topic] mistakes.
- How to structure your time so that you can get great results in as little time as possible.
- My personal recommendations for creating a personalized plan that will help you [get specific niche-relevant results].

- Have me review your existing [niche topic] plan to help you strengthen it so that you can [get specific results] even faster and easier.
- Help you get past the [niche topic] sticking points that are holding you back.

... or whatever else you want to talk about.

This call is about you. It's about your success. It's about finally getting you over the hump so that you can [get a specific benefit, something the prospect has wanted for a while now].

Let's do it together, today. All you have to do is order [product name] at this link [link], and then forward your receipt to me at [your email].

I look forward to working with you!

[Sign off]

P.S. When you send your receipt, don't forget to tell me a good day and time for your consult. I can't wait to talk to you!

## Solo #9: The "Case Study" Mailing

A case study is a very powerful form of social proof, since it shows step-by-step how a specific product allowed you to get specific results.

This works best for promoting an affiliate offer. If you want to do a case study for your own product, it's best if you have a third-party complete the case study (rather than doing it yourself).

**Subject: If you didn't think you could ever [get a benefit], think again...**

**Alternative subject: The results are in – check them out! (Look inside)**

Hi [first name],

People have been asking me for my opinion about [name of product], which you can see here [link]. I've shared my opinion multiple times, including on my blog and in this very newsletter. Bottom line – if you want to [get a specific benefit], then this is the best way to do it.

However, what I've shared so far has just been an opinion. Sure, that opinion is backed with years of experience. I've used many of the same strategies detailed in this product, so I know it works. However, [product creator] did introduce a few twists, such as the [name of a strategy from a course], which has a lot of people buzzing. And the truth is, that's one method I'd never tried before.

Until now.

Because over the past few weeks I've been studying this method and applying it just the way it's described inside [name of product]. And I tell you what, I've been absolutely blown away by my results!

Take a look at the proof here: [If possible, insert some sort of proof such as a video, screen shot, pictures, etc.]

For example, if the product was a weight loss product, then show a before and after picture. Or if it's a marketing/traffic-generation product, then show before and after screenshots of your traffic logs.]

Now let me share with you what's happened over the last [few days, few weeks, few months or however long it took for you to complete the case study.]

- [Day/Week/Month] 1: Starting Point

Before I started employing what I learned inside [product name], I took a look at my baseline data. Here it is: [Insert any data that's related to where you started.]

For example, if it's a traffic product, how many unique visitors were you getting before you applied the strategy? Or if it was a weight loss product, what were your measurements and weight?]

Once I looked at this data, then the next thing I did was immediately put to use the procedure described on page [number] of [product name]. Here's an overview of what I did:

- [insert one-sentence description of step 1]
- [insert one-sentence description of step 2]
- [insert one-sentence description of the rest of the steps in this bulleted list]

So far, so good. But my goal is to [state your goal]. Here's what happened...

- [Day/Week/Month] 2: Midway Point

This week really surprised me, because I started seeing some pretty amazing results. Specifically, [insert description, with proof if possible, of whatever results you were starting to notice during this week].

- [Day/Week/Month] 3: Final Results

It only took [number][days/weeks/months] before I achieved my goal of [state what your goal was]. I was thrilled! Not only did I meet my goal, I exceeded it by [describe how you achieved your goal].

Here's what happened... [Go into detail about the results you received. Again, offer proof].

I owe all these awesome results to [name of product]. I'm so glad I gave it a try, and I strongly urge you to do so too. If you want to [get a specific result], then using [name of product or name of strategy] is the best way to do it.

So check it out now at [link].

[Sign off]

P.S. Don't take my word for it – try it for yourself today by going to [link]. You'll be glad you did.

## Solo #10: The “Product Review” Mailing

This is a fairly promotional piece, since you're reviewing a product. Just be sure to include the perceived flaws of the product, since this will create more credibility for you and thus boost your conversion rate.

**Subject: [Product name] review**

**Alternative subject: The truth about [product name]**

Hi [Name]

I know, you've been hearing a lot about [product name] over the last couple [days/weeks/months]. You're wondering if it's right for you. You're wondering if it's really your solution to [getting rid of a specific problem].

The answer is yes, especially if you're [describe the type of person who'd benefit most from this product]. However, this product isn't for everyone. Read on to find out if it's right for you...

### **Overview of [Product Name]**

The first thing you'll notice about [product name] is that [insert general description of the product... for example, if it's a book then you can talk about how many chapters and pages it has, briefly what it covers, etc. If it's a physical product, like a laptop, then quickly cover some of the main features and benefits].

#### **The Good...**

This product really stands out from the competition in a number of ways. Specifically...

- [Highlight a first major benefit – for example, maybe a laptop has much more power and RAM than you usually see at this price point, so multi-taskers can run several programs without the computer crashing or slowing down.]
- [Highlight a second major benefit]
- [Highlight a third major benefit]

The reason why these features are so important is because this is the only product that really allows you to [get some specific benefit].

Most of the other competitors fall short in this category. Some of the competitors have tried to [implement this specific feature], but it really doesn't work because [explain why this specific feature didn't work in the competitors' products]. Most competing products, however, don't include this feature at all. That's why [product name] offers a lot of value for the price.

However, [product name] isn't all sunshine and kittens. It does have a few flaws. Read on...

#### **The Bad...**

No [type of product] is perfect, and [product name] is no exception. However, while [product name] does have its flaws, I didn't see any deal breakers here. There's nothing really that would make me hesitate to recommend the product. However, you should be aware of these potential problems...

- [Describe a perceived flaw or potential problem with the product – for example, maybe a laptop has a weak casing, so you're a little concerned about what happens if the laptop gets bumped hard or dropped.]

- [Insert another potential problem – for example, maybe a dieting book doesn't have actual recipes.]

However, I did find one workaround. Specifically, if [the type of problem] looks like it's going to be a sticking point for you, one way to fix this is by [describe a way to get around the problem, or a way to turn this perceived liability into an asset].

### **The Verdict...**

Despite the minor problems above, I whole-heartedly recommend [product name] to anyone who wants to [get a specific benefit]. That's because [reiterate main selling point]. You can check it out for yourself here [link].

## **Conclusion**

And there you have it – 10 different solo mailings that you can send to your list, including the Direct Promotion, the Product Review, the FAQ, the Interview, the Case Study Mailing and five others.

Now, I don't suggest that you just pick and choose your way through this list. That's because a solo mailing that doesn't appeal much to you might really appeal to your readers. And the only way to know for sure is to test it.

As such, I highly recommend you try all of these mailings at once. You might just be surprised by the results!

## 3 (More) Solo Mailing Templates

As before, you're about to get 3 more "plug and play" templates for creating your own high-response solo mailings!

Just pick a template, insert relevant information where noted and you're good to go. Still hardly any work or thinking required! 😊

### Solo #1: The "Bad Thing" Mailing

**Subject 1:** Do you ever wish [Get Rid of Bad Thing or Get Good Thing]?

Example: Do you ever wish you were a better golfer?

**Subject 2:** Are you tired/frustrated of/with [Bad Thing]?

Example: Are you tired of trying diets that don't work?

**Subject 3:** Imagine you, [Good Thing]

Example: Imagine you, a successful online marketer

Dear [First Name],

You know what it's like...

Seems like every time you turn around there's another product promising that you'll [get a good benefit]. Your excitement goes through the roof. You think that this time you finally found the solution to your [niche/topic] problems.

But then...

Disappointment. Frustration.

Feeling that eerie sense of déjà vu because you've been here before.

Weeks, maybe months are lost. And yet you still [have specific problem]. You still [have undesired result]. And sometimes you don't think you'll ever [get a good result].

Worse yet, you look around and it seems like you're the only one who can't [get desired result].

You start thinking it's you (it's NOT).

You start wondering what those other guys have that you don't. You start wondering what their secrets are.

Sound familiar?

Well if so, you're about to discover some marvelous news...

Introducing [product name] – your surefire solution to [getting desired result]!

I know, that's a pretty bold claim. But I can make that kind of bold claim because I know [product name] works. I've used it to [get desired result]. Countless others have used it to [get desired result]. And that's why I know it will work for you too.

Need proof? Just take a look at what you'll learn when you download your copy of [product name] today...

- You'll discover a neat little trick that [gets desired results] every time!
- You'll learn a bizarre yet effective way to [get a desired result]!
- What do [expert/successful members of the niche] know that you don't? You'll find out!
- You'll learn how a [person who used to have the problem] [got desired result] – and how you can too!
- You'll get a neat tool that will actually [get desired result]!
- You'll find out how to [get desired result] – you won't want to miss it!

... And much, much more. By the time you finish reading this exciting [niche/topic] guide, you'll know exactly how to [get biggest benefit]!

I know you're excited. I know you want to start [getting benefits]. But you're probably still wondering if it really works.

I know it will. But you don't have to take my word for it. And you don't even have to say "yes" today. Instead, all you have to do is say "maybe," and I'll let you download the guide right now... risk free.

That's because [product name] is backed by a rock-solid [number] day guarantee. If you're unsatisfied for ANY reason – if you don't absolutely agree that this is the best way to [get benefit] – then just say the word and I'll refund every penny.

I can't be any more fair than that.

And that's why there's just one thing left for you to do: Click here to get started.

[Sign off your name]

P.S. Click here now, because you're going to love [getting desired benefit] – and you might even be surprised at just how easy it is.

## Solo #2: The “Big Benefit” Mailing

**Subject 1:** If you want [Benefit], read this...

Example: If you want more traffic, read this...

**Subject 2:** Here's the best way to [Get Desired Benefit]...

Example: Here's the best way to get rid of belly fat

**Subject 3:** Discover the truth about [Product Name]...

Example: Discover the truth about iBusinessOwner.com

Dear [First Name],

Seems like everyone's buzzing about [product name]. And maybe it has you wondering – what's all the fuss about?

I tell you what it is: People all over the world are getting amazing [niche/topics/benefit] results. And they can't help but shout it from the rooftops. I'm not talking about extraordinary people getting unbelievable results. I'm not talking about people who possess some sort of skill or special talent. And I'm not even talking about lucky people.

Instead, I'm talking about people who're just like YOU.

People who [average characteristic of target market]. People who want to [get desired benefit] but it never quite seems to happen. People who want a [niche/topic] solutions that works for the average guy or gal.

Seems kind of hard to believe, doesn't it? But the good news is that you don't have to take my word for it.

Just look at what [name], [describe person using niche-relevant characteristics, such as "a 30 year old single mom from New York"] says about [product name]:

[Insert testimonial]

And she's not the only one who's enjoying [getting desired benefit].

Then there are folks like [name], who tried for years to get [desire benefit]. Maybe this sounds familiar?

He tried every [niche-relevant] solution he could get his hands on. He tried the [broad description of one solution]. He tried [description of another solution]. And yet he kept spinning his wheels. He got more frustrated because [bad thing kept happening]. Truth is, [name] thought he'd never [get desired result].

But then [name] found [product name]. He says that's the day his life changed for the better, because that's the day he finally started [getting desired benefit]. Just take a look at what he says about it:

[Insert testimonial]

It's pretty amazing, right? And it's even all the more extraordinary when you consider that these are people who're just like you.

So let me ask you to think about something: If people like [name of first testimonial giver] and [name of second testimonial giver] can get these kinds of results, just imagine what [product name] can do for you.

Go ahead, imagine [getting desired result]. Picture what it will feel like when you finally [get another desired result]. And just think about how your life will change when you [get another desired result].

All of these and more could be yours. And all you have to do is [click here](#) to get started.

Just think, in mere minutes from now you'll be discovering:

- How to [get desired benefit]!
- A deceptively simple way to [get a benefit]!

- Which [niche/topic] mistakes you might be making right now – and how to avoid these costly blunders in the future!
- The secrets of [getting desired benefit]!
- A simple two-step system for [getting desired benefit] – this one works like magic!

And more – truth is, this is the best way I know to [get major benefit]! So what are you waiting for? Click here to discover how you too can [get desired benefit] – and do it now, because you deserve it!

[Sign off/name]

P.S. If you keep doing what you're doing, you'll keep [getting undesirable result]. If you have the courage to make a change – if you're ready to [get good result] – then click here now...

## Solo #3: The “Deal” Mailing

**Subject 1:** Here's a great deal if you act fast...

**Subject 2:** Special discount ends soon...

**Subject 3:** It's your last chance to [Get Benefit / Get Offer]...

Example: It's your last chance to enjoy a 50% discount...

Dear [First Name],

Time is running out...

In just [number] [hours/days] from now, the special [% or \$ off] [type, such as “introductory” or “Christmas”] discount expires on [product name]. And if you don't take advantage of it right now, you're going to kick yourself later – so click here to claim your discount.

Truth is, [product name] is a steal at twice the price. That's because it's the only [niche/topic] solution that [gets you a special desired benefit].

And that's not the only reason you'll want to download [product name] today.

Here are five other reasons why you should join savvy [niche members] in [getting desired result]:

1. It's EASY. You don't need a degree in rocket science to use [product name]. You don't need any experience or pre-existing skills to get great [type] results. Anyone can do this – if you can [do some simple task], then you can [get a great result]!
2. It's FAST. You don't have to sit around waiting for weeks or months to see results. That's because [product name] includes [niche/topic] tips and tactics that you can put to use immediately to get fast results. And then you'll get long-term strategies to use to keep [getting desired results].
3. It WORKS – guaranteed. You've seen the proof. You've heard the testimonials from others. But maybe you're still wondering if it will work for you.  
I can tell you right now that it will – but you don't need to take my word for it. Instead, download this guide risk-free today and try it out for yourself! You get a full [number] [days/weeks/months] to try it out. If you're not absolutely thrilled, just drop me an email and you'll get your money back... no questions asked. It doesn't get any easier than this.
4. This is a MEATY, NO-FLUFF guide. I know you've seen those other guides. Some of leave out the important steps, which leaves you scratching your head and wondering what to do next. Others are so full of fluff that you have to wade through the ebook just to pick out a few choice tidbits.  
That's why this guide is different. This one is a meaty step-by-step guide to [getting a desired result] – but you won't find a word of fluff or filler. And that means you can focus on solving your [type] problems rather than trying to pick out the good bits.
5. You can GET STARTED TODAY. This guide is available as a .PDF, meaning you can download it right now and be devouring it within minutes. By the time you go to sleep tonight, you'll know exactly how to [get a desired benefit]!

You know this is the [type/niche] solution you've been looking for. And with the [% or \$ off] discount, you also know this is the right time to buy. So your next step is easy – just click here to get started.

But do it now, because this offer ends soon!

[Sign off]

P.S. Go ahead and shop around – you won't find a better [type/niche] solution at a better price. But don't take too long, because this special offer ends soon!

## Swipe File: 101 Writing Idea Generators

If you're like most business owners, then you have a constant need for content. You're always creating blog posts, writing newsletters, distributing articles and creating info products.

Sometimes, however, you just get stuck. Maybe you start writing an article, but you're not sure how to really flesh out the content. Or perhaps you can't even get started, because you're having troubles coming up with what type of content to share with your readers.

If this has ever happened to you, rest assured that you're not alone. And if it hasn't happened yet, just wait – it happens to almost every content producer at one time or another.

Fortunately, help is here. That's because inside this report –

**You'll discover 101 writing idea generators that you can use to add content to just about any situation.**

Indeed, the next time you're stuck you can just randomly open this document to any page, as you're bound to find at least one writing prompt that gives you just what you need to create great content.

But don't take my word for it – see for yourself by reviewing all these surefire prompts right now. Read on...

### 1. Answer a Frequently Asked Question

Have you ever noticed that people in your niche tend to ask the same question on forums, on blogs or niche communities? The good news is that you can add value to your content, simply by answering these frequently asked questions.

Example: You might answer a question such as, "What's the quickest way to lose 10 pounds?"

### 2. Share a Quote

You can get quotes in a variety of places, including:

- On a colleague's blog or in their newsletter.
- On forums.
- On social media sites.
- In books.
- On TV, movies or other videos ([YouTube.com](https://www.youtube.com)).
- From the news.
- From quote sites such as [BrainyQuote.com](https://www.brainyquote.com).

Of course don't just share the quote – be sure to also share your thoughts on the quote.

Do you agree or disagree? Do you find the quote motivating? Offensive? Controversial? Uplifting? Instructional? And how might this quote be useful to people in your niche?

### 3. Recount a News Story

This method works best if you're able to share a relatively recent news story that ties directly into what you're discussing in your content piece.

Example: "Recently several major websites reported getting hacked, which makes you wonder: how safe is YOUR sensitive information?"

### 4. Make a Popular Cultural Reference

You'll generally find that younger people are more in tune with cultural references. As such, they'll connect with pop culture icons like Lady Gaga, Snooki or the latest meme. However, older audiences are less likely to know these same cultural references, unless you refer to references from when they were younger.

Bottom line? Know your audience before you mention anything related to pop culture.

### 5. Give a Tip

If you're writing any sort of instructional, "how to" information, then this is one of the easiest ways to add value to your content.

Example: If you're writing about how to paint a car, you may add a safety tip such as, "Always wear a respirator mask and work in a well-ventilated area."

## 6. State the Steps Involved

This is another method that works great if you're offering instructional content. Simply elaborate on the "how to" part by listing the steps. How much explanation you offer depends on the purpose of your content piece.

Example: If you're writing about how to plant a garden, you might offer a step-by-step explanation of how to transplant seedlings.

## 7. Elaborate on an Idea

This is a great method no matter what kind of content you're creating. Whether you have an instructional piece, a motivational article or even just a single quote or tip, you can quickly flesh it out by elaborating on an idea.

Example: If your colleague posts about how to read body language in a business meeting, you can elaborate on this idea to explain why this is an important skill. You can then offer other situations in which it's useful to read body language.

## 8. Compare and Contrast Two Ideas

In just about every niche you run into contrasting ideas. For example:

- Democrat vs. Republican
- The poodle's intelligence vs. the border collie's intelligence
- Harvard vs. Yale
- Free weights vs. weight machines for bodybuilding

And so on.

You can add value to your content by comparing and contrasting these ideas.

Even if your content piece is about one of the ideas (such as using free weights for bodybuilding), you can create a sidebar to discuss the contrasting idea.

## 9. Compare and Contrast Two Products

Instead of comparing and contrasting ideas, you can compare and contrast products.

Examples:

- Chevy trucks vs. Ford trucks
- MarketSamurai.com vs. WordTracker.com
- Joe Sugarman's copywriting books vs. David Ogilvy's copywriting books

As you can see in the examples, you can compare and contrast on a large scale (Chevy vs. Ford trucks), or you can directly compare and contrast two specific products. You'll also note that this is a great method to use if you're an affiliate for one or both products.

## 10. Review a Product

Do you ever mention specific products in your content? If so, then you can add value to your content by reviewing these products. Naturally, you can also review all the new products hitting your niche marketplace, such as the newest book, app, gadget or other product.

Example: If you write an article about how to groom a poodle, then might want to review the products you use, such as the shampoo and clippers.

## 11. Insert a Video

A video can add value to just about any content. And it doesn't need to be a long video, either – sometimes just a quick 20 or 30 second demonstration is all that's needed.

Examples:

- If you're reviewing a product, you can insert a video that shows you using the product.
- If you're writing an article about a dog trick, then post a video that shows your dog performing the trick.

You can upload your video to YouTube.com. If you're posting your article on your blog, then you can embed the video directly into the article. Otherwise, just link to the YouTube page.

## 12. Create an Infographic

If you're sharing complex information, then one way to simplify this information is by presenting it in the form of an infographic. Your readers can get an overview of the topic by looking at the infographic, and then they can get more information by reading the text.

Example: An infographic can help readers understand how different demographics and other factors influence voting patterns.

## 13. Post a Mindmap

If you're sharing a complex process, then a mindmap is a non-linear way to represent the steps of this process. Many people find this a useful way to think about new ideas or simplify complex processes.

Example: You can present a mindmap that shows people all the steps involved in product creation, from market research to hiring freelancers to polishing the final draft.

## 14. Answer Readers' Questions

Chances are, your readers are sending questions to you via email, posting on your blog or asking questions on your social media sites. You can add value to your content by answering these questions, either individually or collectively.

Example: "A reader just asked the best way to tune a carburetor..."

## 15. Offer the History of Something

Whether you're talking about an idea, person or a tangible object, this item has some history behind it. And you can add value to your content by sharing the history.

Example: If you're talking about how to train a German shepherd dog, you might share the GSD's breeding history, which gives the reader an insight into why the dog has a certain temperament and physical stature.

## 16. Share Your Blueprint

If you're experienced in your niche, then you've probably developed a good blueprint for completing a specific process or reaching a particular goal. Your readers will be thrilled if you share your blueprint with them.

Example: If you're teaching people how to make money online, then you can share your business model and your exact blueprint for starting and running a successful online business.

## 17. Reproduce Your Schedule

This is where you share with your readers a "day in your life". Doing so will help beginners visualize what they'll need to do to achieve the same results.

Example: If you're a bodybuilder, then you can share your exact eating and training schedule for any typical day.

## 18. Post a Worksheet

You can ensure your readers understand the material you've given them and/or you can help them apply this information by creating a worksheet.

Example: If you're writing about copywriting, then you can post a worksheet that takes readers through the process of profiling their target market, listing the features and benefits of their product, and brainstorming headlines.

## 19. Give Readers a Checklist

Another way to bridge the gap between reading information and applying it is by giving your readers a checklist.

Example: If your content is about how to land a new job, you might prepare a checklist that details all the items that should be included on a resume.

## 20. Quiz Your Readers

Here's a fun and interactive way to make sure your readers understand and retain what they've just learned. You can offer "multiple choice" questions, "true or false" questions or even open-ended (essay style) questions.

Example: A quiz question for a copywriting discussion might be: "What does AIDA stand for?" (Answer = Attention, Interest, Desire, Action.)

## 21. Survey Your Readers

A survey is where you ask your readers questions, such as what their problems are or what they like most about certain products in your niche. You might even ask fun questions, such as "what is your favorite dog?" The bonus is that later on you can share your survey results with your readers.

## 22. Share a List of Resources

The idea here is to compile and share content resources, such as the top blog posts, videos or free reports in your niche.

Example: "The Top 10 Blog Posts Every Copywriter Ought to Read."

## 23. Tell a Personal Story

Injecting a personal story into your content is a great way to connect with readers, build rapport and tap into their emotions.

Example: If you're writing about how to get rid of allergies, then you can share your story of what it was like to suffer from seasonal allergies before you found a treatment that worked.

## 24. Recount a Story About Someone Else

Don't have your own story to tell? No problem – you can share someone else's story (with permission, of course).

Example: Your weight loss article might share the story of how someone had a heart attack before they finally decided it was time to lose weight.

## 25. Share Your Best Secret

You have your own secret tip, a secret strategy or some other little-known piece of information that gets you great results. Guess what? Your readers would love you for forever and day if you shared this best secret – and yes, this is a method you can and should use, even if you're sharing the secret for free.

Examples:

- Share your #1 way for looking younger.
- Share your #1 weight loss trick.

## 26. Post an Excerpt From Your Product

This is a neat way to add value to your content piece while also saving yourself some time and boosting sales.

Examples:

- Share your "ingredient substitution" list from a weight loss book in an article about how to cook healthier meals.
- Share an excerpt about how to profile a target market from your copywriting book in a free report about how to write a sales letter.

## 27. Post an Excerpt From Someone Else's Product

If an excerpt from your own products isn't appropriate, then share an excerpt – with permission! – from someone else's product.

This includes your colleagues' products, your joint venture partners' products or even an excerpt from a product for which you're an affiliate.

## 28. Repost a Tweet

You can copy and paste the tweet along with a link to the original Twitter.com tweet, or you can even post a screenshot of the tweet. Either way, be sure to share your thoughts on the tweet.

Example: Your colleague tweets a prediction for an upcoming soccer game. You can share with your readers whether you think this prediction is right or wrong, and why you feel that way.

## 29. Share a Facebook Post

Same idea here as above, except this time you're sharing a Facebook post. Again, be sure to share your thoughts and commentary on the post.

## 30. Interview an Expert

Are you tired of adding in your own comments, tips, steps and ideas to your content? Then ask an expert to share his or her thoughts and ideas.

Example: You might ask an expert a question such as:

- What is your favorite weight-loss tip?
- What is your opinion of "puppy pad" training for dogs?

## 31. Get an Expert as a Guest Author

Instead of just asking a question or two from an expert, you can ask the expert to write an entire content piece, such as an article, in exchange for a byline.

Example: If you've written a report about how to plant a garden, you might ask an expert to write an article about how to get rid of aphids.

## 32. Transcribe an Audio

Do you have a podcast, an interview with an expert or some other audio to which you have the rights? Then you transcribe this audio and offer a text version of the full recording or even just an excerpt to your readers.

Example: If you're writing about how to set up a blog, you might transcribe an audio where one of your colleagues explains how to create engaging content.

## 33. Transcribe a Video

Same idea as above, except here you're transcribing the audio portion of a video. If graphics are needed, you might offer stills from the video or other pictures and screenshots. Again, be sure you own the rights to the video before you do this. Naturally, "article videos" – those that rely heavily on audio and not so much on the visual aspects – work best.

## 34. Turn Text Into Multimedia

Here you're doing the reverse of the above methods, in that you're turning plain text into multimedia.

Example: You might turn one of your articles on dog training into a video, which allows you to also add footage of you actually training a dog.

You can then upload the video to YouTube and link or embed it into your content.

## 35. Post PLR Content

Short on time? Then you can tweak and insert private label rights content into your existing content.

Example: If you're writing a report about golf, then find PLR content on the topic of putting and insert it into your report.

## 36. Reply to Another Blogger's Post

You can reply to a blogger's ideas even if you're not blogging yourself. If you see a thought-provoking post, then you can share the post and your reply with your newsletter readers or even the readers on your social media pages.

Example: You see a blogger post touting their best bodybuilding strategy. You can link to the post and then share your reply, such as why you don't condone this particular strategy.

## 37. Make a Prediction

People love reading predictions, from predictions for the coming year to predictions about an upcoming event.

Examples:

- Post your prediction for an upcoming basketball game on your basketball blog.
- Post your prediction for niche trends in a free report for online marketers.

## 38. Share Your Mistakes

If your readers are beginners in the niche, then they're bound to make mistakes. However, you can help them avoid these mistakes by sharing your own mistakes and what you learned from them.

Examples:

- Share your top three dieting mistakes.
- Share your #1 product-creation mistake (such as not doing market research before creating a product).

## 39. Teach a Twist

You probably have developed your own twists on “tried and true” methods. If so, you can add value to your content by sharing this twist.

Example: Share with your readers a twist you’ve added to a bodybuilding exercise to make the exercise even more effective.

## 40. Give Away a Freebie

The idea here is to pleasantly surprise your readers by giving them a valuable freebie, such as a report, ebook, video, audio, software tool, consultation or other tools or resources.

Examples:

- Give your readers a free WordPress theme.
- Give your weight-loss readers a free calorie-counter.

## 41. Reminisce About the Past

If you’ve been in your niche or industry for several years, then you can reminisce about the past. How have things changed? Has the progress been good? Or do you wish things would go back to the way they were?

Example: If you’re a bodybuilder, then you can talk about the “old school” bodybuilding methods and how some bodybuilders today want results without the hard work.

## 42. State a Polarizing Opinion

You have plenty of opinions, no doubt. But some of them are controversial, meaning they're likely to polarize your audience. This isn't necessarily a bad thing. For example, political commentators have turned polarizing opinions into an attention-grabbing art form.

Depending on your niche, you may be able to do the same thing.

Example: You can start a controversy in a sports niche by telling your readers why a certain team is far superior to one of their biggest rivals.

## 43. Track and Analyze Trends

Earlier you learned about making predictions, including predicting trends. Here the idea is similar, except you're going to start by tracking past trends. That way you not only make a prediction, but you can show the data to back it up.

Example: You can show readers how economic factors from the past 50 years may indicate the predicted state of the economy in the next six months.

## 44. Post a Chart

Are you sharing statistics or other data? Then posting a chart is a nice way to add value to your content.

Examples:

- You can show a chart that represents how much rainfall the state of Idaho gets each month.
- You can show a chart that represents which breed group typically wins the Westminster Kennel Club dog show.

## 45. Do a Case Study

One good way to test whether a product or even a strategy works is by doing a case study. If it's not your product or idea, then you can do the case study yourself. Otherwise, you may have someone else do the actual case study and you record their results.

Examples:

- You can try a diet for eight weeks and present your results in a case study.
- You can do a case study on a new web traffic strategy.

## 46. Share the Results of an Experiment

Another way to test an idea is by doing an experiment.

Examples:

- Do Coke and Mentos really explode when you put them together?
- Are people more willing to comply with a request if you use the word "because" when you ask for your favor?

## 47. Get Your Readers to Submit Content

Here's another good way to get content without creating it yourself: simply ask your readers to create it for you.

Examples: You can ask them to:

- Share their favorite free traffic strategy.
- Share their favorite sales letter headline that you can compile into a swipe file.

## 48. Summarize Complex Information

If you're working in a niche where scientists, doctors and other academics and researchers publish information, then your readers would likely appreciate if you summarize and explain these research articles in plain English.

Examples:

- You can explain the latest research on allergies that was published in the Journal of Medicine.
- You can explain in laymen's terms how a new diet drug affects the metabolism.

## 49. Provide "Cliff Notes" for Time-Consuming Information

If people in your niche regularly produce long books, videos or other information, then you can provide a service where you summarize these long products and point out the highlights. Naturally, you can only do this with products for which the author has given you the rights to do this.

Example: If a new 400-page book comes out, you can summarize the highlights in 10 or 20 pages, thus providing a valuable service for busy people. (Again, let me stress that you can ONLY do this if the content creator gives you permission to do so.)

## 50. Provide a Weekly Digest of Your Content

If you personally put out a lot of content – such as creating multiple blog posts every day – then you might want to create a weekly digest of your own content.

Example: You can summarize and link to your week's top five best blog articles, newsletter articles and/or Facebook posts.

## 51. Provide a Weekly Digest of Other Niche Content

Does your niche have a lot of information coming out on a monthly, weekly or even daily basis? If so, you can create a digest of all the important information that comes out on a daily, weekly or monthly basis, along with links to the full content.

Examples:

- You can provide a daily summary of the niche news, such as all the political news.
- You can provide a monthly summary of all the news, research articles, good blog posts and other information appearing in the field of weight loss.

## 52. Offer a Free Critique

The idea here is that you can offer a free critique to one or more of your readers, and then use this critique as a learning tool for your other readers. Just be sure, of course, that the person receiving the critique gives you permission to share the critique.

Examples:

- You can do a sales letter critique via video, where you explain how to tweak the letter to make it more persuasive.
- You can write a critique for a person's business plan and share the critique with your readers.

## 53. Share Industry Best Practices

You're probably well aware of your industry's best practices, which are the best and most efficient methods for completing certain procedures. You can share these best practices with your readers.

Example: If you're writing about customer service, then share your industry's best customer service practices.

## 54. Start a Niche-Relevant Meme

Memes are typically photos that captured the public's attention enough that people started adding their own captions to the photos and sharing their creations. Memes could also be viral videos, lists or other content. You can try to start your own meme. Or, you can turn widespread memes into niche-relevant memes. (Tip: See <http://www.knowyourmeme.com/> for listings of current memes.)

Example: If you're working in a dating niche, you might use the "Overly Attached Girlfriend" meme:  
<http://knowyourmeme.com/memes/overly-attached-girlfriend>

## 55. Admit Your Mistakes

Earlier you learned how you can turn your own niche-relevant mistakes into lessons for your readers. Now here the idea is to share any mistakes you've made with regards to your readers, prospects and customers.

Example: If you promised to give them a free report on a certain date but the deadline has passed, then admit your mistake, apologize and make amends as needed.

## 56. Write an "Open Letter"

Would you like to share your thoughts with a company, a group of individuals, or perhaps a specific person who's not easily accessible? Then write an open letter to this person or organization and share it with your readers.

Example:

- Write an open letter to your local government officials on some matter that's relevant to your niche (such as advertising laws that are relevant to your livelihood as a marketer).
- Write an open letter to "backyard" dog breeders to stop their cruel practices.

## 57. Address a Hot Topic

If you're writing content that's going to be immediately accessible to readers (like a newsletter article or blog post), then you can address a hot topic. To find these hot topics, such visit niche forums, Facebook groups and blogs to see what topics are holding everyone's attention.

Example: If everyone is talking about a new strategy that was recently discovered in your niche, then you can share your thoughts with your readers about how to use this strategy for maximum benefit.

## 58. Translate Content

This is one of those things that you can only do if you're granted permission by the original author. However, if you DO get permission, then you might translate an article or blog post and repost it in English on your blog, in your newsletter or elsewhere.

Example: If you see a great article in Spanish by a well-known dog trainer, you can ask permission to translate the article into English and share it with your readers.

## 59. Create a Tutorial

Sometimes people in a niche tell beginners how to do something, but they never tell readers exactly how to do it. You can rectify this by creating a tutorial, complete with screenshots where applicable.

Example: You can create a WordPress tutorial that shows people exactly how to install and customize a WP blog.

## 60. Ask a Question

The idea here is to ask a thought-provoking question to get your readers thinking about a specific issue. In other words, you don't need your readers to tell you their answers. Instead, you're asking the question to help them.

Example: "What would you do if you lost your job tomorrow?"

## 61. Write About an Event

For this method you can write about any type of event. However, if you're blogging, then you may want to write about a live event.

Examples:

- You can blog about a weekend seminar you're attending.
- You can write about a bodybuilding competition you attended a few days ago.

## 62. Tell About Your Personal Life

As mentioned earlier, you can build rapport by sharing niche-relevant stories, such as a story about how you lost weight. However, you can also share other details about your life, even if they're not directly relevant. People like to do business with those they know, like and trust, and sharing (limited) personal details can help you build this relationship.

Examples:

- You can share news about a new baby in the family.
- You can share (briefly) your difficulties of caring for an elderly family member.

## 63. Point Out an Injustice

Did someone get treated unfairly in your niche? If so, you can point out this injustice. You may even want to offer words of advice to the offending party about how to rectify the situation.

Example: If you work in the travel industry, you might share a story about the horrible customer service someone received from an airline or hotel.

## 64. Share a Big Idea

Do you have an idea about how to change things? Not just an idea, but a BIG idea? Then share it with your readers.

Examples:

- You can share an idea about how to lessen poverty in your region.
- You can share a big idea about how to deal with spam.

## 65. Play Devil's Advocate

You don't have to believe in the other side of an argument in order to take a position on that side. Instead, you can get people thinking simply by playing the devil's advocate.

Example: If there's a general consensus in your niche about how to do a specific procedure, then you might play the devil's advocate to open peoples' eyes to the pitfalls of that particular method.

## 66. Write About a Unique Way to Use a Product

Have you ever used a product in a way that it wasn't intended to be used, or perhaps you discovered a "twist" on its traditional uses? If so, you can share these unique uses with your readers.

Example: Perhaps you've discovered an entirely new way to use a WordPress blog or a tool like Market Samurai, apart from the ways most people use them. If so, share your secret method.

## 67. Profile a Fellow Marketer / Blogger / Writer

The idea here is to share a biography and a background on one of the influential people in your market.

Examples:

- If you're sharing methods from copywriter Joseph Sugarman, you might also share his history and background.
- If you're promoting a product in your niche, you might profile this creator on your blog or in a newsletter.

## 68. Comment on a Statistic

Whether a statistic has been floating around for ages or it was something that was just revealed, you can share the data and comment on it.

Example: If you run a dating website, you might comment on the statistic that 50% of all U.S. marriages end in divorce.

## 69. Highlight a Reader's Comment

Perhaps a reader commented on your blog post, tweet, Facebook post, forum discussion or even an article you shared with your newsletter readers. With your reader's permission, you can share this comment with the rest of your audience.

Example: You can highlight an exciting tip one of your readers made in the comments section of your blog.

## 70. Debunk a Myth

There are plenty of myths floating around in every niche, and you can add value to your content by debunking one or more of these myths.

Example: If you're writing a report about bodybuilding for women, you can debunk the myth that lifting weights makes women "bulky" or masculine-looking.

## 71. Comment on Your Older Content

If you've been working in your niche for any period of time, then you no doubt have plenty of older ebooks, reports, videos, newsletters and/or blog posts. You can bring

out this old content and comment on it. Or you can even update it to reflect the changing times.

Example: If you have an old article about how to create a TypePad blog, you might update the post to show people how to install a WordPress blog instead.

## 72. Invite Readers to Join a Contest

If you offer a contest where readers have to submit content, then you'll also have user-generated content to add to a future report, blog post, product or other content piece.

Examples:

- You can run a contest where participants create videos of their dogs doing tricks.
- You can run a contest where participants share their favorite gardening tip.

## 73. Admit Your Fears

If you're not only working in your niche but also a part of the niche market, then you probably have fears. Go ahead, admit them. Doing so will draw like-minded others closer to you.

Examples:

- If you're someone who's lost a lot of weight, you might admit your fear that you're going to gain the weight back. You can then tell your audience how you combat this fear.
- If you're someone who's quit your job to start an online business, you might admit your fears that your new business isn't going to support you over the long term. Again, you can explain to your readers what steps you'll take to alleviate this fear.

## 74. Snap and Share Pictures

This idea is a quick and easy way to add value to your content.

Example: If you're writing about how to develop muscle symmetry, take a photo of yourself which illustrates good symmetry.

## 75. Distribute Customer Testimonials

This is a good way to add value to a post (and to offer social proof!) when you're writing about products or even writing about your business. Just be sure you ask for permission from customers before sharing their feedback.

Example: If you're reviewing a new laptop, you can post testimonials from other satisfied customers.

## 76. Offer Proof

Here's another good method if you're creating promotional content. Basically, the idea is to prove your claims, such as by offering a video, screenshot, pictures or some other evidence that what you say is true.

Examples:

- Your weight-loss article can show your "before" and "after" pics to prove your dieting strategy works.
- Your classic car website can a video of your car running smoothly, as proof that your carburetor repair service works.

## 77. Introduce Yourself

Even if you've been working in your niche for a long period of time not everyone knows you. This is especially true because new readers enter a niche for the first time every day. As such, you can introduce yourself at any time – either as a stand-alone content piece, or even within a blog post, report, video or other content.

## 78. Introduce Your Staff

Do you have people working for you? Then feel free to introduce these people to your readers. In particular, you'll want to profile those staff members whom work directly with the public, such as your customer care representatives.

## 79. Address the Legal Side of Your Niche

A word of warning: unless you're a lawyer, don't give legal advice. However, you can certainly tell your readers what types of issues they should discuss with their attorneys.

Examples:

- If you're sharing advertising tips with your readers, you might tell them to consult their attorneys to make sure their ads are in compliance with FTC regulations.
- If you're writing about divorce, then you might address custody issues and tell your readers to discuss these issues with their attorneys.

## 80. Do a Challenge in Real Time

Obviously, this tactic is most suited to a blog, social media page or other interactive platform that you can quickly and easily update. Nonetheless, the idea is to do a challenge and share your results in real time with your readers.

Examples:

- Do a 30 day challenge, such as writing a novel in one month (ALA NaNoWriMo.com).
- Do an ultra-marathon relay and have a partner update your blog or social media page.

## 81. Make a Response to a YouTube Video

You'll see that people on YouTube.com often post "video responses" to other YouTube videos. However, you don't necessarily have to turn your response into a video – you can use text if you'd like.

Example: You can post a response to someone who creates a controversial or offensive video in your niche.

## 82. Tell a Joke

Be careful with this tactic, as humor is subjective, and it varies across cultures. However, if you're comfortable with your audience, then you might inject a joke into your content.

Example: If you have a legal blog, then you have plenty of jokes that you can good-naturedly share with your readers.

## 83. Be Controversial

Earlier I mentioned that you could share a polarizing opinion. This is similar, except that you may not be necessarily sharing an opinion – rather, you might be sharing content that is otherwise controversial or even engaging in behavior that's controversial.

Be careful, though, so that you don't offend your entire audience. Use your good judgment here.

Examples:

- As an online marketer you might do backlinking campaigns, which can be controversial depending on how they're done.
- If you're a political commentator you might make some rude jokes about the other side of the political spectrum.

## 84. Interview Your Customers

Here's another quick and easy way to get extra content: simply interview your customers. You can do this in a variety of ways, including:

- Asking them to share their story.
- Asking them how your product changed their life.
- Asking them to share their best niche-relevant tips.

## 85. Write a Press Release

Do you have some sort of news to share with your readers? Then create a press release in share it in that format. As an added bonus, you can then submit this press release to the media and/or distribute it online using a service like PRWeb.com.

Example: You can write a press release about how your company sponsored a local charity event.

## 86. Share Someone Else's Press Release

Do your colleagues and business partners have news that would interest your readers? If so, you can share their press releases. You can pick these up from distribution sites like PRWeb.com, or you can often get them directly from the "media" or "press" section of their website.

Example: If you run a site that's focused on Apple products, then you might regularly read their PR page at <http://www.apple.com/pr/library/> to see if they have any press releases you'd like to share.

## 87. Give Readers a Template

You can tell your readers exactly how to do something, which is useful. But if you can complete part of the work for your readers by providing a template, they'll really be impressed.

Examples:

- You can share a sales letter template with aspiring copywriters.

- You can share a template character sketch for aspiring horror writers.

## 88. Offer an Example

Another way to make your instructions even more useful for your readers is by offering a specific example.

Example (!):

- If you just told your readers to write a “curiosity arousing” headline, then give them examples of headlines that evoke curiosity.
- If you told your weight-loss readers to eat balanced meals, then give them specific examples of what these balanced meals look like.

## 89. Distribute a Calendar of Events

If there are a lot of happenings going on in your niche, then your readers would no doubt appreciate you giving them a calendar of events.

Examples:

- You can provide bodybuilders with a listing of the top bodybuilding competitions.
- You can provide dog lovers with a listing of the upcoming dog shows and dog expos.

## 90. Create a Niche-Relevant Game

This could be a word game, like a niche-relevant crossword puzzle. Or if you’d like something more high tech, you might even offer a relevant smart phone app.

Example: You can offer a dieting crossword puzzle as a way to quiz readers about their knowledge of good weight loss techniques.

## 91. List Your Favorite Tools

You likely use specific tools to work in your niche, and you can bet your readers would appreciate knowing more about the tools you use.

Examples:

- If you tell blogger to “install a blog platform,” be sure to share with them the specific platform you use as well as your suggested plug-ins and themes.
- If you’re writing about bodybuilding, then share with your readers what supplements you use (including the specific brand), such as creatine and whey protein.

## 92. Offer an Interesting Analogy

Another good way to make your content stand out is to offer an interesting analogy that makes your readers think.

Example: “Writing a sales letter is like writing a love letter – it’s all about the recipient.” (Naturally, you’d go on to explain your analogy in more detail.)

## 93. Capture a Relevant Screenshot

This method works particularly well if you’re providing step-by-step instructions with accompanying screenshots, such as how to install a blog plug-in. However, even a single screenshot can make a statement.

Example: If you run a security website, you might show a screenshot of a large, well-known website that’s been hacked. Then you can go on to explain how webmasters can keep their sites safe.

## 94. Make an Unofficial Industry Award

You can grant an award sarcastically, such as providing the “Best Customer Service Award” to a company in your industry who’s in the news for offering horrible customer service. Or you can offer genuine accolades to someone else in your industry.

Example: You can award a dog trainer a "Good Citizen" award for the time he's spent helping stray animals find homes.

## 95. Praise a Competitor

Most people like to take jabs at their competitors, if they say anything at all about them. That's why you're likely to stand out if you praise the competitor and/or praise their products.

Example: You can share a story about how you met your competitor at a seminar and how he turned out to be a great guy.

## 96. Praise a Partner

The idea here is to lavish some praise on your joint venture partners or other associates. And here's an extra tip: you can do this same thing for people whom you'd like to partner with. That's because they're bound to find out if you mention their name in your content.

Example: You can share with your readers a story about how one of your partners went out of this way to satisfy a disgruntled customer.

## 97. Explain How a Product Was Created

Is there a particular reason your product (or someone else's) was created? Or was it created in an interesting way? If so, share the story. This could even become the product's USP (unique selling proposition).

Example: You might share the story of a unique dog kennel with features that were created by someone who was unsatisfied with the products already on the market.

## 98. Set Up a Live Webcam

This is another one of those content additions that only works if you have a live platform, like a blog. However, it certainly can add a lot of value to your site, especially if the webcam is awaiting an event.

Examples:

- If you're a dog breeder, you can set up a live webcam in the whelping room to capture the birth.
- If you're a bodybuilder, you might set up a live webcam in your gym when you workout.

## 99. Get Political

No, this doesn't mean that you start preaching your political beliefs to your readers. Rather, you can keep them informed of pending legislation that affects them, and perhaps encourage them to contact their local government officials.

Example: Do you remember hearing about [SOPA](#)? Online marketers got together, got political and many asked their congresspersons to vote "no" on this piece of legislation.

## 100. Encourage Readers to Take Action

Just about every piece of content you write can benefit from having a call to action within it.

Examples:

- You can encourage your readers to take action on what they just learned, perhaps by reminding them of the steps.
- You can encourage your readers to buy a specific product to solve their problems.

## 101. Brag About Awards, Accolades and Achievements

Have you won any awards, met some goals or have anything else to brag about? If so, don't be afraid to share your achievements with your readers.

Examples:

- Share with your readers how a recent sales letter you created made \$1 million for the product creator.
- Share with your readers how your latest book recently topped the bestseller list.

## Conclusion

You just discovered 101 writing idea generators that you can use to help you generate additional content in just about any situation. So whether you're writing a blog post or creating a video, you're sure to find dozens of ways inside this report to flesh out your content and satisfy your readers.

Now let me leave you with one final tip...

Do remember that you're not limited to using just one prompt for each content piece. Indeed, you can make these prompts even more powerful by combining them.

Example: If you're writing an instructional "how to" article, then you can share a tip AND create an infographic.

Bottom line, each prompt alone adds value to your content. But combine them, and you'll really provide something useful for your readers!

## Swipe File: 27 Hot Buttons for Sales Writing

Here's a simple truth:

**People won't buy unless you give them a good reason to purchase a product or service.**

Sometimes this good reason has to do with the product itself, such as the benefits the product delivers. And sometimes this good reason has to do with the way the product makes the prospect feel.

You see, there are a variety of psychological "hot buttons" you can push to presell your prospects on your offers. Read on to discover 27 of the best of these hot buttons...

### 1. Make the Product Scarce

You can tap into people's fear of missing out on getting the product by making the product or service scarce.

Examples:

- Hurry, only 150 seats are available at this workshop, so claim yours now to avoid missing out!
- I can only accept 25 people into this exclusive coaching program, so join now before all the spots are gone..

Tip: Use real scarcity, not "fake" scarcity. So if you're saying that there are only 150 products available, then close the offer once you've reached the limit. Your credibility and future sales depend on it!

### 2. Create Fear of Missing Out on a Good Price

This is an extremely popular tactic both online and offline. Simply put, you offer a limited-time discount, thereby creating a fear of missing out on a good deal.

Examples:

- Order now to lock in the low introductory price of just \$25 - but hurry, this offer ends tomorrow!

- You'll get a whopping 50% off the regular price if you order in the next 48 hours!

### 3. Develop a Scarce Bonus Offer

Sometimes a good bonus product is enough to push your prospects towards the buying decision. But you can make a bonus offer even more compelling by making it only available for a limited time or only available to a limited number of customers.

Examples:

- Buy this bodybuilding program now, and you'll get these training videos for free. But hurry, these videos are only available to those who purchase this offer within the next three days!
- Purchase this copywriting course today and you'll get the "Headlines Made Easy" ebook absolutely free! But order now, because this bonus is only available to the next 97 customers who order now!

### 4. Tap into a Fear of Something Bad Happening

Your prospects think they're invincible. They also don't like to think about bad things happening to them.

And yet forcing them to feel the fear of a personal catastrophe can move them towards your "buy now" button.

Examples:

- Just imagine what would happen if you lost your job today. How would you pay your mortgage? How would you put food on the table? How would you take care of your children?
- If you died tomorrow, how would your family pay for your funeral expenses?

## 5. Address the Desire to be Happy

It doesn't matter who your prospects are or where they live, they all share the universal desire to be happy. And you can tap into this desire whether you're selling gardening supplies, golf clubs or anything else.

Examples:

- Just imagine how happy you'll feel once you lose all the extra weight!
- Nothing makes you happier than pulling trophy trout out of the river, so order now...

## 6. Stoke the Desire to Get the Best

No one likes to feel like they're second best. And no one likes to buy products that are second best. That's why you can use this desire to get the best (and/or be the best) to your advantage.

Examples:

- These golf clubs are rated as the #1 best set of clubs by Golf Monthly, so order now!
- When you play with these golf clubs, you'll become the best player you can be - so order now!

## 7. Create a Feeling of Exclusivity

Your prospects want to feel special. They want to get a feeling of exclusivity. And so if you can tap into this trigger with your presell content, you'll move your prospects towards the order link.

Examples:

- Order now and you'll join the elite circle of marketers who're making a comfortable living working from home.
- Join now and you'll get instant access to the private members-only forum!

## 8. Tap into the Conformity Trigger

Sure, you've heard people say they want to be unique. But the truth is, most people don't like to stand out from others. That's because it makes people vulnerable to being ridiculed. They might even feel like outcasts. And so you can alleviate these fears by tapping into your prospect's desire to conform (i.e., do what others are doing).

### Examples:

- Over 2300 customers can't be wrong, so order now!
- Order now to join 5500 other satisfied customers who're learning how to lose weight safely, quickly and easily!

## 9. Be an Authority

Your prospects are conditioned to follow authority figures. And so if you establish yourself as an authority – or if you get an authority figure to endorse your product – you'll trigger this conditioning. And that means a higher response rate.

### Examples:

- Four out of five dentists agree that this is the best way to whiten your teeth without a visit to the dentist's office.
- This joint-care program was created by a doctor, so you know you're getting accurate, reliable and useful advice.

## 10. Create a Desire to be First

There's a certain segment of your market who prides themselves on being the first to buy and use a new product. Just look at certain technology markets and you'll see what I mean. People will line up around the block to be the first to buy certain gadgets like iPhones. They'll even pay more than others just to be the first among their friends to get the gadget. No matter what you're selling, you can tap into this desire, too.

### Examples:

- Your friends are going to be so jealous when they see you with this new laptop!

- Order now to be the first in your neighborhood to read this book!

## 11. Entertain Your Prospects

That's right, your prospects have a desire to be entertained. If you doubt this, just look at the way many online marketers construct their product launches.

Examples:

- You'll see contests, games, controversial reports, funny videos and other pieces that keep prospects entertained. And it doesn't matter what niche you're serving, because chances are your prospects will appreciate being entertained, too.
- Need a real life example? Just go to [www.blendtec.com](http://www.blendtec.com) to see how this company entertains their prospects while simultaneously demonstrating their products.

## 12. Sell the Dream

Your prospects don't want to hear about how hard they have to work to get results. So if you're selling treadmills, you don't want to remind them that they'll need to sweat and work hard every day to get results. Instead, you want to "sell the dream" – that is, you want to focus on the end results.

Examples:

- In just six weeks from now you'll drop two dress sizes – imagine how good that will feel!
- Now you too can own a successful business and start living the internet lifestyle!

## 13. Arouse Curiosity

If you can get your prospects curious about the product, then they'll buy your product just to satisfy that curiosity.

Examples:

- See page 53 to discover a simple conversion trick that can double your response rate!
- Just wait until you see the mind map on page 27 - you'll never start a new website again without consulting this tool!

## 14. Trigger Reciprocity

When someone gives you a gift on your birthday, what do you do? That's right, you give them a gift when their birthday rolls around. This is referred to as reciprocity.

The good news is that it doesn't just work between friends: You can also use it with your prospects. Just give them something valuable, and they may repay the favor by becoming a customer.

Example: Give your newsletter subscribers a valuable ebook or training video for free: "Download this dog training video absolutely free as my gift to you!" Then include a promotional link from within this freebie.

## 15. Build Trust

People buy from those they know, like and trust. And while there's nothing you can say specifically to build trust with just a sentence or two, you can grow it over time.

Examples:

- Get your prospects on a mailing list so you can build relationships over time.
- Give some of your best stuff away for free to build trust.
- Be honest with your prospects.
- Recommend the BEST solutions to your prospects (even if recommending those solutions doesn't put any money in your pocket).

## 16. Offer Value

People want to know they're getting a good deal. They want to feel good about their purchase. And that's why you need to let prospects know that the offer is more valuable than the money they're investing.

Examples:

- This mattress is guaranteed for life - you'll never have to buy another mattress again!
- Your \$99 investment will show you how to save over \$2500 on home remodeling costs - guaranteed!

## 17. Turn Liabilities Into Assets

Your prospects (and maybe even your competitors!) have probably pointed out some of your product's perceived flaws. You can turn these alleged liabilities into assets and close the sale.

Examples:

- People keep asking why this laptop is so heavy. That's because it's virtually indestructible. So if you want a laptop that you can take with you anywhere without fears of it getting destroyed, then you'll want to order this one right now.
- This PLR content isn't cheap. But that's because it is truly premium content - and we're only selling 50 licenses worldwide.

## 18. Prove Your Case

Your prospects don't quite believe the claims you're making. That's why you need to prove your case using testimonials, endorsements, photos, videos and any other relevant evidence.

Examples:

- Don't take my word for it - just look at what these satisfied customers have to say about this program..
- Seeing is believing! Just look at this two minute video to see how you too can turn your dog into a well-trained houseguest.

## 19. Reverse the Risk

Your prospects aren't sure if your product will work for them. And they want to know what you'll do about it if the product doesn't work. That's why you should reverse the risk by offering a money-back guarantee.

Examples:

- If you're unsatisfied for any reason, just email me for a prompt and cheerful refund!
- You'll lose at least 10 pounds or you'll get your money back - guaranteed!

## 20. Be Believable

Maybe your product can do great things for your prospects. But depending on your audience, you may not necessarily want to present your biggest claims, even if they are true. That's because the big claims might not be believable.

Example: Perhaps you're selling a business book that teaches people how to build a six-figure business. If this book is actually aimed at your average work at home mom who just wants to make ends meet, you might not emphasize the six figures. Instead, you might say something like this, "Do you need an extra \$2000 per month?"

## 21. Get Specific

You're making claims that are believable (as per the prior tip). However, if you just use common, round numbers when sharing data, then your prospects may not believe you. That's why you need to get specific.

Examples:

- This simple copywriting trick boosted my conversion rate by 97%!
- I made \$1893.45 with this mailing.

## 22. Tap into Your Prospect's Guilt

That's right, you can make your prospect feel guilty as a means of pushing him towards the order button. He could feel guilty about not reciprocating when you've

given him a freebie, or you can make him feel guilty about his current behavior and choices.

Examples:

- If you're not using recycling and "go green" guide, then you're part of the problem!
- Don't you feel guilty when you eat chips and skip the gym? It's time to stop feeling guilty. And you can start your new life right now by clicking here...

## 23. Give Your Prospects "Reasons Why"

You can't just toss an order link in front of your prospects and expect them to drool all over your offer. You need to give them good reasons why they should click on this link. And you do this by sharing with them the benefits they'll receive if they click through and order.

Examples:

- If you don't click this link, nothing is going to change. But click here and you'll take the first step towards slimming down and becoming a new you!
- If you've ever wanted to discover the secrets of growing prize-winning roses, then click here!

## 24. Justify the Purchase

People make the initial buying decision based on emotion, but they need to justify their purchase with logic. That's why you can boost your response rate by helping your prospect justify their purchase.

Examples:

- Sure, this laptop looks great and it will have all your college friends jealous. But the truth is, it's an absolute workhorse that gives you all the tools and power you need to be more productive.

- This diet program will get you those ripped abs you've always wanted so your body will be beach ready in no time. But you'll also look and feel healthier than ever before!

## 25. Use the Word "Because"

Psychologists have actually proven that the word "because" is a trigger that produces more compliance. You don't even need a particularly strong reason following the word "because," as it's the word itself that triggers action and compliance. Still, this tactic will be even more effective for you if you do insert a strong reason after the word "because."

Examples:

- So order now, because your financial stability depends on it!
- Order now, because you're going to like what these clubs do for your golf game!

## 26. Build Rapport

Earlier I told you that you need to build relationships. But if you haven't yet built relationships with your prospects, you can still build rapport in your presell content. You do this by telling stories and using other language that helps the reader identify with you.

Examples:

- I was just like you: Overweight and not feeling very good about myself. And it seems like nothing works. It's frustrating... and depressing.
- I know what it's like to struggle to grow a vegetable garden, but it seems like you're constantly battling with pests.

## 27. Call Your Prospects to Action

Your presell content isn't complete unless you specifically tell your prospects exactly what you want them to do next. This is referred to as a call to action.

Examples:

- Your next step is easy: Just click here to join the [www.traffic-fuel.com](http://www.traffic-fuel.com) membership site, and soon you too will enjoy all the free traffic you could ever want or need!
- All you have to do is click here to discover the secrets of restoring your classic Chevy on a shoestring budget...

## Conclusion

And there you have it – 27 hot buttons that you can put to use immediately to start enjoying a better conversion rate. Try `em for yourself – I think you'll like the results!

## Swipe File: 52 Kinds of Blog Posts

If you're a blogger – or you plan on starting a blog soon – then you've downloaded the right report! And that's because –

**You're going to discover 52 different ways to write a blog post.**

Doing so will keep your blog fresh, your readers reading and your prospects engaged and clicking on your promotional links!

You see, lots of bloggers just post the same thing day after day, such as "how to" articles. If they run their blog for many years, pretty soon they'll find they're writing the same articles over and over. And the blog becomes dry and stagnant.

Boring. Not worth visiting.

But NOT your blog!

Once you finish devouring these 52 methods, you'll know how to keep your blog fresh, engaging... and PROFITABLE! So without further ado, let's get to it...

### 1. Extract Material from an Existing Paid Offer

This idea works well if you've created your own product. All you have to do is take an excerpt out of one of your paid reports, ebooks or other products and post it on your blog.

You can use this excerpt without telling your readers that it's part of your paid product. However, this strategy obviously works better if you specifically mention that it's an excerpt. That way, you can use this excerpt as a soft pre-sell for your paid product.

Now, if you're using it as a pre-sell, then you want to offer an excerpt that provides useful but incomplete information.

That means you want the information in the article to stand on its own, yet you also want your readers to be curious about the paid product.

Examples:

- You have a paid affiliate marketing report that lists 25 strategies to make more money. You can turn one complete strategy into a blog post. Then at the end of the excerpt, you can build curiosity for the other 24 strategies.
- Let's imagine you have a dog training book. The book includes chapters on housetraining, eliminating problem behaviors (like barking, digging and jumping on people), establishing dominance, teaching obedience and more. You could take an excerpt from one of the most asked-about topics - like housetraining - and turn it into a blog post.
- You have a step-by-step report that ebook that shows people how to lose weight. Instead of taking out a 500 word excerpt from one specific topic, you instead use the material to create an overview article of how to lose weight. If you readers want exact diet plans and detailed information, they'll need to purchase your paid product.

## 2. Rewrite PLR Content to Create Blog Posts

Most marketers who have PLR (private label rights) content on their hard drives tend to use it as-is.

In particular, they'll post their PLR articles directly to their niche blog. If all PLR license holders do this, then you end up with dozens of duplicate articles sitting on similar blogs.

The solution is simple: Rewrite your PLR content.

Tip: Most people use PLR articles as blog posts. You can make your blog content even more unique by creating articles out of PLR ebooks, reports or other longer materials!

Examples:

- Use PLR content to create a search engine optimization article for your blog. Rewrite the introduction, rewrite the conclusion and tweak the body of the article by including your own examples (such as the email you send to webmasters for link exchanges).

- Take a PLR dog-training book, grab an excerpt about how to stop a dog from jumping, write an introduction and conclusion and then post it on your blog.
- Let's suppose you have a PLR article about weight loss supplements. You can rewrite the introduction and conclusion, tweak the body and include your affiliate links to these supplements.

### 3. Answer a Frequently Asked Question

Simply browse your niche forums or Yahoo! Answers to find out what questions people in your niche ask repeatedly. Then write your answer and post it on your blog.

Examples:

- Browse popular marketing forums (like the [WarriorForum.com](http://WarriorForum.com)) to find out what Internet marketers are asking, such as: "What WordPress plugins should I use?" Write your answer and post it on your blog.
- Go to [Yahoo! Answers](http://Yahoo! Answers), enter a search for "dog" and find out what questions come up frequently (such as "How do I housetrain a puppy?"). Answer and post on your blog.
- Enter a search term like "weight loss" into [Google's keyword tool](http://Google's keyword tool). There you'll find out what sort of questions people enter into search engines, such as, "How do I get six-pack abs?"

### 4. Provide a Step-by-Step Tutorial

The beauty of this strategy is that you can create a series of blog posts (which makes your blog sticky and helps build a following). So if you have seven steps in your tutorial, you can create a seven-part series.

Examples:

- Let's suppose you're teaching new marketers how to get their very own money-making website up and running. Perhaps you provide a five part tutorial that includes picking a niche, choosing products to sell, setting up a blog, writing posts for the blog and advertising the blog.

- You can create a three-part series showing people how to teach their dog to sit, lay down and stay. Each article would provide step-by-step instructions. You can post one part of the series each week for three weeks.
- Let's imagine you have a weight loss blog. You can take a big topic (like nutrition) and break it up into a multi-part, step-by-step tutorial. Indeed, you can even post one part of the tutorial a week for six months or more.

## 5. Create a List of Tips

Your readers will love a "Top Ten" list of tips in your niche (or some other number, such as the top three, top five, top seven, top fifteen, etc).

Here again you can make a multi-part series by offering "101 Tips" (with about 10 tips per post).

Examples:

- Seven Secret Tips to Boosting Your Sales Letter Conversion Rate!
- Top Five Ways to Keep Your Poodle's Hair Tangle Free and Show Ready!
- Ten Tips to Getting a Beach-Ready Body!

## 6. Review a Niche Product or Service

Your readers aren't just after freebies. They're after information of all kinds. And that includes review of products and services in your niche.

Now before you run off to write reviews and insert your affiliate links, here's a word of caution: *Be honest and admit flaws.*

Indeed, listing the product's flaws will actually build trust with the prospect and increase your conversion rate.

Examples:

- If you're selling Internet marketing products, then get yourself on the joint venture notification lists (such as at [JVNotifyPro.com](http://JVNotifyPro.com)). There you'll find out about products before you

launch, meaning you'll be one of the first to create a review. Be sure to use keywords like "[product name] review" so that your post shows up in the search engines

- If you're in the dog-training niche, then you'll have plenty of books (at Amazon), ebooks and membership sites to choose from. But don't forget to review products like treats, crates and other supplies.
- Let's suppose you're doing local marketing. You could use the services of various personal trainers in your area and then review these services. Then arrange a deal with the personal trainer to get a commission for any new business you send him.

## 7. Share Your Favorite Resources

You can share with your readers all your favorite books, tools, blogs, websites and other niche resources. Just think of what people in your niche want the most and start creating lists around those resources.

Tip: Your list can include both free and paid resources. Don't forget to use affiliate links where applicable.

Examples:

- Create a list of the best keyword tools, videos, and other tools and resources for your online marketing blog.
- Share a list of "must read" books, blogs and forums for the new dog owner.
- Point your readers to the best weight-loss software, such as fitness logs, calorie counters and similar.

## 8. Write a "Best Of" Compilation

Imagine that your blog readers are new to the niche.

What blog posts should they read? What forum posts should they read and print out? Think about when you were new to the niche: What information would have helped YOU the most?

Once you've compiled a list, then create a "Best Of" post.

Examples:

- The 10 Best Online Marketing Blog Posts for the Beginning Marketer.
- Ten Forum Posts Every German Shepherd Owner Ought to Read.
- The Ten Best Free Weight Loss Reports for the Middle Age Woman.

## 9. Highlight a Checklist of Freebies

Back in Tip #4, I gave you the suggestion to create a step-by-step tutorial around a particular topic.

In this case, you do the same thing – except that you point your readers to a checklist of free resources to help them complete each step.

Examples:

- Let's suppose you're teaching your online marketing blog readers how to get free publicity. In step one, you'd tell them how to write a press release. Then you'd point them to free articles, videos and templates to help them complete this step.
- You own a dog training blog. Let's suppose you make a post about how to teach a dog to sit, lay down and stay. You might point to a forum post that discusses clicker training, a blog post that talks about teaching a dog to sit, a free report that explains down and a video that demonstrates stay.
- Your weight loss blog might include step-by-step instructions teaching people how to strength train to burn fat. You can point your readers to videos and pictures that show them the proper way to do a weight lifting routine.

## 10. Share Your Opinion on a Comment

Maybe someone made an interesting comment on one of your blog posts. Maybe you saw an eye-opening post on a niche forum. Or perhaps you just noticed a relevant quote in the news.

In all cases, you can share the quote with your readers... and then share your opinion on that comment.

Examples:

- Someone on a blog says, "Email marketing is dead." You post an article explaining why you think this is true (or not).
- You see a news story about how downturns in the economy create more homeless pets. You can share your opinion about how to prevent this.
- You see a quote from someone that says, "All diet supplements don't work." You share your opinion and experiences with supplements.

## 11. Respond to an Email

Sometimes you get such good question or comment in your email that you don't want to share your answer with just the email author.

Instead, you want to share it with the world by posting it on your blog.

Tip: Don't break your reader's privacy by naming names or sharing other identifying details. Also, if you're going to post the email word-for-word, then it's better to ask for permission first. Otherwise, paraphrase for your article.

Examples:

- A reader asks you, "If you could only buy one Internet marketing book this year, which one would it be?" You can answer on your blog with your opinion, a review and a link.
- A reader writes an email inquiring about a dog problem behavior that you haven't yet addressed on your blog, such as counter surfing. You create an article out of your answer and post it on your blog.
- You receive an email that asks if a woman who wants to lose weight will actually "get bulky" if she starts lifting. You debunk this myth in an article and post it on your weight loss blog.

## 12. Share a Personal Story With Relevance

Your readers keep coming back to you for a reason.

It's because they not only like your blog posts, but they also feel like they know, like and trust you.

And one way to deepen this bond with your readers is by sharing personal stories.

Examples:

- On your marketing blog you can share a story of how you stumbled into Internet marketing when you lost your job. You can talk about your initial struggles and how you overcame them.
- On your dog blog you might share with your readers stories about some of the dogs you owned over the years, including some of their problem behaviors (and how you fixed them).
- On a dieting blog, you can share a battle of how your weight fluctuated for years before you found a way to keep the pounds off.

Tip: Share stories that will resonate with your readers, which helps create an emotional bond. All three examples presented above would likely resonate since the target market members have similar stories.

## 13. Explain How You Use a Resource

Sometimes resources (free or paid) don't provide much documentation for the user. As such, readers often need to run searches in Google to find instructions and tips.

You can post articles on your blog with instructions and capture search engine traffic at the same time.

While presenting basic instruction is good, offering a "twist" is even better. If your readers are used to using a resource in one way, you can show them a new way.

Examples:

- Most information marketers eventually learn how to go to Amazon.com to find out what types of books are selling in the niche. You can teach your readers how to browse through the table of contents of popular books to come up with ideas for blog articles.
- You can point your dog blog readers to a breed guide that helps people select a dog. Then you can provide instructions on how to use this breed guide to help determine what a designer dog (or a mutt) might be like when he grows up.
- Let's suppose your readers are interested in using a weight loss resource like FitDay.com. You can offer detailed instructions on how you make the most of this resource.

## 14. Share the Pros and Cons of an Issue

I'm guessing not everything is cut and dried in your niche, right?

Debates rage, experts weigh in and everyone has an opinion. But what's lacking is a balanced viewpoint.

That's where YOU come in.

Instead of posting your strong opinion and backing it up, you can instead act as a reporter who neutrally shares the pros and cons of an issue.

Examples:

- Should Internet marketers use AdSense to make money, or should they stick to promoting their own products and affiliate products? You can create an article that weighs the pros and cons.
- If you have a dog blog, you might create a post with the pros and cons of getting a rescue dog versus buying a purebred dog.
- Weight loss supplements are always a contentious issue. You can tackle the general subject of supplements, offering the pros and cons of each side. You can even write posts about specific supplements (such as appetite suppressants).

## 15. Choose a Side in a Popular Debate

Naturally, you don't always have to take a "fair and balanced" stand on a topic. Indeed, if it's a popular debate where people have strong feelings, you'll want to consider taking a strong stand.

Think about it...

Very few people would elect a politician if they don't know where he stood on the big issues.

And likewise, people want to know what experts in their niche think about the niche's big issues.

Examples:

- Do you have an online marketing blog? Then jump into the "blackhat versus whitehat" debate and share your opinion.
- If you have a dog blog, you might share your opinion on a controversial topic such as "designer dog" breeding.
- If you publish a weight loss blog, then you're well aware of people who want to starve themselves to lose weight quickly for an upcoming event. Is this ok in the short term, or should people avoid this behavior always? Share your opinion on your blog.

## 16. Interview Someone Else

The reason this strategy works so well is because you not only get content for your blog, but you also tend to get free traffic from the person you interviewed.

That's because your expert is likely to link to your blog post. If the person is well-known in the niche, then several other people are likely to link to the interview as well.

Tip: You can even create a monthly feature on your blog where you interview a new person every month. Don't forget that you can also interview local experts.

Examples:

- You have an Internet marketing blog. You can ask some of the best marketers in the field (like Lethia Owens ☺ ) to answer a few questions by email, such as “how did you get started in IM?” and “How would you make money if you had to start from scratch today?”
- You could interview your local veterinarian to talk about what sort of preventative measures dog owners can take to keep their dog free from worms, fleas, lice, ticks and other pests.
- You can interview a personal trainer for your weight loss blog to let readers know the best low-impact cardio exercises those with limited mobility can do to lose weight.

Tip: You can also do an interview swap! You interview an expert in your field and he interviews you back. Then you can post your interviews on your respective blogs.

## 17. Post a Guest Article

While you can just post a guest article from another expert in your niche, you can turn this idea into a joint venture.

Namely, by swapping articles that you can post on your respective blogs. Not only do you get content, you get traffic too.

Tip: Naturally, there are plenty of article directories (such as [EzineArticles.com](http://EzineArticles.com)) where you can pick up articles. However, it's better to go directly to the marketer and ask him for a unique article. That way, you have unique content that won't show up on hundreds of other blogs in your niche. If the marketer agrees, you may even ask him to write about a specific topic.

Examples:

- You can approach Lethia Owens and ask for an article about building a profitable list for your online marketing blog. Or you can ask Michel Fortin for an article about copywriting.
- You can approach a known dog trainer and ask for an article about curbing biting and aggression.

- You can ask a nutritionist for an article about eating balanced meals.

## 18. Post Something Funny

How often have you received an email from a friend with a joke, link to a funny video, a set of funny pictures or similar? And how often have you passed it on?

Point is, funny emails go viral. And likewise, you can create funny blog posts that go viral too.

You can even get your readers to be more interactive by posting a funny picture and holding a caption contest! Or you can ask your readers to create short 15-30 second funny videos that you post on your blog.

Examples:

- If you have an online marketing blog, you can create a Jeff Foxworthy style joke post by starting a post with, "You might be an Internet marketer if \_\_\_\_\_." Then list at least ten characteristics.
- If you have a dog blog, post videos of your readers' dogs doing their cutest tricks.
- If you have a weight loss blog, ask for readers to send in their funny pictures and videos of creative ways they got rid of their "fat pants." Your new readers will look forward to the day they lose enough weight that they get to destroy their "fat pants" too!

## 19. Ask a Question

Earlier I told you that you can answer questions in your blog posts, such as emailed questions or frequently asked questions.

However, here's another idea: Ask your own question.

Now, you don't necessarily have to give your own answer. Instead, you can use the blog post to help engage readers and get them interacting. Have them post comments with their opinions, experiences and other information.

Examples:

- If you have an online marketing blog, you might ask a question such as, "What is your favorite affiliate marketing tip?"
- If you have a dog blog, consider asking a question like: "What's your favorite way to exercise your puppy?"
- On your weight loss blog, you might ask a question such as, "What motivates you to stick to your diet?"

## 20. Reveal a Case Study

This is one of the most powerful ways to turn a blog post into a sales machine. And that's because social proof (such as a case study) is so powerful... especially if the subject of your case study is someone very similar to your readers.

Examples:

- Let's suppose you're selling a copywriting product on your Internet marketing blog. You could provide a case study of an average online marketer who took his earnings from \$1000 a month to \$6000 a month simply by increasing his conversion rate. You should explain how, specifically, the product helped him accomplish this.
- Let's say you're selling a flea product like Frontline for dogs. You can provide a case study about someone who had to "flea bomb" her house repeatedly, but the fleas kept coming back because the dog kept bringing them indoors. Then you reveal how the Frontline Top Spot product eliminated her flea problem completely in about 24 hours.
- Many people who are struggling to lose weight often start "yo yo" dieting. That means they gain weight and lose it and gain it back (plus some). You can share a case study of how some of your customers used your weight loss membership site for ongoing support and motivation even after they hit their target weight.

## 21. Provide Statistics and Research

Hard facts – such as research and statistics – make for a great springboard for a blog post. You can even use these statistics as a way of backing up the need for your specific product.

### Examples:

- During an economic downturn, you can share with your readers how many people get laid off and for how long (on average). Then let your online marketing blog readers know that they don't have to depend on a boss or a shaky economy for their income. Instead, they can take control of their financial future by running their own online business.
- You can share with your dog blog readers the startling statistics about how many dogs end up at shelters simply because the owner didn't know how to housetrain the dog or prevent other behaviors. Then you can share tips on how to housebreak a puppy.
- You can scare your weight loss prospects a bit by sharing with them the research that links obesity to health problems like high blood pressure and heart disease.

## 21. Announce Upcoming Happenings

Every marketer in your niche announces on his blog his own upcoming happenings, such as seminars, sales, webinars and similar.

However, most people find it difficult to find that niche-wide information all in one place.

Until now...

You can create a special section on your blog just to announce the events and other happenings in your niche.

### Examples:

- You can create a calendar of events that shows your online marketing blog readers when and where the next offline seminars will be held.

- Let's suppose you have a "Yorkshire Terrier" blog. You can let your readers know when the main Yorkshire Terrier clubs are getting together, when the rescue organizations are having fundraisers and the like.
- If you have a weight loss blog, then you happenings such as sales at popular niche merchants (such as Jenny Craig weight loss centers or Gold's Gyms).

## 23. Provide an Overview of a Paid Resource

Here's another way to help pre-sell a product: Instead of offering a review, you offer an overview of a paid resource.

Whereas a review includes your opinion and tends to offer the pros and cons of a product, an overview is a summary of the product.

### Examples:

- Let's suppose you're selling a traffic generation book. You could provide the table of contents and give a synopsis of each chapter.
- Let's suppose you're selling a dog training video. You can give your blog readers a summary of the video, along with still images taken from the video. (If it's not your video, then ask the product creator for permission.)
- Imagine you're selling access to a weight loss membership site. You can give your readers an overview of the resources included in the download area, as well as giving them an idea of what sort of topics are currently being discussed on the members-only forum. Again, you can provide screenshots or video for your readers.

Tip: You can provide video or screen captures of the table of contents, which gets your readers imagining themselves owning the product.

## 24. Offer a Week in Review

There's always a lot going on in a busy niche.

There are interesting blog posts, new product launches, engaging forum discussions and much more.

Your busy readers can't keep up with it all, which is why you can offer a "week in review" post that highlights the top ten events, discussions, posts, product launches, etc.

Examples:

- If you have a marketing blog, then your Week in Review might list Lethia Owens's newest product 😊, news of upcoming seminars, and raging debates taking place on the top blogs and forums.
- If you have a dog blog, you can list the usual news of new products and niche debates. You can also offer news such as anti-cruelty legislation that's just been passed.
- If you have a weight loss blog, then you can offer news of product launches, niche discussions and the usual. You may also offer news such as how research supports the notion that certain foods and drinks help people lose weight and/or get healthy.

## 25. Explain a Concept

If you're not running an experts-only blog, then chances are your readers aren't familiar with some of the niche concepts. You can explain these concepts in a blog post by defining them, offering an example and offering tips.

Examples:

- Let's suppose you have a blog for beginning marketers. You might let readers know that PPC stands for pay per click marketing. Then you explain how Google AdWords works to bring traffic to a site. Then you point readers to Google to do sample searches so they can see the ads appear alongside the regular search results.
- If you have a dog training blog, then you might explain to readers how "establishing dominance" is about attitude and not aggression. You can offer tips such as making eye contact with

the dog, walking through doorways first and not letting the dog bolt ahead on a walk.

- You can explain to your weight loss blog readers that macro-nutrient balance refers to the balance of carbs, proteins and fats in each meal. You can then offer a good ratio for your niche readers to try, along with examples of foods that are considered “good” carbs, proteins and fats.

## 26. Profile a Success Story

Earlier I told you about revealing a case study (#20). This idea is similar, except instead of focusing mainly on the product (and how it helped the person), you focus primarily on the person. And that means you can engage the reader on an emotional level.

I’ll use the same examples as before to show you how to turn a case study into a success story.

### Examples:

- Here you profile the man who took his earnings from \$1000 to \$6000 a month by increasing his conversion rate. You’d focus on how his life has changed since he first made that jump, such as being able to quit his job.
- For a dog blog you might share the story of someone who had a nasty flea problem until they started using Frontline. You can go into detail about how the fleas were biting everyone in the house, how the dog had a flea allergy and was miserable, etc. Then explain how things changed once the fleas were gone.
- If you’re promoting a weight loss membership site, then you’d focus more on the success stories rather than the site itself. You can provide before and after pictures and videos of satisfied customers, along with their personal (and moving) stories describing their own weight loss journeys.

## 27. Link to Another Blog Post

You can engage other bloggers in your niche by linking to their blog posts, discussing their posts and providing additional insights. If their blog is set up to accept trackback links, you may even pull in some traffic from their blog.

Examples:

- A marketing blogger posts about how to write a press release. You link to the post, add a few tips, and offer a press release template for your readers.
- A dog blogger creates a detailed post about how to introduce kids and dogs. You link to the post and add two or three additional tips from your personal experience.
- Another weight loss blogger says the ban on certain supplements is unfair. You link to the post and offer your viewpoint.

## 28. Provide a Solution to a Common Problem

This one is pretty self-explanatory. Just create a blog post that solves a pressing problem.

Examples:

- Some online marketers have very little money when they're just starting out. You can show people low-cost and free resources they can use to start their business on a small budget.
- Some puppy owners go nuts when their puppies won't stop chewing and mouthing everything in sight. You can tell your readers how to stop this unwanted behavior.
- Many people who are looking to lose weight feel deprived on their diets. You can solve this problem by offering recipes for delicious, low-calorie meals and even desserts.

Tip: Be sure to check [WordTracker.com](http://WordTracker.com) (or your favorite keyword tool) to see what sort of keywords people are using when they search for this problem and solution online. That way you can include low-competition keywords two or three times for every 100 words of content, which might help pull in some search engine traffic.

## 29. Stir Up a “Versus” Contest

You can debate a hot topic with other bloggers in your niche. Or you can take it a step further by creating a “versus” contest where your participants first take a side... and then take action.

### Examples:

- Do it yourself or outsource? You can set up a contest where participants choose one method of product creation. Then you see who can put out the best, most profitable product in the shortest amount of time (and least cost).
- Experts can't decide which dog is smarter: Border collies or poodles? You can create a dog “test” and then have participants film their border collies or poodles completing the test.
- Diet A versus Diet B (e.g., Atkin's Diet vs. South Beach). Participants choose a diet, start a fitness log and track their progress for four to six weeks. The person who loses the most pounds and inches wins.

## 30. Share an Inspiring Story

We've already talked about case studies and success stories.

Sharing an inspiring story is a little different, because it focuses on a person who had to overcome certain obstacles in order to enjoy success. It makes the reader think, “If this person can do it, so can I!”

### Examples:

- Share a story of a work at home mom who takes care of her disabled husband, her mother in law and her ten children... and she still found the time to start and run a successful business. (This is a true story, by the way!)
- On a dog blog you might share the story of someone with a seizure disorder, and how his seizure-detecting dog helps him lead a more normal life.

- For a weight loss blog you can share the story of someone who had to overcome physical disability (such as being in a wheelchair) in order to exercise and lose weight.

## 31. Reveal a Prediction

Heads up: Your readers want to know something before everyone else in the niche knows. That's why they look to your blog for all the latest news and information. But you can take their "need to know" a step further by revealing your niche predictions.

Examples:

- You can share your online marketing predictions, such as what niches will become very hot in the coming three to six months for site flippers.
- You can predict what type of dog will win the upcoming Westminster Kennel Club dog show.
- You can predict which diet aids (such as "fat burners") will get taken off the market in the coming six months.

## 32. Critique Something Interesting

You don't want to attack someone else's work, blog, product, video or similar – but you can certainly critique it.

Examples:

- Let's suppose you're an affiliate for a blog flipping product. One subtle way to get people to the sales page is to critique the sales letter itself as a copywriting lesson for your readers.
- Let's suppose a well-known dog expert produces a video about a training method that you disagree with. You can critique the training technique and let your readers know how you'd do it differently.
- Someone posts an article on their blog about losing weight fast. You can critique the method and explain to your readers how it might help them lose weight... but NOT fat.

## 33. Share Reasons Why

Here you give your readers a short list of reasons why they should do something or buy something. In other words, you share the benefits they'll get when they take a specific action.

Tip: These "reasons why" can indirectly be reasons why someone should buy a certain product you're promoting. See the examples below.

Examples:

- Create a post titled, "Three Reasons Why You Should Create Your Own Products." (Then link to a product-creation course.)
- Create a post titled, "Five Reasons Why Every Dog Ought to Have Some Obedience Training." (Then link to a basic obedience training product.)
- Create a post titled, "Seven Reasons Why Women Who Want to Burn Fat Should Start Lifting Weights." (Then link to a female weight-lifting course.)

## 34. Write About Your Mistakes

This sort of post serves two purposes.

First, you can share your experiences as a lesson of what not to do, which helps your readers solve their problems.

Secondly, admitting your mistakes draws your readers closer to you, which builds trust (and spurs sales).

Examples:

- You can tell our marketing blog readers how you made the mistake of not starting a list when you started marketing. And how looking back, the mistake likely cost you thousands of subscribers and thousands of dollars. Then talk about how much money you made once you did start your list.
- You can tell your dog blog readers how you made the mistake of letting a puppy get away with things because she was so small, like jumping on people. But when the puppy grew up to be a 100 pound dog, she started knocking people over - and it wasn't so

cute any more. Then talk about how you fixed this problem behavior.

- You can share with your readers your weight-loss mistake of trying to lose too much, too soon ... and how that caused you to hit a plateau fast and how it made you ill. Then talk about how you started over and did it right by losing just one to two pounds per week.

## 35. Talk About Holidays, Special Events and Other News

Have you ever noticed how big companies always have theme sales around the holidays? Or how your newspaper has plenty of holiday-related articles right around the holidays, such as “firework safety” around July 4<sup>th</sup>?

You can do something similar with your blog, no matter what niche you’re in.

Examples:

- Create a “Financial Freedom” post on Independence Day on your marketing blog.
- Offer “summer safety” tips for dog owners just before Memorial Day. These tips might include things like pool and water safety, how to keep a dog from getting overheated, how to keep a dog pest-free and more.
- Offer a free recipe book of low-calorie holiday desserts in December for your weight loss blog readers.

## 36. Brag on Someone Else

Here’s a great way to provide content for your blog readers while also creating good will in your niche – particularly among your partners or potential partners. And even if a potential partner doesn’t regularly read your blog, he’s likely to notice it if you include his name multiple times. And that’s because many savvy marketers use “Google Alerts” to find out when someone is talking about them or their products online.

Examples:

- You can point to a fellow online marketer's affiliate center as great example of how to run an affiliate program.
- You can praise a fellow dog-training marketer's exemplary customer service.
- You can praise a fellow weight-loss blogger for his thorough and useful posts about nutrition and exercise.

## 37. Respond to Comments on Your Blog

Most of the time, you probably respond to blog comments in the comment section. However, you can reply to a comment and post your reply as an entirely new blog post.

Tip: Be sure to either link to the comment, or quote the entire comment and acknowledge the author.

Examples:

- Someone on your marketing blog discusses his favorite way to recruit joint venture partners. You can create a new blog posts that lists your favorite tips and tricks for attracting good partners.
- Perhaps someone on your dog blog mentions having problems getting his hunting dog to let go of the object once she's retrieved it. You can create a new post that offers tips to help the reader solve his problem.
- Maybe someone on your weight loss blog comments that you offer great exercise and nutrition suggestions, but it all seems too time-consuming. You can offer your time-management tips, such as cooking and freezing meals for the entire week on Sunday afternoon.

## 38. Craft a “What I Learned From...” Post

Here you can take a personal experience and turn it into a lesson for your readers. This experience might be meeting a person, attending an event or even overcoming some sort of adversity.

Tip: While this post can share tips and other lessons, this is also the type of post you can easily turn into a humorous piece.

Examples:

- Maybe you run a copywriting blog. And let's suppose you recently discovered Gary Halbert (R.I.P.) and the “Gary Halbert Letter.” You can create a blog post called, “Seven Things I Learned from Marketing Legend Gary Halbert About Writing High-Response Copy.”
- Let's suppose you go to a conference and meet famous “dog whisperer” Cesar Milan. You can create a blog post called, “Five Dog Tips I Learned From Cesar Milan.”
- Let's suppose you try the Atkin's Diet. You can create a post on your blog titled, “Ten Things I Learned About Dieting After Cutting Out All Carbs.”

## 39. Give Away a Freebie

Here's a great way to build your mailing list, build reader loyalty and pre-sell products or services. Namely, by giving away a useful freebie.

Note: You can also offer a no-strings-attached freebie, meaning readers can download it without providing an email address. Either way, be sure your freebie includes links back to your blog and products.

Chances are, your niche is full of resell rights materials that you've been tempted to give away to your readers.

That's something you can do on occasion. Ideally, however, you should offer something completely new, and exclusive freebie your readers can't find anywhere else.

Tip: Give away something that your readers are already paying for somewhere else. Use Clickbank.com to do this product research. Just go to the marketplace and browse the categories to uncover hot

product. The products at the top of the categories are the best sellers. You can create a freebie around the same topic.

Examples:

- Let's suppose you discover that your readers are desperate to find information about domain flipping. Just create an ebook (or video) covering this topic and offer it on your blog.
- Maybe everyone in the dog-training niche is snapping up a new product by a fairly new expert. You can ride the coattails of this person's success by interviewing the expert via a free teleseminar. You can offer both the live event as well as the recording as a freebie on your blog.
- Perhaps you notice that your weight loss blog readers are asking what you consider good fats, carbs and proteins. You can create a "shopping list" that includes dozens of healthy foods in each category.

## 40. Debunk Niche Myths

Think back to when you were first introduced to your niche. I bet you believed a few of the myths. Or if not, you certainly ran into a lot of people who DID believe them... especially beginners on forums.

And you probably noticed these myths and issues come up again and again (which allows the myths to survive).

That's why creating a blog post that debunks the niche myths is such a great idea.

Not only can you help stem the flow of misinformation, but others who are doing the same thing will link to your post. And that means you'll start pulling in multiple incoming links (which increases your search engine rankings and your traffic).

Examples:

- You can debunk the marketing myths such as, "you'll become a millionaire in your first week" or "you need to have a highly technical background in order to make money online."
- Here you can debunk popular breed myths like, "all pit bulls are aggressive" or "basset hounds are dumb."

- The weight loss niche is full of myths that are prime for debunking, such as “fat makes you fat” and “lifting weights makes you gain weight.”

## 41. Talk About Universal Topics

There are certain things that almost everyone wants, such as more time, happiness, wealth, a more attractive physique and similar. You can take these “universal” topics and create niche-specific blog posts about them.

Examples:

- You can create a post about “weight loss for online marketers” and post it on your Internet marketing blog.
- People with dogs know what it’s like to have dog hair embedded in the carpet, on the couch and everywhere else. You can take a universal topic like cleaning and create a post about “housekeeping tips for dog owners.”
- Planning meals and finding time to exercise is a common problem for those seeking to lose weight. So you can help solve this problem by creating a “time management for dieters” post.

## 42. Hand Out an Award

With this idea you get to make up an award that you hand out on a weekly, monthly or annual basis. You can use your awards to drum up publicity in niche publications. In addition, you’re likely to get a boost in traffic and links since your award recipients will likely blog about your award.

Examples:

- You can go undercover and test other online marketer’s customer support response time and other customer support issues. Then you can award a monthly “best customer service” award.
- You can hand out a “best trick trainer” award to people who post videos of their dogs doing complex tricks.

- You can offer a “most dedicated” award to people who are working on losing a large amount of weight (and have been at it for some time).

## 43. Share What You Do

Your blog readers likely have a pretty good idea of the strategy you’ve used to obtain your success. But they might be a little lost on the details.

For example, they might not see your overall process, so they don’t know how to complete the work in the most efficient way possible.

You can share your models, blueprints and even daily schedules with your readers in a blog post.

Examples:

- You can give your marketing blog readers a complete blueprint of one of your niche sales funnels, which shows you generate leads, what sort of freebie you offer, how often you email your leads and what your backend offers look like.
- Perhaps you’ve told people how to obedience train and trick train their dogs, but you’ve never revealed your exact schedule. You can give your readers a weekly schedule that details how often you train, how many minutes per session and what a typical training session entails.
- You can provide your weight loss blog readers a sample of your daily and weekly menu plans. You’d first give them a detailed overview of a typical day – six small meals, recipes included, and what time you eat them. Then you’d provide a weekly menu plan (and recipes) as well.

## 44. Make a “Things I Like About... / Things I Hate About...” Post

Here’s another fun one that makes for a light but educational post. Just create a post that lists the top ten things you hate and the top ten things you like about a certain topic, event, task or even a niche.

Tip: You can break this into a multi-part series. One day you can post the ten things you like, and a few days later you can post the ten things you don't like. If each part is long, then you can break it into even more parts, such as "Ten Things I Like Part 1" and "Ten Things I Like Part 2."

Examples:

- "10 Things I Like About Affiliate Marketing" and "10 Things I Hate About Affiliate Marketing."
- "10 Things I Like About Agility Training" and "10 Things I Hate About Agility Training."
- "10 Things I Like About Doing Cardio" and "10 Things I Hate About Doing Cardio."

## 45. Speak to a Specific Level of Experience or Knowledge

Your blog likely provides content for a focused niche and a certain experience level (beginner, intermediate and advanced). However, just because you run an expert-level blog doesn't mean you don't have beginners reading the blog. And your niche beginners will appreciate getting advanced tips from time to time too.

As such, you can create blog posts aimed at these different experience and knowledge levels.

Examples:

- Your beginner-level Internet marketing blog can include posts on advanced topics such as multivariate testing and analysis.
- You might have a dog trick-training blog where you share how to articles for simple tricks such as "speak," "play dead" and similar. However, you may share instructions for advanced tips such as "put away your toys."
- You might include a beginner-level tip on your advanced weight loss blog, such as how to calculate how many calories a person needs to eat each day to safely lose one to two pounds per week.

## 46. Add to a List Started by Another Blogger

Here's another way to get yourself on another blogger's "radar" (which helps build relationships and possibly partnerships). And again, if the blogger uses trackbacks, you may even get traffic and a link from his blog to yours.

Here's how it works: Another blog starts a list, such as his top ten resources, top ten tips, seven ways to do a certain task, etc. You link to the post, add your insights and then add to his list.

### Examples:

- Another marketing blogger lists his top five ways to increase a sales letter's conversion rate. You link to his blog and add another five ways.
- A dog blogger posts his top seven books every dog owner should read. You link to his post and add three more resources to his list.
- A fat loss blogger offers a list of ten easy ways to cut calories (such as skipping the cream and sugar in the coffee). You link to the post and add another ten tips.

## 47. Respond to Criticism

Consider it a complement if you or your products start getting criticized – it means you're considered a "big player" in your niche. But even if you are starting to get some recognition, it still hurts to get criticized... and you have every right to respectfully and gracefully respond to this criticism.

However, one quick word of warning: *Don't get dragged into fights by trolls.* For example, some people (especially on forums) habitually post negative things about the "gurus" and experts in their niche. If you take the bait, you'll be pulled into a disrespectful, name-calling, drama-filled forum fight. So forget about responding to trolls.

Instead, respond to "real" criticism, such as criticism from respected others in your niche. And be sure to respond to the subject of the critique, rather than the person (i.e., don't make it personal).

Tip: If the critique upset you, wait until you've "cooled down" before replying. Give it several days. Never respond immediately after reading a critique.

Examples:

- A fellow marketer critiques your traffic-generation report and, without trying, claims it won't work. You create a series of case studies with rock-solid proof showing that it does work.
- A fellow dog trainer suggests that your dog-training product hasn't been tested on real dogs. You post videos of you running through a training routine with your own dogs.
- A fellow weight-loss blogger says your meal plans and calorie calculations are too high, that no one could lose weight with your menus. You provide proof using case studies.

## 48. Use the Table of Contents From a How To Book

I hinted at this method a bit earlier in this report (Method #13, Example #1). Here's how it works: Go to [Amazon.com](https://www.amazon.com) and find the top selling books in your niche. Use Amazon's preview feature to read the table of contents. Then create an article around each chapter of a book. So if a popular book has ten main chapters, you'll have ten ideas for blog articles.

Tip: You can use this strategy simply to come up with blog post ideas. Or you can use it for the specific purpose of helping you pre-sell the product whose table of contents you're using for article ideas.

Examples:

- If you publish a copywriting blog, then look through a popular copywriting book for post ideas. You'll likely end up with posts such as "how to profile your target market," "features versus benefits," "how to write killer headlines" and so on.
- A dog book would likely create posting ideas for you such as "how to choose a puppy," "what to feed a puppy," "how to housetrain a puppy" and so on.

- A weight loss book can provide article ideas such as, “how many calories to eat,” “how often to exercise,” and “how to lose weight safely.”

## 49. Share a Better, Faster or Easier Way to Do Something

You’ve heard the expression, “build a better mousetrap.”

That means that when you create a product, you don’t have to create something revolutionary. Instead, you start with a product that people are ALREADY buying and make it better.

Likewise, you can do the same with your blog posts. Start with a problem that people in your niche are already seeking solutions for, and offer them a better, faster or easier solution.

### Examples:

- Lots of marketing experts tell their blog readers to survey a market to find out what consumers want. You can instruct your readers to find out what they want by discover what they are already buying.
- Some people say that you need to paper train a puppy and then eventually start taking him outdoors. However, undoing the training provided during the paper stage can be difficult for the dog owner and confusing for the dog. As such, you can instruct your readers to skip paper training and go straight to regular housebreaking.
- If everyone in your weight loss niche is offering convoluted formulas to determine how many calories and individual needs to eat each day, you can simplify it by creating a tool to do the calculations.

## 50. Promote an Offer

So far you've learned 49 different types of blog posts.

You can use some of these ideas to make your blog sticky and build a large following. Still other posts allow you to pre-sell a product or service. In other words, all of these types help you to indirectly make money.

Now it's time for your blog post to work hard and directly put money in your pocket. And one way to do that is to create a 100% promotional post.

Tip: This isn't the type of post you want to make on your blog often, as readers will drift away because they don't want to come to your blog just to read ads. However, if you mix 100% promotional blog posts in between your solid content posts, your loyal readers will be happy to read them... and purchase the products you recommend.

Examples:

- Instead of posting a balanced review of an AdWords course, you post a 500-word advertisement for the course (which lists all the benefits of the product and encourages your readers to buy now).
- You create a "reasons why" post that is actually an advertisement. For example, "Seven Reasons Why You Need to Get Your Hands on [Name of Newest Dog Training Product]!"
- You create a "what I learned from" post that is a direct advertisement. For example, "Seven Things I Learned About Weight Loss from [Dieting Product]!"

## 51. Co-Author a Post

Instead of swapping guest articles with a joint venture partner on your blog, you can co-author an article with the partner. Then each of you posts the article on your respective blogs.

Tip: The article should include links to each others' blogs, so that you each get traffic and backlinks out of the venture.

Examples:

- You and a fellow online marketer create an article titled, "Ten Ways to Make Money on the Backend." Then you provide five ways and your co-author provides five ways.
- Let's suppose there's a dog blogger in your niche that has slightly different views than you. You can create a question (or series of questions) such as, "What dog breed is the smartest and why?" Then each of you answers the question and you compile the answers to create an article with two different viewpoints.

Alternatively, you can create a list of frequently asked questions. Then you answer half the questions and your partner answers the other half.

- Let's suppose you write a weight loss article with another blogger. One of you can write the main content for the article (the "how to" part), while the other person can fill in stories, examples, sidebars and similar features.

## 52. Go "A to Z" on a Topic

Last but not least, you can create a multi-part series that lists 26 tips on a topic using an "A to Z" format.

Alternatively, instead of listing multiple tips per article, you can create 26 articles, which enables you to go more in-depth into each tip.

Examples:

- An "A to Z" post on an online marketing blog might include topics like, "A is for Affiliate Marketing," "B is Blogging," "C is for Clickbank" and so on.
- A dog breed blog might include breed profile articles such as "A is for Affenpinscher," "B is for Boxer," "C is for Collie" and so on.
- A weight loss blog might include articles such as "A is for Atkin's Diet," "B is for Breaking Bad Habits," "C is for Cardio" and so on.

## Conclusion

Congratulations: You know now 52 ways to keep your blog fresh, readable... and profitable!

Let's recap just a tiny handful of some of the methods you learned about in this report:

- ✓ You found out how to get traffic and backlinks to your blog by co-authoring articles, bragging on someone else or responding to another blogger's articles!
- ✓ You discovered how to stir up a little controversy and engage your readers (and other bloggers) by having a "versus contest," taking sides in a debate or handing out awards!
- ✓ You learned how to lighten the tone of your blog by posting humorous pieces, linking your post to a holiday or creating a "ten things I hate about / like about" post.

Now here's the thing...

These 52 tactics aren't going to increase your loyal readership, get you links, drive traffic or create more sales just because you know about them.

**You can have all these benefits and more... but only if you take action.**

And the sooner you start, the better.

So here's my suggestion: Choose one method right now and create a blog post using the idea. Then tomorrow, choose another method and write your blog post.

Keep doing this, and before you know it you'll have one of the BEST, most-read blogs in your niche!

## Swipe File: 50 Blog Post Titles

Imagine this...

You sit down to write a blog post. You pop open a new word processing document, put your fingers to your keyboard... and then nothing. Your fingers remain motionless. And it seems you can't even come up with an idea for a blog post, much less start writing the dang post.

If this sounds familiar, then you'll love this report.

That's because you're about to discover 50 blog starters. You'll never struggle to come up with a great idea for a blog post again!

Read on...

### **1. X Ways to [Desired Result] in X Days Or Less**

Example: Three Ways to Lose 10 Pounds in 30 Days or Less

### **2. [Topic FAQ] – Your Top 5 [Topic] Questions Answered**

Example: Your Top Five Homeschooling Questions Answered

### **3 .What Do You Think About [Controversial Subject]? Here's My Take...**

Example: What Do You Think About Article Spinning? Here's My Take...

### **4. My X Step System for [Getting Desired Result]**

Example: My 7-Step System for Quickly and Easily Creating Cash-Pulling Sales Letters

### **5. Don't Even Think of Trying [Idea or Product] Until You Read This...**

Example: Don't Even Think of Trying Traffic-Fuel.com Until You Read This...

### **6. X Tips for [Getting Desired Results]**

Example: 10 Tips for Looking 10 Years Younger

## **7. X Secrets for [Getting Desired Result]**

Example: Five Secrets for Selling Your Home Fast - Even in a Weak Market

## **8. The #1 Way to [Get Benefit]**

Example: The #1 Way to Shave Five Strokes Off Your Golf Game

## **9. What Would Happen to You if [Big Niche Site or Business] Disappeared Tomorrow?**

Example: What Would Happen to You if Google Disappeared Tomorrow?

## **10. Here's What Smart [Niche/Group/People] Do When They Want to [Get Benefit]**

Example: At Smart Dentists Do When They Want to Get Rid of Tooth Pain

## **11. Here's a Sneaky Way to [Get Benefit]**

Example: Sneaky Way to Siphon Traffic From Other Peoples' Blogs

## **12. Do You Want [Benefit]? Here's a Shortcut...**

Example: Do You Want to Start Your Own Profitable Blog? Here's a Shortcut...

## **13. You Can Save Money on All Your [Niche] Supplies Using This Tip...**

Example: You Can Save Money on All Your Organic Gardening Supplies Using This Tip...

## **14. What Do You REALLY Know About [Topic]?**

Example: What Do You REALLY Know About Climbing Mt. Everest?

## **15. Here's the Truth About [Topic]**

Example: Here's the Truth About Getting Into Medical School

## **16. Here's What the World's Most Successful [Niche People] Know About [Topic]**

Example: Here's What the World's Most Successful Bloggers Know About Writing Engaging Blog Posts

## **17. Do You Have a [Problem]? Try This...**

Example: Do You Have a Problem With Knee Pain? Try This...

## **18. How to Get Rid of [Bad Thing], For Good**

Example: How to Get Rid of Dangerous Mold in Your Home, For Good

## **19. Do You Ever Feel Like [Description]?**

Example: Do You Ever Feel Like Giving Up on Your Diet?

## **20. Here Are X good reasons to [Take Specific Action]**

Example: Here Are 10 Good Reasons to Start Outsourcing All or Part of Your Business

## **21. Here Are X good reasons to NOT [Take Specific Action]**

Example: Here Are Five Good Reasons to NOT Use Diet Supplements

## **22. Are You Tired of [Bad Thing]? Then You'll Love This**

Example: Are You Tired of the Unreliable, Slow-Cranking 6-Volt System in Your Classic Chevy? Then You'll Love This...

## **23. How to Quickly and Easily Improve Your [Niche Skill]**

Example: How to Quickly and Easily Improve Your Copywriting Skills

## **24. Save Time and Money With These [Niche Topic] Tips**

Example: Save Time and Money With These Do-It-Yourself Kitchen Remodeling Tips

## **25. Have You Jumped on the [Topic/Product] Bandwagon Yet?**

Example: Have You Jumped on the Fiverr Bandwagon Yet?

## **26. Here's Why I Love [Topic/Product]**

Example: Here's Why I Love iBusinessOwner.com...

## **27. Here's Why I Hate [Topic/Product]**

Example: Here's Why I Hate Optimum Chocolate Whey

## **28. A True Story of How [Person Got a Benefit]**

Example: A True Story of How a Janitor Became a Multi-Millionaire

## **29. Are You Cut Out to Be a [Certain Type of Person]? Take This Quiz to Find Out...**

Example: Are You Cut Out to Be a Novelist? Take This Quiz to Find Out...

## **30. Are You Making These [Niche] Mistakes?**

Example: Are You Making These Scrapbooking Mistakes?

## **31. The Top X Most Dangerous [Niche] Mistakes**

Example: The Five Most Dangerous Product-Creation Mistakes

## **32. The Biggest [Niche] Mistake I Ever Made**

Example: The Biggest Graduate School Application Mistake I Ever Made

**33. A Funny Thing Happened on the Way to [Niche Place]...**

Example: A Funny Thing Happened on the Way to My Job Interview...

**34. How to Avoid [Getting Bad Result]**

Example: How to Avoid Poisoning Your Children With These Toxic Foods...

**35. Need More/Better [Good Thing]? Try This Surefire Strategy...**

Example: Need to Add 25 More Yards to Your Golf Drive? Try This Surefire Strategy...

**36. The "Can't Lose" Way to [Get Good Thing]**

Example: The "Can't Lose" Way to Landing the Job of Your Dreams

**37. X [Resources/Products/Books/Tools] Every [Niche Person] Ought to Use**

Example: 10 Books Every Aspiring Novelist Ought to Read

**38. Psst, Have You Heard About [New Product or Strategy], Yet?**

Example: Psst, Have You Heard About Traffic-Fuel.com, Yet?

**39. Who Else Wants [Good Result]?**

Example: Who Else Wants Trophy-Winning Roses?

**40. Get My Best [Niche Topic] Secrets for Free**

Example: Get My Best Parenting Secrets for Free

**41. Here's a Little-Known Way to [Get Result]**

Example: Here's a Little-Known Way to Get Rid of Fleas

**42. Warning: Watch Out for This New [Niche] Scam**

Example: Warning: Watch Out for This New Work-At-Home Scam

**43. How to [Get Result], Even If [You Don't Have a Prerequisite Skill or Knowledge]**

Example: How to Lose Weight, Even if You Hate Exercising

**44. How Would You Like to Win [Prize]?**

Example: How Would You Like to Win a Lifetime Membership for Traffic-Fuel.com?

**45. Here's What a Typical Day [in Niche Place] Looks Like for Me...**

Example: Here's What a Typical Day at the Gym Looks Like for Me

**46. Swipe My [Topic] Blueprint**

Example: Swipe My Affiliate Marketing Blueprint

**47. If I Had Nickel Every Time Someone Asked Me [Topic], I'd Be Rich**

Example: If I Had a Nickel Every Time Someone Asked Me About My Secrets for Learning to Play the Guitar So Quickly, I'd Be Rich

**48. How an Absolute Beginner Can Start [Getting Good Result]**

Example: How an Absolute Beginner Can Start Raising Healthy Chickens in a Backyard Coop

**49. X Ways to [Get Benefit], Fast**

Example: Five Ways to Cut Your Heating Bill, Fast

**50. [Topic/Product/Person/Blog Post/News] Has Me Hopping Mad...**

Example: Lethia Owens Has Me Hopping Mad Right Now...

## Conclusion

There you go – you now know 50 different ways to start a blog post! Truth is, I bet you now know at least 100 ways. Because this list of 50 is sure to ignite a firestorm of ideas – I have no doubt that you could brainstorm your own list of 50 or 100 ideas!

Bottom line?

No more writer's block for you. No more struggling to come up with an idea for a blog post.

Just scan this list, pick the one that jumps out at you, adapt it to your own niche... and start writing!

## Swipe File: 10 High-Read Blog Posts (With Examples)

Ever notice how certain types of blog posts tend to almost always get wildly popular among the readers?

Obviously, this popularity is going to be based on a variety of factors, such as the author's writing style and the topic. However, sometimes blog posts gain traction because the readers just love the style of post, such as a rant or a helpful "how to" post. And that's why I've pulled together 10 types of blog posts that get results along with full examples of each of these posts.

Note: Although some of these examples are on "internet marketing", I've paid special attention to include examples on wide range of niches and topics. So that you can clearly see these "top 10 blog post" types are NOT limited to a certain niche or topic.

Read on...

### Post #1: The Step-By-Step "How To" Post

This is just what it sounds like – you offer "how to" instruction to your readers in a step-by-step format. Basically, you solve a problem by explaining to your readers how to complete a specific process.

Let me give you an example...

-----

Title: How to Create Content That Pulls In Google Traffic

If you want your articles to get traffic from Google, then need to learn how to create content that's optimized for the search engines.

That means that when someone searches for a particular keyword in Google or another search engine, your article appears at the top of the results.

Here's how...

Step 1: Do Your Keyword Research

You can't just guess what your prospects are typing into the search engines. Instead, you need to use a tool like KeywordTracker.com that will tell you for sure. Simply enter a broad keyword (like "homeschooling" or "online marketing" or "gardening"), and this tool will display hundreds if not thousands of related searches.

Take note, however: the words that get the most traffic are also hard to rank for. That's because dozens if not hundreds of other marketers are all clamoring for the top spots and their fair share of the traffic.

The solution?

Focus on the longtail keywords - these are the four or five word phrases that don't get as much traffic, but they also don't have much competition. Thus you can get top spots on the search engines with them.

Once you've compiled a list of keywords, move on...

Step 2: Write an Article Around a Keyword

Your next step is to choose one keyword and then write an article around it. You should include your keyword in the title of your article, as well as two times for every 100 words of content.

Example: If your keyword is "housetraining a poodle," then your article title might be: "The Secrets of Housetraining a Poodle."

Step 3: Make Sure Humans Will Enjoy Your Article

Finally, remember ultimately humans are going to read your article - so make sure all your optimizing didn't make it clunky, awkward or otherwise difficult to read.

And there you have it - how to optimize your content in three quick and easy steps. All you have to do is start writing today, and then watch your traffic grow every time you publish an article online!

-----

## Post #2: The Top 10 Tips Post

People LOVE tips. That's why popular magazines like Reader's Digest always carry "tips" articles. And that's why authors write entire books that are nothing but tips (e.g., "101 Tips for Landing Your Dream Job").

Now you can tap into the popularity of tips by creating your own "Top 10 Tips" article for your blog.

Here's an example...

-----

Title: Top 10 Puppy Housetraining Tips

You just brought that cute and cuddly little puppy home. And even though you want to give your puppy a couple days to just get settled in, you still need to start the task of housetraining from the moment you bring your puppy home.

Here are 10 tips for accomplishing the task...

1. Get a kennel. Your puppy can sleep in this kennel, as well as spend time in there when you're unable to watch her.
2. Feed the puppy at consistent times. If you feed your puppy on a regular schedule, then your puppy will start eliminating on a regular schedule.
3. Bring the puppy outside often. Some puppies (especially toys and other small pups) have small bladders - and that means they need to go outside often. As a general rule of thumb, figure your puppy can hold her bladder one hour for every month of her age (e.g., a two month old can hold her bladder for two hours). But vigorous play can decrease this time, so stay vigilant.
4. Praise the pup when she does the right thing. Yep, throw her a little party when she poops or pees outdoors - let her know you're happy!
5. Stop your puppy if you catch her in the act of making a mistake. If you catch your pup directly in the middle of eliminating indoors, say "no" loudly to scare her... and then immediately rush her outside.

6. Don't scold the puppy if you find a mess after the fact. She won't know why you're scolding her, so your efforts are wasted. Just clean it up - which brings us to the next point..

7. Clean up a mess with enzymatic spray. A good spray is Nature's Miracle, which breaks down the odor completely so that your pup won't return to the same place to eliminate.

8. Don't withhold water. Some people think the way to make a pup go less is by withholding water. Wrong - that's the way to make your pup sick. So don't even consider this as a housetraining tool, because it's cruel.

9. Learn to watch for the signs that your pup needs to go out. Usually these signs include sniffing and circling. If you see them, rush that pup outdoors!

10. Supervise, supervise, supervise! Don't even give your pup a chance to make a mistake. If you can't supervise, then kennel her.

If you follow these 10 tips, you'll find that housetraining goes much more quickly and smoothly. Just stay consistent and stay on course until the job is done!

-----

## Post #3: The News Story Post

This blog post isn't just about you linking to a niche-relevant news story. In order to make this post truly worthwhile to your readers, you also need to add your own commentary.

You need to tell your readers why they should care and/or how the news affects them.

Here's an example...

-----

Title: Caffeine Disrupts Sleep for "Morning People" But Not "Night Owls"

Did you see the news? "Morning people" experience more sleep problems from caffeine than the so-called "night owls." Here's the story:

<http://www.foxnews.com/health/2012/03/02/caffeine-disrupts-sleep-for-morning-people-but-not-night-owls/>

Since you're a bodybuilder, you probably already use caffeine in some of your stacks. Not only does it give you a nice boost to help you eke out those last few reps on a set, but it also has some thermogenic properties.

However, bodybuilders also need their sleep.

Your muscles grow while you rest, not while you're working out. And so if you're tossing and turning all night, you're robbing your body of the rest it needs to repair itself.

Bottom line: If you're a night owl, feel free to continue to enjoy those cups of coffee or even adding the caffeine pill to your supplement stack.

-----

## Post #4: The Controversial Post

The idea here is to take a stand on a hot, controversial topic.

Yes, it's possible that picking sides might have you polarizing your audience. But if you do it right, then you'll draw your most targeted prospects even closer to you. And either way, you may drum up a little buzz and publicity for your blog.

For example...

-----

Title: Marketers: Stop Lying to Your Customers!

There are a lot of marketers who should be ashamed to call themselves marketers. Because honest business owners who care about their customers don't lie to these customers.

And yet we see people lying in every corner of the niche. I'm sure you've seen it too. Lies like:

- Sales letter stories about people overcoming problems - but turns out the entire story is just a figment of the copywriter's imagination!

- "Sale ends at midnight" - except you come back three days later and the dang sale is still going on.
- Fake screenshots.
- Made-up testimonials.

... And dozens of other brazen lies.

The marketers' excuses?

They say everyone else does it. They say it's not a lie, it's just an exaggeration. They say their prospects know that marketing is all about telling a good tale.

You know what?

I'm tired of it. And I refuse to buy anything from anyone who tells me even the tiniest "white lie," "fib" or "exaggeration"... all in the name of making a buck.

If you want to spin tales, start writing fiction books. Otherwise, get honest and fly right, or you might very well see your name on my upcoming Wall of Shame...

-----

## Post #5: The "Responding to Criticism" Post

Once you start getting popular in your niche, you're bound to have a few people start criticizing you.

That's normal - you become a target as your visibility raises in the niche. And usually your critics are just your competitors anyway, trying to carve out a bigger piece of the niche for themselves.

However, you can turn criticism into an opportunity by creating a blog post which addresses this criticism.

For example...

-----

Title: Joe Blow rips my fat-loss system...

Maybe you read my colleague Joe Blow's recent blog post, where he criticizes my "Fat Burner Plus" fat-loss system. And maybe you've wondered if he's right.

Truth is, Joe is certainly entitled to his opinion. He puts out a lot of great information, for which he certainly gets my respect. However, I do want to clear up three points that Joe got wrong. Specifically:

> Joe says Fat Burner Plus doesn't come with recipes.

This is FALSE. While the main book doesn't include the recipes, you do get an entire two-volume set of delicious recipes with the package. Joe probably merely overlooked these extra bonus goodies.

> Joe says Fat Burner Plus will make women "bulky."

This is also FALSE. Fat Burner Plus requires everyone to lift weights to maintain if not build muscle - but it doesn't make anyone bulk up. This is the same workout that the Hollywood's most beautiful models and actresses use to look sleek and sexy.

> Joe Says Fat Burner Plus doesn't work.

This is absolutely FALSE. In fact, I'm going to prove it to you. If you order Fat Burner Plus today, I'll give you a whopping 50% discount. And since it comes with a 90 day money back guarantee, you'll get every penny back if it doesn't work!

Fair enough? Then click here to order now - because you deserve to look great this beach season!

-----

## **Post #6: The "Top Mistakes to Avoid" Post**

This is a popular style of post, simply because no one likes to make mistakes. And so if you can teach people how to avoid mistakes (thus saving them time and/or money and/or frustration), they'll eagerly consume your content.

Here's an example...

-----

Title: Top Three Gardening Mistakes and How to Avoid Them

Every spring it's the same thing. You get excited about the upcoming growing season. You have high hopes. But by early summer your veggies aren't looking so hot. And you're wondering what happened.

Here are three common mistakes that can ruin your vegetable garden...

Mistake #1: Not testing the soil. You can buy a soil kit tester at any nursery, or you can even bring a sample in to your local cooperative extension office. Either way, you need to know what the soil's pH level is in different parts of your garden. Then you either need to change the pH level, or plant vegetables suitable for that particular level.

Mistake #2: Planting too early in the spring. I know, you're excited! But if you plant too early, the ground may be too soggy. And that can lead to rot. Plus planting too early also makes your veggies more likely to encounter a killing frost. You can avoid this by checking the last average frost dates in your area and then planting a week or two later.

Mistake #3: Not adding compost in the fall. That's right, it's crucial for you to add a nutrient-rich compost to your gardens in the fall. You'll also want to add more compost during planting time. Just keep in mind that natural compost takes time to change the soil's nutrient levels.

Bottom line: I know you're excited to get planting, but don't let your excitement lead to the above mistakes. Here's to a great season!

-----

## Post #7: The Resources Post

Here's yet another style of posts that readers tend to really enjoy. That's because you save your readers time by pulling together a list of the best books, tools or other resources (free and paid) that you recommend that everyone in the niche use.

Here's an example...

-----

Title: The Top Five Resources Every Online Marketer Ought to Use

Do you have an online business? If so, then here are five resources you ought to add to your online marketing arsenal...

Resource 1: WordPress.org.

Here's the place to get a powerful, flexible blog platform. Best of all, it's totally free. And it comes with thousands of different themes and plugins you can use to customize your blog and make it even more powerful.

Resource 2: Imstitute.com.

This site provides a wealth of marketing and business information, with much of it being free. You can also find PLR content, training manuals, online courses and even personal coaching on the site. Highly recommended.

Resource 3: Amazon Kindle Marketplace.

If you sell information, then clearly you should be uploading your content to the Amazon Kindle marketplace. But it's also a great place to further your own education, as there are hundreds if not thousands of great business and marketing books - some of which are available for just a buck or two.

Resource 4: MarketSamurai.com.

If you optimize content for the search engines, then you need to know what your market is inputting into the search engines. Market Samurai does exactly that for you. It's also just a great way to crawl inside your prospects' heads!

Resource 5: PRWeb.com.

Not only does this site distribute press releases for you, it also gives you plenty of information about how to create high-impact releases that get results.

Are these the only five resources I use and recommend?

Of course NOT.

And that's why every Friday for the next month I'll be posting yet another list of my highly recommended resources, so stay tuned!

-----

## Post #8: The Case Study Post

This is a great post to use if you're promoting a product. That's because a case study provides actual proof that a product or service works just the way you said it would.

Here's an example...

-----

Title: How Steven Landed His Dream Job in Just Three Weeks

Steven's story probably starts out sounding a lot like yours. He spent nearly nine months sending out resumes, going to interviews, calling employers, networking online and doing everything else he could think of to land a job.

But nothing worked. Steven's phone never rang. Someone else always got the job. Seemed like Steven couldn't even get on the "short list" with these prospective employers.

But all that changed when Steven invested in the "Career Builder" personal coaching class. Here's what happened:

Week 1: Steven used the course and a critique from his personal coach to tweak his resume. He then started sending these resumes out according to his coach's instructions, to 40 companies in all.

Week 2: Steven and his personal coach worked on interview skills all week. He learned how to handle the trick questions, how to avoid traps and how to paint himself as a positive, hard-working team player.

Week 3: The resume worked, because 22 of the 40 resumes he sent out resulted in phone calls and interviews. He picked five of his favorite companies and set up interviews for that week. Three of these companies offered him a job. And now Steven makes 25% more money than he did at his last job - and he's working in his dream job!

Steven's success isn't just a fluke. If you go to the Career Builder website, you'll see stories just like Steven's retold countless times. And now you too can enjoy success by clicking here to join the next Career Builder personal coaching class.

---

Do it now, because your dream job is waiting for you!

-----

## Post #9: The Product Review Post

Just as the name of this post suggests, this is where you review a product for your readers. The key to a great product review is to discuss both the strengths and weaknesses of the offer.

Take a look at this example...

-----

Title: Is Cesar Milan's "Be the Pack Leader" book right for you?

You've been eyeing "Be the Pack Leader" and thinking about buying it, right? But before you do, take a minute and read my review. As you'll find out, this book isn't for everyone...

First off, let me cover the good points of this book:

- ✓ It's a Cesar Milan book. Milan is known as the "Dog Whisperer" - and for good reason! Point is, Milan is an expert in dog behavior, so you know he won't steer you wrong.
- ✓ This book shares his dog-training foundation. Milan always stresses that you need to offer exercise, discipline and affection (in that order). And in this book he shows you exactly how and when to do all three of these things.
- ✓ The book talks about mastering the walk. If you know anything about Milan, then you know the foundation of this training is the "pack walk." This book tells you everything you need to know about mastering this walk with your dog.

Sounds good so far, right? But there are a couple downsides to this book. Namely:

- ✗ It's not a training book. If you're looking for a book that you can use to teach your dog how to sit, this isn't it. As Milan always say, he's not a trainer. Indeed, he's more focused on improving the owner's training, which will naturally improve the dog's behavior.

- \* There's some repetition. If you've read other Milan books before, or if you watch his TV show, the you're going to find some parts of this book a bit repetitive.

Bottom line: I highly recommend this book. However, this isn't for someone who's looking for practical instruction on obedience training. And it's also not for someone who's unwilling to change himself. But if you don't fit into those two categories, then I absolutely recommend you click here to buy this book today!

-----

## Post #10: The Direct-Sale Promotional Post

You're probably going to post useful "how to" and other informational posts on your blog most of the time. But occasionally you'll want to tell your readers about an offer and its benefits. That's where the direct-sale promotional post comes in.

Here's an example...

-----

Title: The Classic Mustang Restoration Manual is Here!

If you own a 1960's Mustang, then I have some great news for you: The Classic Mustang Restoration Manual is now available to all Mustang enthusiasts!

If you've been struggling to restore your Mustang yourself, then you know how difficult it is to get reliable information. Mainly you end up relying on a forum, where some 16 year old is giving you instructions on how to bleed your brakes or do a complete frame-off restoration. And it's not until you're halfway through the procedure when you realize you got some BAD advice!

That's dangerous. It can devalue your car. And you could end up with safety issues.

The solution?

The Classic Mustang Restoration Manual, which was created by five expert classic-car restorers, including bodywork guys and mechanics.

Here's what you get:

- Full step-by-step frame-off restoration instructions, including clear, detailed photos of every step!
- A set of 10 videos showing you the most critical procedures, such as cleaning the carburetor and repairing the body!
- A complete list of where to get genuine parts at an affordable price!

And much more!

If you have a 1960's Mustang, then you need this book. Period. So [click here](#) to get yours now - and you'll be cruising in no time!

-----

## Conclusion

Congratulations - you now know the 10 top blog posts that get results! Best of all, you can re-use these blog styles as often as you want. And every time you post fresh content using one of these formats, you'll see a boost in excitement, comments and trackbacks.

So try it out for yourself and see - you'll be surprised what these posts can do for your blog!

## Swipe File: 15 Ideas And Examples For Small Report Writing

If you've already created a small report, then your next step is to create the title for your report. And this is an extremely important step, because your title can literally make or break your report.

Simply put, some people will decide whether they buy your report just based on your title.

That's a lot of pressure for you to create a great title, isn't it?

Relax... because inside this report you'll get 15 fill-in-the-blank templates that you can use to create an awesome attention-getting title!

And if you haven't yet created your small report?

Then that's even better. That's because these templates work as a great way to spark your imagination for your next small report topic!

Let's jump in...

### **1. The Secrets of [Getting Desired Benefit]**

Everyone wants to know a secret. Everyone wants to know what everyone else knows about getting a benefit. And it's these two things which make this report so powerful. It arouses your prospect's curiosity while also providing a big benefit.

Examples:

- The Secrets of Writing a Sales Letter That Shatters Records
- The Secrets of Getting Rid of Garden Pests the Natural Way
- The Secrets of Getting Flatter Abs

### **2. What Every [Niche Member] Ought to Know About [Getting a Benefit]**

Here's another one that arouses curiosity. As soon as your prospect reads the title, he'll be thinking, "Do I know this? Is there something I've overlooked?" And so the only way for him to satisfy this curiosity is by buying your report.

Examples:

- What Every Online Marketer Ought to Know About Getting Free Traffic
- What Every Dog Owner Ought to Know About Socialization
- What Every Traveler Ought to Know About Staying Safe on Vacation

### 3. [Topic or Benefit] Made Easy

Truth is, your prospects won't their solutions delivered on a silver platter. I mean think about it – when was the last time you saw a report titled, *"The Extremely Hard and Frustrating Way to Make Money Online."*

Doesn't happen, because no one would buy it.

And by that same token, that's exactly why your prospects are so attracted to this report title. Not only does it promise a benefit, it promises that they'll get this benefit easily.

What's more, the word "easy" is a huge trigger word, one that captures attention and compels people to take action. Just take a look at these examples to see what I mean...

Examples:

- Making Money Online Made Easy
- Housetraining Made Easy
- Bodybuilding Made Easy

Tip: This style title works particularly well when you're presenting a topic that most people in your niche think is hard. Look at the above examples – most people think making money online, housetraining and bodybuilding are difficult. That's why this report is so attractive. Just makes sure, however, that the content of your report actually follows through on your promises.

### 4. The Quick and Easy Way to [Get Desired Result]

You just learned that "easy" is a trigger word. And you know what? The word "quick" is a trigger word too.

So when you put these two together, you have a powerful title that gets your prospects to stop in their tracks.

As usual, just be sure that the solution really is quick and easy, otherwise you risk alienating your readers, ruining your credibility and losing any chance of repeat sales.

Examples:

- The Quick and Easy Way to Use Facebook to Generate New Leads and Sales
- The Quick and Easy Way to Rebuild the Carburetor on your 1960's Mustang
- The Quick and Easy Way to Get Rid of Cellulite for Good

## **5. What [Niche Experts] Know About [Getting Benefit]**

No matter what you're teaching, your prospects want to learn the tips, tactics and secrets from the experts.

They don't want to learn about the topic from other amateurs and beginners. They don't want to learn through trial and error. And they for sure don't want to learn about theory.

That's why this report is so powerful, simply because it promises your prospects that they'll learn about the niche topic from the best and most successful people in your field.

Examples:

- What the World's Richest Marketers Know About Making Money Online
- What the Biggest Natural Bodybuilders Know About Gaining Mass Without Steroids
- What Successfully Published Authors Know About Landing Big Book Deals

## **6. [Getting Benefit] the Simple Way**

Just a bit ago you learned that "easy" is a trigger word that gets attention. You can probably guess that the word "simple" is also a trigger word, as everyone likes to receive their benefits in simple way.

Examples:

- Building a Six Figure Business the Simple Way
- Losing Belly Fat the Simple Way
- Getting Better Heart Health the Simple Way

## **7. The [Niche Member's] Guide to [Getting Desired Result]**

Here's one that speaks directly to the target market. And that's because you directly address the members of that niche (such as dog owners, homeschoolers or golfers). But what's more, you also promise these folks a great result.

You can't be any more direct than that.

Examples:

- The Online Marketer's Guide to Leveraging the Power of Social Media
- The Hunter's Guide to Quickly and Easily Training Your Bird Dog
- The Soon-To-Bride's Guide to Planning a Beautiful Wedding

Tip: Another way to use this template is by referring to the prospect's learning level. For example:

- The Beginning Golfer's Guide to Hitting Longer Drives
- The Expert Gardener's Guide to Hydroponic Gardening

## **8. The Astonishing [Secrets] of [Niche Member Who Got Desired Results]**

Sometimes people think that they're the only ones who have a certain problem. In other cases, they think that the problem is simply too difficult to overcome.

So when they encounter this sort of report – one that outright tells them that someone else overcame the problem – your prospects will sit up and pay attention.

In essence, you're presenting a case study as proof that your prospects can overcome this problem. They'll think, "Hey, if this person can do it... then I can do it too."

Tip: Even if your title doesn't specifically mention it due to space limitations, your report should focus on someone who's just like your target market. So if your target market consists of 30-something homeschooling moms, then the person you showcase in your report should also be a 30-something homeschooling mom.

Examples:

- The Astonishing Secrets of an 18 Year Old Internet Millionaire
- The Astonishing Secrets of a Woman Who Lost 100 Pounds to Become a Highly Paid Model
- The Astonishing Secrets of How Nerdy Guys Get Dates With Beautiful Women

## **9. The Surprising Way to [Get Desired Result]**

Chances are, many of your prospects have been searching for solutions to their problems for a long time now. And they've seen all the solutions (or at least they think they have).

That's why this style report is so powerful – basically, it promises your readers that they'll discover a solution they didn't know about before. And better yet, this solution will surprise them.

Point is, this title raises curiosity. Just be sure that your report follows through and actually delivers a surprising solution.

Examples:

- The Surprising Way to Get All the Traffic You Need... For FREE
- The Surprising Way to Get Into Medical School
- The Surprising Way to Beat Shyness

## **10. Unlocking [Specific Power, Desire, Benefit]**

The power of this template rests with the single word "unlocking." It suggests to the prospect that he has some sort of power hidden within him – a power to solve his problems or otherwise better his life. And your report promises him that you can help him unlock this power.

Examples:

- Unlocking Your Power to Persuade and Sell
- Unlocking the Novelist Within You
- Unlocking Your Natural Charm

## **11. [Number] Amazing [Niche] Tips [Getting Desired Result]**

If you use a keyword tool to discover what people in your niche are searching for in Google and other search engines, you'll inevitably find that they're looking for niche-relevant tips.

You see, some people in your niche already have a good understanding of the basics.

Example: If you sell information to online marketers, then a good chunk of your market probably understands the basics of sending targeted traffic to a high-converting sales page. But these folks are looking for tips – that one little thing that can give them the edge they need. They're looking for that one little thing that will help them achieve better results.

That's where this style of report comes in. Not only does it promise to share tips with the readers, it promises these tips will be amazing. And what's more, the title also promises that these tips will help the reader achieve a desirable benefit.

Examples:

- 15 Amazing Marketing Tips for Getting High-Converting Traffic
- 27 Amazing Weight Loss Tips for Getting Your Bikini Body
- 101 Amazing Remodeling Tips for Increasing the Value of Your Home

## **12. Discovering [Topic or Desired Result]**

By now you're getting the idea that people like to learn secrets. So while this particular report title doesn't necessarily actually use the word "secrets," it uses the next best trigger word: Discovering.

You can see where the word "discovering" is a trigger word. It promises the prospect that he'll learn something he didn't know before. And if you construct it the right way, the rest of your title should further promise a big benefit.

Examples:

- Discovering the SEO Secrets of Snagging Page One Google Results for Just About ANY Keyword
- Discovering the Joys of Raising a Disabled Child
- Discovering How to Lose Weight Without Ever Feeling Hungry

## **13. [Number] Surefire Ways to [Get Desired Result]**

Your prospects are skeptical. They've probably wasted a lot of time and money chasing other solutions that didn't quite pan out. They've believed hyped-up marketing claims. And they may have even fallen victim to a few outright scams before.

So you know what they're looking for?

Simple: They want a promise that you have a solution that will actually work. As you can see by the title, the word "surefire" is the key to this promise. And better yet, you're not just offering ONE surefire way for the prospect to get his desired result, you're offering multiple proven, surefire solutions.

Examples:

- 7 Surefire Ways to Double Your Conversion Rate
- 10 Surefire Ways to Win a Rose-Growing Competition
- Three Surefire Ways to Land Your Perfect Job

## 14. How to be a Better [Niche Member]

The power of this report rests with its simplicity. There are no hyped-up claims associated with this title. The prospect isn't blinded by glitzy verbal gymnastics. Your prospective readers don't even have to cock a skeptical eyebrow when they see this title.

This title works because it simply promises the prospect that he can get better at whatever it is he's trying to achieve. It's so simple – yet deceptively simple, because it really does work.

Examples:

- How to be a Better Copywriter
- How to be a Better Golfer
- How to be a Better Mother

## 15. How To [Desired Result] In Just [Time]

This type report is the classic "how to" report ... with a twist. As a "how to" report you will share information in "step-by-step" chronological order, teaching the reader how to accomplish their desired result starting from scratch.

The "twist" comes with this report title in that you have also indicated a "time" to complete the desired result. The anticipated time to complete makes this type of report particularly desirable to readers.

Examples:

- How To Lose 10 Pounds In Just 2 Weeks
- How To Run An Internet Business In Just 30 Minutes Per Day
- How To Prepare A Bible Lesson In Just One Hour

## Conclusion

Tell me, did these templates spark your imagination? Did you get a few good ideas for paid reports to create in your niche? Or did you get some ideas for ways to title your existing reports?

As you discovered, these templates are powerful and easy to use – but really they're just the beginning. That's because you can use them as a starting point in brainstorming even more report ideas and titles.

Just tweak these templates and you'll create dozens of additional ideas for creating and titling your report.

So go ahead and start using these templates now, while they're still fresh in your mind and your excitement level is high.

I think you'll be surprised at the amazing titles you come up with in the next 20 or 30 minutes!

## Swipe File: 27 Ideas For Membership Sites

So you want to start a membership site. Great!

**You're about to embark on a very profitable venture.**

Chances are, you already have some ideas as to how to set up the site, how to market it and so on. And maybe you even have a few ideas as to the topic of your membership site. But you're always looking for more ideas and more ways to profit, right?

Then you've come to the right place! That's because –

**You're about to discover 27 exciting membership site ideas you can swipe and put to use right away.**

Some of them are related to business and marketing sites, while the rest are for the non-business niche. I'm sure you'll find a few you never would have thought of on your own!

Before we get started, let me make one note:

- ➔ Sometimes when you think of membership site, you think of a site that goes on and on indefinitely.

Example: For some sites, like a PLR (Private Label Rights) membership site or a "book of the month" type club, a membership site that has no end might be the perfect model.

- ➔ However, there are some times when a membership site that ends at a specific time would be more suitable.

Example: A training site where you have 12 lessons might then end in three months (assuming you're delivering one message per week). Customers could simply sign up for the lessons, which you deliver via autoresponder, and their training ends when the last autoresponder message is delivered.

Keep these two models in mind as you read through these membership site ideas. Now let's get to it...

## Business Membership Site Ideas

Affiliate marketing. Search engine optimization. Copywriting. And the list goes on...

When you start rattling off marketing topics, the list is definitely long. Fortunately for those wanting to start a membership site, nearly all of these topics can be turned into fun and profitable sites.

If you're interested in starting a business or marketing membership site, here are 15 specific ideas to get you started...

### 1. Finding and Recruiting JV Partners

Browse around on some of the major marketing forums, and you'll see JV topics coming up repeatedly.

Everyone wants to know the secrets of creating profitable joint venture deals, finding great partners, and getting those potential partners to say yes.

Truth is, volumes can be written about this topic.

You could create an entire ebook on finding partners, another ebook on getting your foot in the door, another ebook on building relationships, another ebook on creating compelling proposals, another ebook on partner management... and the list goes on.

And because there's so much to write on this topic, it could very easily be turned into a membership site.

Because the art and science of finding joint venture partners changes very little, this is the sort of training site you may limit to a specific duration.

Example: If you have 16 lessons, then the duration of the membership is 16 weeks.

If you'd rather have a membership site with no clear end in sight, then you can consider offering a joint venture matching service. That is, members get the opportunity to present their joint venture to other members.

## 2. SEO Made Easy

SEO (Search Engine Optimization) is another big topic.

And because it's a topic where the "rules" change from time to time and people are constantly discovering new tips and tricks, you can run either a short-term or long-term membership site.

In addition, you can offer a service alongside your training.

Example: You can set up a system where members with related sites are able to trade links from one another. Ideally, you can set up "triangles" or "webs" where each member gets one-way incoming links (rather than reciprocal links).

## 3. Profiting from PPC Marketing

If you talk to people who are new to pay per click (PPC) marketing, you'll often hear horror stories of folks dumping hundreds or even thousands of dollars into AdWords with nothing to show for it.

They don't gather leads, they don't make sales. And in some cases, AdWords disables some of their keywords because they're not performing well enough.

Next thing you know, these struggling marketers are posting on forums, "AdWords doesn't work." Of course those that make a profit every day (sometimes to the tune of thousands of dollars) know differently. And with a little guidance, the struggling PPC marketers could start turning a profit, too.

Here's where your new PPC membership site comes in. You can:

- Show people how to choose GOOD keywords.
- Give them the secrets of crafting killer PPC ads.
- Teach them how to create a high-converting landing page.
- Show them step-by-step how to set up a campaign.
- Reveal to them how to test and track their way to success.

- And show them all the other steps, tips and tricks they need to know to start running profitable campaigns.

In addition to this training, you can also give them “real world” results every week or perhaps every month.

Specifically, you run test campaigns, tweak them and share your results and analysis with your members. Your members will thank you for putting theory and words into action to produce real-live results!

## ***4. From Sell a Little to Sell a Lot***

There are plenty of people who are eager to learn how to write a good sales letter.

Some of these people want to learn how to become copywriters so that they can start a business writing letters for other marketers. Then there are marketers who want to learn the art and science of copywriting so they can improve their conversion rates.

If you focus on those who want to start copywriting businesses, then you’ll want to add in lessons such as business licensing, where to get clients and other marketing topics.

For both groups, you can offer copywriting lessons such as:

- How to use the AIDA formula (attention, interest, desire, action).
- How to craft a killer headline.
- How to craft compelling bullets.
- How to write a good guarantee.
- How to profile the target market.
- How to write short ads (like classified ads and PPC ads).
- How to test and track your results.

And so on.

In addition, you can offer weekly or monthly critiques of your members’ sales letters. The best way to do this is by offering video critiques, so that members can “look over your shoulder” and listen to you as you critique the letter.

It's a win-win situation, because members get "free" critiques, and you get training materials and content to use for future and present students.

## **5. Polishing Press Releases**

This idea is similar to the previous membership site idea, except that you're offering training and critiques for press releases rather than sales letters. Some of the topics and lessons you might consider using include:

- How to write a good press release (the basics).
- How to format a press release.
- What a media editor is looking for in a press release.
- How to get your phone ringing off the hook and your hit counter spinning.
- How and where to submit your press release (includes online distribution sites like PRWeb, the "do it yourself" method, buying updated media contacts, hiring a professional distribution service, etc).
- How to prepare for the flood of traffic after a successful media blitz.

And so on – you get the idea.

## **6. Getting on the Social Marketing Wave**

Despite the fact that people have been talking about social media marketing for a few years now, it's really just in its infancy. And that's because the evolution of the web from an information web to a social web is also just really getting started.

Anyone who grabs the social media wave now stands to profit both in the present and in the long run.

As such, you can start up a membership site that teaches people the best way to use social bookmarking and social networking sites to drive traffic and build backlinks to their site. Some of the topics you might teach include:

- How to create viral content that will take on a life of its own.

- What type of content to bookmark.
- What type of content to put on social networking sites.
- How to build “friends” lists - and how to use these lists.
- How to get a good reputation on these sites.
- How to use these sites to get backlinks.

Alternatively, you can teach people how to profit from this craze by starting their own niche social networking sites. Some of the lessons you might teach include:

- Choosing a niche.
- Choosing the right software for your needs.
- How to attract members.
- And other marketing topics people need to know to run their own social bookmarking or social networking site.

## **7. “Best Posts” For Busy People**

Before we jump into this idea, let me warn you - this one requires you to actively maintain the site.

You see, many of the ideas we’ve talked about so far can more or less run on autopilot. You can create much of the content ahead of time, upload it, and then create an autoresponder series to deliver links to the content.

Not so with this idea.

So if you don’t think you can regularly maintain a site, then skip this idea because it’s not for you.

For those who’re interested, here’s the idea:

You scrounge the niche on a regular basis and compile the best forum and blog posts. You write a short description or summary of each post, include the link and send the compilation to your members.

At the very least, you do this on a weekly basis. Better yet, do it at least twice a week.

Simply put, this is a time saver for busy people. This is for people who want to keep their finger on the pulse of the niche, but don't have the time to scan the forums and blogs regularly for new products, niche news, developments and so on.

## **8. Discount Membership Site**

Here's a fact: People will pay money to save money.

Just look at some of the discount stores that are so prevalent in the U.S., like Costco and Sam's Club.

These are "members only" stores that charge their members a yearly fee for the privilege of shopping at the store. In return, the shoppers get discounts that you can't find anywhere else.

You can do the same thing in your niche. Simply start a membership site that's basically full of product reviews and discount links.

In order to get these discount links, you can do one of two things:

- Ideally, do a joint venture with the merchant/vendor. They agree to provide a discount for your members. In exchange, you agree to take a smaller commission (or depending on the product, you may forgo your commission altogether in order to offer a "loss leader" product for your site).
- Another way to do it is by paying buyer's "rebates" out of your commission checks. If you go this route, be sure to read the vendor's affiliate agreement and terms of service first to ensure this is allowed.

## **9. Product Creation Workshop**

Instead of calling your site a "membership site," you could instead call it a workshop.

The actual mechanics of how you set up and run your site are the same – but you may actually boost the perceived value of your offer, thereby allowing you to charge more per member.

One such idea is to run a product creation workshop. Here you might include weekly lessons that members follow in real time, with the goal of completing their product right as the workshop ends.

Here are a few topics you might include over the course of the workshop:

- How to choose a potential topic.
- How to do market research to determine if the market wants the product.
- How to do competition research and analysis in order to create a better product for the market.
- How to create a unique selling proposition (USP) / how to position your product in the market.
- How to create a video product yourself.
- How to create an ebook product yourself.
- How to create an audio product yourself.
- How to create a software product yourself.
- How to get JV partners to help create a product.
- What format is best.
- What delivery method is best.
- How to boost the perceived value of a product.
- And other similar ideas.

## ***10. Niche of the Week***

Every marketer has his or own strengths. And everyone has their own part of the product creation and marketing process that they like to focus on.

Think about this – if you're strength is in finding and researching niches, then you can bet you'll find people willing to pay you to do this.

It's a time saver for them. And if you're good at it, then it's also very profitable for your members.

Here's the sort of information you might provide for each niche report:

- Full market research. An analysis of whether there's a hungry niche and what they're buying.
- Competition research. Let your members know what sort of products are already selling on the market, what seems popular, etc.
- Product analysis. Here you analyze the strengths and weaknesses of the most popular products on the market. Doing so helps your members create better products.
- Keyword research. If you use WordTracker, then provide KEI values so people know which words to attempt to rank for.
- Affiliate programs report. This report lets your members know what types of products they can promote in the niche as affiliates, what commission rates they'll earn and so on.
- AdSense rates. Here you give people an idea of how much people are paying per click for their AdWords ads, which helps people get an estimate of how much they'll get for clicks on their AdSense sites.

Instead of offering all of this for one price, you may even consider offering a multi-tier membership site (e.g., bronze, gold and platinum memberships).

Platinum members get all the reports for each niche every month, while gold members get fewer reports, and the bronze members get perhaps one report.

## ***11. Flipping Antiques on eBay***

You can run this site one of two ways:

1. You can offer general advice, and let members apply this advice to the niche of their choosing. That means that the advice works whether someone wants to buy and flip depression glass or if they want to buy and flip African antiques.
2. Alternatively, you can run a site that specializes in one particular category of antiques and collectibles. For example, you can teach people how to buy and sell Civil War collectibles, metal signs, shaving kits, glassware, etc. Basically, you can specialize in antiques of all kinds from a certain era, or specific antiques from all era.

Either way, you may include topics like:

- Where to find antiques below cost (e.g., poorly described or categorized eBay auctions, other online auctions that aren't as well trafficked, flea markets, estate sales, etc).
- How to take care of the items (e.g., cleaning or even repairing them can quickly and drastically devalue them).
- How to store them.
- What to look for in a "common" antique that will increase its value.
- How to research the item so you know how much to pay (so that you can still make a profit when you sell it).
- How to take good pictures of the item.
- How to write good eBay auction ads.
- How to make money with your existing customer list.
- And everything else folks need to know to find, buy and flip antiques for fun and profit.

## ***12. Flipping Websites for Fun and Profit***

For those who don't want to deal in tangible goods, you can run a membership site that teaches people how to find under-performing websites, how to polish them so they start making some money, and then how to sell them for a profit.

Alternatively, you can create a site just around flipping domain names.

Some of the topics might include:

- Where to find the best deals.
- What to look for when evaluating a site.
- How to avoid getting ripped off.
- How to turn a poor-performing site into a money-making site.
- How to drive traffic to the new and improved site.
- Where and how to sell it for a profit.
- And everything else people need to know to make money flipping websites.

## ***13. Learning the Legal Side of Business***

Run a search on Google or browse your favorite business forum, and you'll find there are plenty of products servicing those who need information about choosing a business model, marketing the business and more.

However, you'll see relatively scant information about the "drier" topics that touch on the legal aspects of the business.

Perhaps this is because the topics are rather dry. After all, sitting around filling out paperwork to get business licenses and doing one's taxes certainly don't put money in the bank (at least not in the way the exciting topic of marketing does). And so people often skip right over some of this stuff – to their detriment.

There are two ways you can ignite people's interest in this topic:

1. By scaring potential members. Let them know how much money they stand to lose if they don't get the legal side of their business.
2. By opening people's eyes. Here you let prospects know how much money they can keep if they know the right way to do their taxes.

Obviously, you'll need to be a tax accountant or attorney in order to tackle some of these topics, or you need to hire one to work with you. But you can cover topics like:

- Business licenses.
- How and when to incorporate.
- How to do your taxes.
- How to save money on your taxes.
- What to do if you get sued.
- How to protect your intellectual property.
- And other legal and tax issues.

One idea you may consider is to offer a relatively cheap or even free membership in this site. Then you can make money on the backend by joint venturing with the attorneys and tax accountants whose products and services you recommend to your members.

## ***14. Patents and Manufacturing and Distribution... Say What?***

Many online marketers dabble in if not focus on selling information products.

That's because they're cheap and easy to create and distribute. Indeed, you can even offer them as downloadable products to virtually eliminate overhead costs.

But many marketers have ideas about physical products they'd like to create and sell. Problem is, they have no idea where to start. They have an idea for a product, but they don't know what to do next.

That's where you come in with a solution. You can offer a membership site that teaches people everything they need to know creating and selling physical products, including:

- Whether a patent is needed, and how to get one.
- How to find someone to create a prototype.
- How to find someone to manufacture the product.
- What to look for before you sign a contract of any kind (e.g., how to avoid getting ripped off).
- How to find people to distribute the product (e.g., how to get your product into an offline store).
- How to market the product yourself.
- And everything else someone needs to know to create and sell physical products.

## ***15. Starting a Business on a Shoestring Budget***

There are plenty of people who want to start a business, but they think it's expensive.

Even if they realize it's not expensive, there are those who are looking to save money by purchasing low cost tools and resources to get up and running. This is especially true during hard economic times, when people are reluctant to spend freely (and credit is tight too).

You can service this niche by creating a membership site that teaches them how to get their business up, running and profitable on a shoestring budget. Then you can teach them how to reinvest some of their profits to grow their business.

Some of the lessons you might teach include things like:

- Where to get a reliable yet inexpensive web host, credit card processor, domain registrar, autoresponder service and so on.
- Where to get good yet relatively inexpensive services such as web design, copywriting, script installation and similar.

- How to save money by learning how to do some of these jobs yourself.
- Step-by-step instructions to do things like setting up an autoresponder or a PayPal button.
- Where to get freebies and coupons (e.g., where to get a coupon offering \$50 in free AdSense clicks).
- Cheap or free places to advertise.
- Cheap or free resources to learn other aspects of business and marketing.
- And other cheap or free tools, products and resources people can use to get up and running fast.

## ***Business Ideas Summary***

There you have it – 15 business-related membership ideas you can steal and start using immediately.

Of course, those 15 are just the tip of the iceberg. Indeed, you can simply use the above list of ideas as a springboard to your own profitable ideas.

Either way, I hope you make a fortune with them!

## **Non-Business Membership Site Ideas**

Once you start looking into non-business niches, you've opened the door to a nearly endless supply of ideas.

If you can think of a niche, there's probably a hungry market eager to buy goods and services.

And if they're already buying goods and services, they'll probably purchase memberships into your site.

In short: You're about to discover a dozen non-business membership ideas... but there are thousands upon thousands of ideas you could pursue instead.

That means that while you can take these ideas and put them to use, don't be afraid to merely use them for inspiration to create an even bigger list of profitable membership site ideas.

Now let's get on with the list...

## ***16. How to Become a Full-Time RV'er***

In case you're not familiar with the term (it's popular in the U.S.), RV is short for "recreational vehicle," also known as a motor home or travel trailer.

Now, most people use RVs for family vacations for a week or two out of the year. However, there are those who are considered full time "RV'ers" – these are people who've sold their houses and live in their RVs. Often they travel to warmer climates in the winter, and back to their home region during the summer.

As you can imagine, the idea of full time RV'ing appeals to some people. But the problem is, it's also a huge lifestyle change, and these folks are looking for guidance. You can provide that guidance by covering such topics as:

- How to choose the right type of RV.
- How to save money on insurance.
- How to get online while on the road.
- How and where to get your postal mail.
- How to do basic RV maintenance.
- Good RV resorts.
- Cheap RV resorts.

And so on – there are plenty of topics you could include. Just visit RV forums to see what people are asking about.

## **17. Dating Secrets for Men**

Here's a hot niche topic that have made ebook sellers rich – “pick up” secrets for men who'd like to get more dates.

Your membership site may include:

- Health and hygiene tips.
- Fashion tips to look good.
- Boosting self confidence.
- How to catch a woman's eye.
- How to flirt.
- How to get phone numbers.
- Where to take her on a first date.

And so on.

If you need more ideas, just visit the numerous seduction sites online to see what sort of information they're offering. Also, use WordTracker to do some keyword research – it may surprise you when you discover what types of information men are seeking.

## **18. Fat Loss Secrets For [Enter Niche Here]**

As you likely already know, weight loss continues to be a hot market. But if you want a piece of this market, you should find a niche to serve.

Here are a few ideas just to get you thinking:

- Future brides who need to lose weight before the wedding.
- People who need to be in shape before joining the military.
- People who need to lose weight or their employers will have them pay more in health insurance.
- New moms who want to lose the baby weight.

- Middle-age people trying to prevent weight gain as they age.
- College students trying to lose the “freshman 15” (the 15 pounds they put on through poor eating habits since leaving home).

Those are just a few ideas – there are plenty of weight-loss niches out there.

As for content, it’s the same type of content you’d see in any weight loss product, including: Diet secrets, information about exercise, motivation and supplements.

## ***19. Weight Gain Secrets***

Typically we think of weight-loss sites, as that’s a bigger market. But there’s also a decent-size market of people who’re looking to gain weight. This market includes:

- Bodybuilders looking to put on muscle and mass.
- Athletes who need to get bigger (like football players).
- Tall, skinny teenage boys who’d like to get defined.
- People with medical conditions who’ve lost a lot of weight and are struggling to put it back on.

And so on.

You can provide diet tips, workout (bodybuilding) tips, supplement tips, motivational information, etc. You can even put together contests to see who improves the most in six, eight or twelve weeks.

## ***20. Daily or Weekly Motivation/Inspiration***

Here’s a neat little membership site you can put together, upload into an autoresponder, and then forget about (save for marketing to get new members). That’s because it’s fairly easy to create an “evergreen” motivation site that could go on for years using the content you create today.

Now, the best idea is to choose a niche and deliver daily or weekly motivational messages and articles to them. Here are just a few niche ideas to get you thinking:

- Motivational messages for people wanting to lose weight.
- Motivation for members of a specific religion (in this case, it might not be motivational messages so much as meditations).
- Motivation for people with cancer.
- Motivation for people starting a business.
- Motivation for people going through a divorce.
- Motivation for athletes.

As you can see, there are plenty of people needing motivation. Just carve out your niche and start delivering daily or weekly messages to boost and inspire them!

## **21. Law of Attraction Secrets**

Not everyone believes in the “Law of Attraction,” but those who do form a somewhat rabid market. That is, they’re always looking for new information on attracting what they want into their life.

As with most of these membership ideas, you can focus on a particular niche for best results.

Example: You can focus on people who want to attract love into their life, or those who want to attract peace or, perhaps those who want to attract wealth and success.

Regardless of the niche, here are lessons and other ideas to get you started:

- Explanation of what the law of attraction is.
- How it works even if the person isn’t consciously using it.
- How to put emotion behind one’s intentions and desires.
- How to attract anything, effortlessly.
- Daily meditations and visualizations (also, reminders that members should in fact be doing this daily).

- How to use attraction tools like dream boards and gratitude journals.

While you can offer this course through an autoresponder or regular membership site, you may consider offering a support forum (this is true not just of this membership idea, but of several we've discussed). This allows members to share their results and motivate one another.

## **22. Getting Over Grief**

You can create a site for people who've recently lost someone close to them, but they're finding it hard to get over their grief. Again, here's a site where you may want to offer a support forum, as those in grief will take great comfort in getting support from other members.

The actual content you provide can include daily messages of comfort, along with solid ideas for helping the person get over their grief (while at the same time assuring them that their grief is normal and temporary).

As with all these ideas, you may choose to create a site around a specific niche, such as:

- Those who lost a loved one in an unexpected way, such as a murder or a freak accident.
- For widows or widowers who've lost a spouse.
- Parents who've lost a child.
- People who lose a loved one after a long illness.
- People who've lost a beloved pet.

Again, the possibilities are nearly endless.

## **23. Going Green Tips**

Some people want to conserve energy and resources as a way to help the planet, while others want to do it to help their bank accounts.

You can choose to service either of these groups of people (or both) by setting up a “how to go green” membership site.

You can create an all-encompassing site that helps people “go green” in all aspects of their lives.

Or you can choose to focus on one aspect, such as reducing their carbon footprint at home, choosing their transportation wisely, driving tips that save gas, how to “go green” on vacation, “go green” tips for business owners and so on.

The exact content and lessons you provide largely depends on the overall topic you choose. But the basic idea is to teach people how to reduce, reuse, recycle and save.

## ***24. “Do It Yourself” Car Maintenance and Repair***

Have you or someone you know ever wished you could save a few bucks by learning how to change your own car oil? If so, you’re not alone.

Plenty of people are interested in learning how to go basic maintenance and repair so that they can take care of their cars better, save money, and just get that good feeling that comes with being independent.

You can service these people by creating a car maintenance and repair membership site, which may include topics like:

- How to check fluid levels and fill as needed.
- What type of oil and fluids to buy.
- What to avoid (things that are bad for the car).
- How to change the oil.
- How to change belts.
- How to change filters.
- How to change a tire.
- And other car-care tips to increase the life span of the car.

If you're dealing with fairly basic tasks, you may be able to offer your advice in a fairly general way. Otherwise, you can offer a niche site such as "Car-Care for Chevy Owners." Or you can get more specific and open a site for a particular model (e.g., Car-Care for Corvette Owners).

## **25. Classic Car Restoration**

As long as we're talking about cars, here's another idea: classic car restoration.

Here you choose a specific type of car, such as a 1970 Corvette. Then you show people step by step how to restore the car. Your lessons may include:

- Where to get a good deal on a project car.
- Where to get parts.
- The tools you need.
- How to reupholster the seats.
- How to swap out the motor.
- How to repaint the car.
- How to change the brakes.

And so on.

Basically, you give a step-by-step guide to choosing and restoring a car. If you space the lessons out appropriately, members can complete a lesson per week and restore their car during the duration of the course.

## **26. Fishing Secrets**

Topics that save people money and make people money are always popular. But have you ever noticed how much money people spend on their hobbies? That's why you can service a hobby niche and make a bundle.

One such hobby niche you may consider is the fishing market. Of course there are plenty of niches to choose from within this greater market. For example, you can start a site for:

- Trout fishers.
- Fly fishers.
- People who only fish in one region of the world, such as Canada.
- People who fish from freshwater lakes.
- Stream / river fishers.
- Deep-sea fishers.
- Beginners, intermediates or advanced.

And so on.

Depending on who you're targeting, you may include topics and lessons like:

- Rules, regulations and licensing requirements.
- Choosing your equipment.
- The best tackle and bait (may include reviews of popular tackle and bait products).
- The best time of the year to fish.
- The best time of the day to fish.
- The best rivers, lakes, streams, etc to fish in.
- Where to get good deals on "fishing packages" (e.g., vacation packages to fishing locations).
- And everything else people need to know to start landing big fish.

If you want to give people the full experience, you can even include tips on cleaning and cooking fish.

## 27. How to Save Money

I just mentioned a moment ago that any time you can help people make or save money, you'll generally have plenty of customers. That's why I thought we should with a membership idea that helps people save money.

Here again there are plenty of niches to choose from. And as usual, the content and lessons you deliver will largely be decided by the niche you're servicing. Here are a few niche ideas you can use:

- How to save money on home heating bills (e.g., how to winterize the house).
- How to save electricity.
- How to save gas.
- How to save money on the monthly grocery bill.
- How to save money when you use your credit card.
- How to invest your money wisely in a 401k or IRA.
- How to save money by investing in the right stocks.
- Tips to creating a budget and saving money every month.
- How to save money by repurposing and reusing products.
- How to save money on your regular bills (e.g., switching cell phone carriers, scaling back on your cable package, etc).
- How to save money by looking for deals (e.g., where to get good deals on vacations, where to get freebies and trial offers, etc).

You can also further target your "save money" site by choosing a particular niche, such as:

- Senior citizens.
- College students.

- Newly divorced people.
- Unemployed people.
- Single mothers (or other one-income families).

So as an example, you may create the “Senior Citizen’s Guide to Saving on Home Heating Bills” or the “Single Mother’s Guide to Saving for Retirement” or “The Retirees Guide to Traveling the World on a Shoestring Budget.”

## ***Non-Business Ideas Summary***

Now you have a dozen solid non-business membership ideas.

However, I’m guessing that as you were reading these ideas, you thought of another dozen or so off the top of your head.

Write them down right now so you don’t forget them. And then take a few minutes and brainstorm as many other membership ideas as you can, because one of them will make you a fortune!

## **Conclusion**

Now you have a list of 27 membership ideas (15 business and 12 non-business ideas).

And if you followed my advice in the last section, you likely have several more ideas that you thought up while reading this report.

That means you have at least 27 (and likely many more) ideas that could serve as your path to membership site riches.

**Any one of these ideas could be made profitable.  
And as you noticed, many of them can be run virtually on autopilot.**

But even though it’s fairly easy to set up and run these sites, they won’t set themselves up.

**That means you need to take action.**

You need to choose your niche, sketch out what you’ll offer this niche, set it up, and then attract members.

If you're already familiar with the niche, you can have your first lesson or two created in a few hours... and then get your site set up within another few hours. You don't need to create the entire lesson-set before you start accepting money.

In other words, you could be making money with these site ideas by tomorrow. But you need to take action right now by selecting your niche.

Go to it!

## Swipe File: 15 Ways to Promote Offers In Content

If you're an online marketer, then you already know the importance of content marketing. And you're probably already using content to build relationships with your visitors and subscribers, pull in traffic from the search engines and pre-sell products.

Here's the thing...

No matter what kind of article you're writing – such as an optimized article for the search engines or one to build trust with your subscribers – you can use it to promote offers.

You may create an article that's a direct sales pitch. Or you can use a "stealth technique" to indirectly pitch a product.

Either way, articles are one of your most powerful selling tools!

Here then are 15 different types of articles you can use to promote your offers...

### 1. Making Sales With the Direct Pitch Article

When you think of an article, you probably think of a tips article or "how to" instructional article. Indeed, those probably are the most common types of article.

Plenty of prospects wouldn't continue subscribing to a newsletter or reading a blog if every article was a direct sales pitch. And yet if you sprinkle in the occasional direct-pitch article among your content articles, you may enjoy a high conversion rate.

So what does a direct-pitch article look like? It's essentially a mini sales letter, so it includes all the features of an ad. Here's how to do it...

#### **Step #1: Craft an Attention-Getting Title**

The title is one of the most important parts of your article, because if it doesn't capture your prospect's attention, he won't even both reading the article. And that means you need to put forth a benefit in your title and/or arouse curiosity. Let's suppose you're pitching an affiliate marketing product. Here are examples of attention-getting titles:

- Seven Reasons Every Marketer Ought to Read [Product Name] (Note: This one works on curiosity.)
- How to Triple Your Income Overnight (This one puts forth a big benefit.)

### **Step #2: Answer WIIFM?**

Once the prospect starts reading your pitch, he's going to be wondering "WIIFM?" (What's in it for me?) And you need to answer that question, or your prospect is going to stop reading.

All you have to do is list the benefits of the product.

Examples:

- You'll discover a simple SEO trick that will shoot your articles straight to the top of the search engines!
- You'll find out the secrets of keeping your Sunday school students sitting eagerly on the edge of their seats!

### **Step #3: Create a Compelling Call to Action**

You got your prospects interested in the product. Now you have to call them to action.

If you created a long article with the intent to completely sell the prospect on buying the product, then your call to action should encourage the reader to buy.

Example: "Take out your credit card and click this link..." (with the link leading to an order form).

If your pitch is designed to pre-sell the prospect and you want the sales letter to close them, then your main call to action is to encourage the reader to click through to the sales letter.

Example: "Click here now to find out how you can triple your profits overnight..." (with the link leading to the sales letter).

Tip: For best results, give your prospect a reason to click the link and buy now. Example: You can offer prospects a bonus product if they purchase the product using your link within 72 hours or so.

## 2. Drumming Up Interest with a Case Study Article

A case-study works well because it's a form of social proof.

You see, your readers don't completely believe marketer's claim. But when they see proof – such as a person just like them who's getting results – it helps to persuade them to purchase the product.

And that's why a case study article is a great pre-selling tool.

A case study is pretty straightforward. Your article details what problem you (or someone else had) and how the product you're promoting helped you to overcome the problem.

You may even offer proof of your results, such as a set of "before" and "after" pictures, screenshots, videos, etc.

Let me give you a few examples:

- You're promoting a general "make money online" product. You find an online marketing beginner and track his results as he goes through the course and applies what he learns. Not only do you talk about the financial impact of his results, you also talk about the emotional impact (e.g., how thrilled he was to wipe out his credit card debt).
- You're promoting a "build muscle" product. You take pictures and measurements of yourself before using the product. Then you use the product for eight weeks (while taking pictures and measurements on a weekly basis). Then you write an article about these results and share your conclusion as to how well the product works.

Tip: Think of your article as a long testimonial for the product, where you include measurable, verifiable proof that the product works.

### 3. Weaving Offers into “How To” Articles

The “how to” article is one of the most common types of articles. Typically, this is where you give your readers step-by-step instructions on how to complete some task or process.

Examples:

- The Quick and Easy Way to Turn Your Clunker Into a Showroom-New Car!
- The Secrets of Getting Grass Stains Out of White Pants
- The Three Easy Steps to Getting Top Rankings in the Search Engines

While there are multiple ways to promote offers in “how to” articles, here are the two most common methods:

**1. Weave links into the content.** This is where the completion of one of more of your steps requires the use of some sort of product. Naturally, you recommend a specific product.

Example #1: Let’s suppose you’re writing an article about how to wash, wax and detail a car. You can include affiliates links for your preferred brand of wax.

Example #2: Your article teaches people how to optimize their articles for the search engines. The first step is to find keywords using a keyword tool, which gives you the perfect opportunity to recommend you’re preferred tool.

**2. Provide useful but incomplete information.** This strategy works well for information products (like books, ebooks, reports, videos, etc). Here you share some information, but it’s not complete. The reader needs to purchase the product in order to get all the details.

Example #1: Your article provides information about how to groom a matted poodle. The article may provide specific instructions for getting out the mats, but the reader needs to purchase a grooming video to learn the final steps (how to clip and groom the dog).

Example #2: You’re writing about how to make more money as an affiliate. Your article includes instructions on

cloaking links - but it merely tells people what to do, not how to do it. For full instructions, the reader needs to purchase your affiliate marketing ebook.

## 4. Promoting Offers in a Tips Article

Instead of offering step-by-step instructions, a tips article - just as the name implies - offers a series of tips to help the reader complete a task or process.

Examples:

- Five Tips for More Beautiful Hair
- The Seven "Must Have" Items to Pack for Your Next Trip to Vietnam
- Three Ways to Improve Your Memory

Just like the "how to" article, you can weave your offers right into the content. You can even do this directly, such as by having one of your tips be to purchase a specific product.

Examples:

- Tip #2: Get an Aweber.com account. (For an article on building a mailing list.)
- Tip #7: Join Membernaire.com. (For an article on how to start and run a membership site.)
- Tip #10: Buy a good flea comb. (This is for an article about removing fleas from a kitten. Naturally, you'd provide a specific recommendation with an affiliate link.)

Also, just like the how to article, you can provide useful but incomplete information as a way to pre-sell an information product.

This works particularly well for a "tips product," where you can share a handful of the tips and direct the prospect to order the product to get the rest.

Example: You could write an article covering five copywriting tips as a way to pre-sell a product that covers 101 tips for better sales letters.

## 5. Promoting Products in Interview Articles

If you're promoting affiliate products, then one way to impress your prospects is to interview the product creator (who presumably is the expert on the topic). Then you can include your affiliate link at the end of the article.

When you think of an interview, you might think of something like, "How did you get started doing this?" and other personal questions. However, the interview will be much more powerful if you instead focus on asking questions about the niche topic.

Examples:

- Ask a copywriting expert, "How do you write high-response headlines?"
- Ask a dog-training expert, "What's the biggest mistake new dog owners make when they're housetraining a puppy?"
- Ask an ebook marketer his top three secrets for getting so much traffic to his sites.

In short: Ask questions that directly relate to the product you're promoting.

Writing this type of article is easy – all you have to do is present it in a "question and answer" format. Then include your affiliate link when you promote the product at the end.

The tricky part is to get product creators to agree to the interview. Typically, you can increase the chances of them saying yes by:

- ➔ **Making money for them first.** Become an affiliate, show that you can put cash in their pocket, and they'll be more likely to entertain your interview requests.
- ➔ **Build a relationship.** Meet product creators at offline seminars, network with them on Twitter, get to know them via private messaging on popular forums, email them. Point is, befriend them first... and securing any JVs (joint ventures) in the future will be easier.
- ➔ **Tell them the benefits.** Whether you're writing to a good friend or someone you've never talked to before, you need to give them a reason to say yes to your request. That is, tell them the benefits.

Here's a short and sweet email template you can use to request interviews. Do note that this particular email works best if the product creator already has some sense of who you are (e.g., you've made sales for him, met him at a conference, etc).

-----

Subject: I'd like to feature you in my next newsletter..

Dear [First Name],

Hi [First Name], it's [your name] here from [your site]. I'm writing to request a short written interview that I can feature in an upcoming newsletter.

In exchange, you'll get traffic, sales and new customers, since the goal of the interview is to promote your newest product, [name of product]. And since I have a newsletter list of [number] eager subscribers, you can expect plenty of sales.

All you have to do to get these benefits is answer the five questions below. If you have any comments or concerns, don't hesitate to contact me at [enter contact info].

I appreciate your time! And I look forward to helping you bring in new sales.

Sincerely,

[Your Name]

Here are the questions:

[Insert Questions]

-----

## 6. Creating a "Day in the Life" Article

The goal of a case study article is to show what kind of results a typical user gets, while the goal of the interview article is to showcase the product creator's expertise. Now we have another kind of article, the "day in the life" article.

Basically, this is an inspiration article that's used to evoke emotion in your prospects. You want them to imagine themselves living the sort of life you describe in the article. Naturally, the article recommends a product that will help people achieve the lifestyle.

Let me give you a few examples...

- A Day in the Life of an Internet Millionaire. Here you might talk about what sort of work the person does in a typical day. But you'd also push the emotional and social proof buttons by talking about the person's luxurious lifestyle. At the end of the article you'd recommend an Internet marketing course (preferably one that the millionaire created).
- A Day in the Life of a Personal Trainer. This would be a good story for a fitness or weight loss product. You'd talk about useful information - such as what the trainer eats and what types of exercises she does to keep in shape - but you'd also touch on the emotional hot buttons (and get the reader to identify) by sharing some of the person's struggles of the trainer's clients.
- A Day in the Life of a Work at Home Mom. Here you'd share the mom's tips of how she juggles work and family. At the end you could promote anything from an online marketing product to a time-management product.

## 7. Pre-Selling With the Product Review Article

I just typed the word "review" into a keyword tool, and it spit out hundreds of results.

Everything from "digital camera reviews" to "Jenny Craig reviews" to "gas grill reviews."

And I bet that right at this moment someone is searching for reviews in YOUR niche, too.

That's why a product review is so powerful.

Not only are people actively seeking out reviews, these people usually tend to be cash-in-hand customers.

In other words, they're red-hot and ready to buy. They just need confirmation from a trusted source that the product they're researching will solve their problems.

That's where your product review article comes in. Inside, you tell people what's good about the product, what's bad about the product and why they should (or shouldn't) buy it. If you recommend it, then you drop your affiliate link and make some money.

Here's what a typical product review article might look like:

-----

**The Truth About [Product Name]!**

**Introduction:** Here you introduce the product and the intended purpose or benefits. You may also come out and tell people whether you recommend the product or not. However, if you do that, give readers a reason to read your entire article. (For example, "There's one type of person who definitely shouldn't buy this product - you'll find out if you're that kind of a person in just a moment. But first...")

**One or two paragraphs:** Here you share what's good about the product. If you've used the product and received positive results, share them here.

**Another one or two paragraphs:** This is where you share the product flaws. And yes, every product has a perceived weakness. This is your chance to bring up the possible objection and, possibly, handle it.

Example: Let's say a perceived weakness of an ebook about social media marketing is that it doesn't go into very much depth about Twitter. You can mention this as a weakness - and then offer your prospects a free book about Twitter if they buy the product through your link.

**Conclusion:** Now you give your recommendation and reiterate the benefits. Then provide a call to action so that people click your link and buy the product. Or, if you don't recommend the product, highlight once more why you wouldn't recommend it. You may recommend an alternative product instead.

-----

## 8. Comparing – And Recommending – Products

If you just have one product to recommend, then you can pre-sell it using the product review article.

However, if the product you're reviewing has competition from another similar product - or if you want to promote two similar products - then you can use the product comparison article instead.

The general outline is the same as the product review article. Specifically:

- You introduce both products and their intended audience and benefits.
- You list the good points of each product.
- You list the bad points of each product.
- You wrap up by noting whether you recommend one, both or neither of the products.

In some cases you may compare two products in which one of them is a good product and one of them (in your opinion) is awful. In that case, recommend the good product and drop your affiliate link. Don't link to the bad product, at least not with an affiliate link (otherwise your product review seems worthless if you're going to try to get people to buy the poor product so you can pocket a commission).

There may be cases where you don't like either product. That's ok too. You can tell your readers why you don't recommend either one... and then offer them an alternative (better) product.

Finally, there are also times when both products are good and you'd recommend both of them. However, if you just outright recommend both of them, your reader is going to be just as confused as before he started reading your comparison article. As such, you need to tell your prospects what type of person should buy the products.

Let's suppose you're comparing two article marketing ebooks... and you recommend both. You might qualify your recommendation like this:

Example:

"If you're just looking for information about how to squeeze the most profits out of your articles, then get [Product A]. If you'd like marketing information plus killer tips on how to actually write compelling articles, then [Product B] is the one for you."

## 9. Persuading Prospects With the Testimonial Article

You've already discovered that offering social proof is a powerful psychological sales weapon. That's why testimonials work to increase your sales. But in order for the testimonials to be effective, they need to specifically back up your claims.

You see, an enthusiastic testimonial – one that has a lot of exclamation points 😊 – is worthless if it's weak.

Example: You'll see plenty of online marketing ebook testimonials that say something like, "Great ebook – a real page turner!! I couldn't put it down!!"

That would be a great testimonial for a Steven King novel. But it's extremely weak for a non-fiction "how to" product testimonial.

Now, you obviously can't write your customer testimonials for them. However, you can produce better testimonials by asking specific questions. Instead of merely requesting "feedback and testimonials," instead you can ask something like, "How did this product help you?" Doing so will ensure that you get results-oriented testimonials.

Once you have your testimonials lined up, the next thing you can do is write an article that highlights these testimonials. Essentially what you're doing is creating a direct pitch where you highlight three to five benefits of the product. After you mention a benefit, then you provide a strong testimonial that backs up the claim.

For example, if you're selling membership site software. One of your claims is that it's easy to use. You make the claim and follow up immediately with a testimonial from a non-technical person who talks about just how easy it is to use.

Here then is a template of how this article should look:

-----

Introduction: Introduce the product and hint at the main benefits.

Paragraph 1: Benefit #1

Paragraph 2: A testimonial that proves your claim.

Paragraph 3: Benefit #2

Paragraph 4: A different testimonial backing up your claim.

Paragraph 5: Benefit #3

Paragraph 6: A different testimonial that proves what you said in paragraph 5.

Paragraph 7: Conclusion - reiterate why it's a great product and provide a call to action.

-----

## 10. Qualifying Prospects With the Question Article

This article type is designed to catch the attention of your most qualified prospects and draw them into the article, all through the use of a question in the title.

Examples:

- Do You Want to Wear Size 4 Jeans?
- Who Else Wants to Learn How to Earn Six Figures Blogging?
- Do You Grind Your Teeth?

Once you have the prospects reading your article, then you go on to talk about how frustrating the problem is. You remind your reader how it feels to have the problem. In other words, you're pushing his or her emotional hot buttons.

Once you've agitated the problem, then your article can go in one of two directions (depending on what you're promoting as well as your own preferences):

- 1. You can provide how to instructions to help the reader solve his problem.** You can weave your offers into the content, or provide "useful but incomplete" instructions with a pitch at the end of the article.
- 2. Alternatively, you can use the direct-pitch approach,** where you introduce a product as the solution to the prospect's problems. Then you list the benefits and include a call to action at the end.

Now let me give you an example of asking a qualifying question in the title and then "agitating" the problem in the introduction.

Note: This example uses a story that the qualified prospect can identify with.

-----

### **Does Your Dog Steal Food From Your Counters?**

Picture it: Thanksgiving, 2008. Fifteen hungry guests waiting in the living room. The smell of turkey and all the fixings fills the air.

My yellow lab, Rover, was apparently hungry that day too. Because right after pulled the turkey out of the oven, I turned my back. It couldn't have been for more than ten seconds. And when I turned around, the turkey was gone...

## 11. Engaging Readers With the Quiz Article

If you can get your readers active and engaged in your article, they'll read through to the end. That means you have a good chance on pre-selling them on your offer. And one way to engage your readers is by asking them to take a quiz.

Tip: Another reason that a quiz article can help you pre-sell a product is because it taps into the "foot in the door" persuasion tactic. This tactic works like this...

You first ask someone to do a small task or favor. Once they agree to this smaller task, they are much more likely to agree to do a bigger favor or task.

Taking a quiz is a small task. Once the reader has agreed to do this, they're much more likely to agree to a bigger favor - such as joining a list, clicking on a link or even purchasing a product.

However, you're not just listing quiz questions for the sole reason of engaging your readers. Ideally, the quiz should be highly relevant to the product you're selling. And as such, you can use the quiz to "lead" your prospects to a solution (i.e., your offer).

For example, a quiz article that's promoting a weight loss product might include questions like:

- Have you ever lost weight and then gained it back?
- Do you crave sugary foods?
- Do you have problems making time for exercise?

(Plus perhaps another two to seven questions.)

Then you "score" readers and pre-sell them by saying something like:

"If you answered "yes" to three or more questions, then it's not your fault if you're overweight! You just haven't found a diet that fits your lifestyle. Introducing [product name]..." (You then pre-sell the product with a direct pitch and a call to action.)

## 12. Using the Competing Case Studies Article

Earlier you learned how to write a case study article, where you showcase your results (or someone else's results) with a particular product. Now here's another idea:

Choose two similar products and offer competing case studies. Then you can recommend the product with the best results. Basically, this is hybrid article that's part case study, part product comparison.

Here's how to do it...

### **Step #1: Find at least two people to test two products**

You want these people to be as representative of your target market as possible. So if you're targeted middle age single moms who're 20 pounds overweight, then your testers should fit that category. While one test per product will work, ideally you should have two or more testers per product.

Tip: You can find testers on niche forums, on your mailing list or on a joint venture partner's mailing list or blog. Ideally, look for people who are well-known in the forum communities and are an active part of these communities, as you want someone who won't just disappear.

To recruit these people, offer them the product for free in exchange for testing it.

### **Step #2: Set up the test**

Each tester should start at the same time and log their results regularly. How long the test runs and how often the testers log their results depends on what you're testing.

Example: If you're testing weight-loss or SEO products, your test may run for six to eight weeks. On the other hand, you may just do a one to three day test for products like "how to juggle" or "how to set up a blog."

### **Step #3: Share the results**

Finally, you write an article that describes your testers, what action they took and the results they received. You can also share their general impression of the products and their results. And just as with a product review, you may share the good and bad points of each product.

Then, where applicable, you recommend the product that produced the best results for your testers.

## **13. Dropping Offers In "Top Ten" Articles**

People like lists. In particular, they seem to gravitate towards top ten lists.

If you doubt this is true, just look at how popular “list style” articles are on blogs, forums and in article directories. Or enter the search “top ten” into a keyword tool, and you’ll find that people are actively searching for top ten lists such as:

- Top ten Christmas gifts.
- Top ten beaches in the world.
- Top ten movies of all time.
- Top ten books to read.
- Top ten laptops.

And I could go on and on. Just check out WordTracker (or your favorite keyword tool) to uncover dozens of “top ten” lists that people in your niche are searching for.

Now look at those examples I just gave you. Notice how you could create a “top ten” article around all those topics... and in almost all cases, you could drop your affiliate link for each product. In other words, you’d have ten affiliate links in each list you create.

Example: Your “top ten laptops” article would start with an introduction, then you’d list your top ten laptops (with affiliate links for each of the laptops on your list) and then you’d wrap up the article with a conclusion that reiterates why you think those laptops are the top ten on the market.

In other cases, you may not provide a link for each item. Instead, you’d provide one affiliate link at the end.

Example: You’d provide one travel site affiliate link for the top ten beaches article.

So what kind of lists can you provide in your niche? As an example, if you’re an online marketer then you might create lists like:

- Top ten affiliate marketing books.
- Top ten software and scripts every marketer needs.
- Top ten seminars every marketer ought to attend.
- Top ten marketing membership sites.

## 14. Pulling Prospects in With the Worksheet Article

You've already discovered that engaging your readers is a good step towards getting them to pay attention to any pre-selling you do. Yet another way to engage readers is by creating the "worksheet article."

Just as the name implies, you create one or more useful worksheets that your readers can use to help them solve their problems.

In most cases, you're basically providing "useful but incomplete" solutions. That is, completing the worksheet is a first step in solving the prospect's problem, but he won't solve the problem fully unless he also purchases the product you're selling.

### Examples:

- You provide a budgeting worksheet to help people understand their debts and how to start reducing this debt. Then you promote a "get out of debt" product.
- You offer a calorie log for your prospects, where they have to list everything they ate today so they can add up their total calories. Completing this worksheet is the first step in learning where to cut calories, and you offer a diet book that shows them HOW to cut those calories.

Now let me give you a specific (but greatly abbreviated) example. Let's suppose you're teaching people how to write a sales letter. The first step is to profile the target market. You can provide a worksheet that helps readers do exactly that. Your profiling worksheet might look like this (note this is only a partial worksheet for illustration purposes):

-----  
Instructions: Picture your one perfect prospect and then fill in the following information about your target market:

Age:  
Gender:  
Where they live:  
Income level:  
Education:  
Marital status?  
Children?  
Hobbies:  
Where they spend their extra money:

Where they go on vacation:  
Their biggest problems:  
Their biggest frustrations:  
What worries them:  
What do they really want?  
What kind of TV programs do they watch?  
What types of books and magazines do they read?  
What types of sites would you find in their online bookmarks?  
What classes did they take in college?  
(and so on)

-----

At the end of the article, you'd then tell readers that the next step is to list all the benefits and features of the product.

Finally, the last step is to write the sales letter. And in order to successfully complete this last step, your readers need to purchase the copywriting product that you're recommending.

Simple, but very effective.

## 15. Arousing Interest with the Critique Article

The purpose of the critique article is to help your reader's learn a bit more about a topic and/or polish a certain skill. At the same time, you can also pre-sell your readers on purchasing a certain product or service.

Let me give you a few examples:

- You can critique a sales letter to teach copywriters how to write sales copy more effectively. You can critique smaller parts of the letter, such as the order form upsell or the guarantee. In all cases, you tell your readers how to make the piece better (by offering a specific example of how, exactly, to strengthen the headline, guarantee or other piece).
- If your market includes web designers, you might critique a website on its design and/or usability.
- You point to videos on YouTube as a means of teaching people how to create better videos.

So where do you get these videos, sites, sales letters and other items to critique?

- 1. You ask for volunteers.** For example, you offer to critique a sales letter in exchange for the author allowing you to post the critique publicly. They'll get free exposure and a free sales-boosting critique out of the deal.
- 2. You create pieces for critique purposes.** In some cases, you may decide to just create a piece with mistakes so that you can show people how to make it better. This works best for small items, such as a pay per click ad or critiquing a headline.
- 3. You critique others' work.** Finally, you can also randomly choose other marketer's work to critique. However, you may want to ask for permission before you do this (to avoid hard feelings).

Tip: Here's where you can incorporate a stealth promotion technique. Let's say you're promoting a copywriting product, so you want to critique a sales letter. Don't pick a completely unrelated product, like "how to train a dog!" Instead, choose to critique a letter that will interest your prospects, such as another copywriting product or perhaps a marketing product.

What happens is that you get to promote two products. First, you directly promote the product that you're pitching at the end of your critique. Secondly, you get to quietly promote the product on the site you're critiquing... IF you send people to the site using your affiliate link! 😊

## Conclusion

There you have it – 15 proven ways to make more money with your articles! Let's quickly recap a handful of the ways you just learned how to weave promotions inside of your articles:

- **The direct pitch article:** The straightforward way to let people know the benefits of a product and why they should buy it now.
- **The competing case study article:** You combine the power of social proof with a product comparison to provide a compelling reason to buy a specific product.
- **The "top ten" article:** You can make up to ten recommendations in this one simple article!

- **The “how to” article:** You can drop a link right inside the content, by creating a “step” that requires readers to purchase a product in order to complete the step. Brilliant!
- **The testimonial article:** Here you back up each of your claims by presenting a strong testimonial to prove that claim. It works thanks to the power of social proof!

Plus you discovered ten other types of articles you can use to promote your products, services and other offers.

Now, I’m betting this report triggered a few ideas about how you can squeeze more profits out your content.

That’s why **now is the best time to take action on what you just learned.**

First, spend a few minutes writing down your content ideas. Then, start writing your first article... starting with the direct pitch article. Complete at least one article today, and commit to writing at least one every day for the next couple weeks. Then **track your results and see which types of articles put the most profit in your pocket!**

## Swipe File: 20 Opening Paragraphs

No matter what kind of content you create – from articles to books to videos – you’re always going to be required to create introductions for your content. And if you’ve spent any amount of time writing content, then you know there are two problems with introductions:

- 1. The introduction is often the hardest part to write.** Many people struggle and sweat as they try to pound out an introduction. Some people even write the rest of the content and then go back and write the intro. That’s because the intro is one of the most important parts of your entire content piece – if it doesn’t hook and enthrall your readers, they’re going to leave.
- 2. Your readers (and you) will get bored if all your introductions are the same.** You know you get bored writing the same types of intros over and over, especially if it’s the “stock” introduction (see #1 below). And you can bet your audience gets bored reading the same introduction.

Fortunately, this report solves both of your problems.

That’s because you’re about to discover –

**20 different introductions that you can use for just about any type of content.**

Not only will you never again struggle to write your introduction, but your readers won’t get bored.

Let’s jump in...

### 1. Tell ‘Em What You’re Going to Tell ‘Em

This is the traditional introduction, where you simply tell your readers what they’ll learn about in the upcoming pages.

Because this introduction is so popular and so useful, you may even use it in combination with some of the other introductions that you’ll learn about later in this report.

Template:

[Some specific problem, like "divorce" or "hair loss"] is a growing problem for [the type of people for whom this is a problem].

Fortunately, however, [specific group of people] don't have to suffer from [description of problem] once they know how to [description of how to solve the problem].

That's what you'll learn about in [this report/article/video or other type of content piece].

Specifically, you'll learn how to [provide description of exactly what the readers will learn]. You'll also find out how to [insert description of something else important that's covered in the content]. And you'll even discover [insert description of a third major piece of information that the reader will learn].

So, without further introduction, let's jump in with a discussion of [insert description of the first thing you'll talk about in the content]...

## 2. Pose a Question

Within this report you'll discover multiple ways to open your content with a question. In this case, you're going to ask a question that the content will answer.

Examples:

- Which is better: long sales letters or short sales letters?
- Does caffeine really boost the metabolism?
- What are the leading symptoms of Alzheimer's disease?

What you'll want to do is pose your question and then provide an overview of how the content will answer that question.

Template:

[Insert your question, such as "How does caffeine affect the metabolism?"]

If you're like a lot of [type of people, such as "fitness enthusiasts"], you've probably wondered [more in depth explanation of the question]. Maybe you've even wondered [insert some related question].

Truth is, there's a lot of contradictory and even outright false information floating around about [topic].

That's why we rolled up our sleeves and uncovered all the latest [type of research]. And what we discovered is that [give quick overview of what you learned / the answer to the question].

Surprised?

Then you'll be even more surprised when you discover [insert description of some other point you learned about in your research]. Read on to find out [more about this topic]...

### 3. Share a Statistic

No matter what niche you're working in, you can probably uncover a statistic of interest to your readers.

Examples:

- The number of households with dogs in the United States.
- The average age of marriage for males and females in Canada.
- How many women get assaulted before they're 25 years old.

There are all sorts of places you can find these statistics, including:

- Reference sites (like [Wikipedia.com](http://Wikipedia.com) - but always double check the facts elsewhere).
- Authority sites (like [WebMD.com](http://WebMD.com)).
- Scholarly journals (check [Google Scholar](http://Google Scholar)).
- Trusted news sites (like the [BBC.co.uk](http://BBC.co.uk)).

Once you find a suitable statistic, state it in your intro and tell readers how it affects them.

Template:

It's a frightening statistic: [insert your statistic].

That's a lot of people [with this problem], isn't it? And yet most people completely ignore these statistics. They think there's no way [some problem] could happen to them. But just ask the [large number] people who're affected by [this problem], and they'll tell

you that it can and does happen. And they'll also tell you the best thing you can do is be prepared.

That's what this [article/report/book/etc] is about.

In just moments you'll find out how to [protect yourself from becoming a statistic]. Read on...

## 4. Offer a Quote

Another good way to introduce your topic is by sharing a related quote. This quote might be:

- A thought-provoking quote that you find on a site like brainyquote.com.
- A quote from another person in your niche.
- A quote from a news source.

Or any other relevant quote.

Once you introduce the quote, then you can quickly tie in how it applies to the content that you're writing and how it applies to the reader.

Template:

[Insert quote and author here.]

The first time I heard that quote, I [describe what you first thought of when you first read the quote]. Over time, however, this has grown to be my favorite [topic] quote, simply because [explain why this quote is so important - not just to you, but also to the reader]. In fact, I think every aspiring [type of person] would do well to read this quote, understand it and start applying it to [a specific niche activity, like "their marathon training" or "their business"].

Of course telling someone to apply [insert description of this quote/information] and actually doing it are two different things. And that's why you're about to learn [insert description of what they'll learn in this content - specifically as it relates to the quote].

Let's jump in...

## 5. Provide an Anecdote

I bet you have a related anecdote (story) you can share to kick off the introduction to your content. And what a great way to do it, since sharing a story builds rapport with readers, keeps them interested in what you're saying and even makes your content more memorable.

Examples:

- You could share a story of a huge mess your dog made when he was left alone (great intro for an article on separation anxiety).
- You could share an embarrassing gym moment for a bodybuilding article.
- You could share a story about visiting the dentist in a report about how to care for one's mouth and teeth.

Let me give you an example of such an opener.

Template:

I almost couldn't believe what had happened: [insert description of something shocking you saw, heard or felt, such as seeing the dog had ripped up the couch in your absence].

I'm sure you can just imagine how I felt. I was [describe how you felt]. And that's the day I realized I needed to [describe how you needed to fix a problem].

It took about [length of time], but I pulled it off. Today [describe how things are much better now]. And the good news is that you too [can fix this problem]. Here's how...

## 6. Tell Someone Else's Story

It's not a problem if you don't have your own story to share, as you can always share someone else's story. This might be the story of a friend, family member, coworker or even someone you heard about.

Example: You might share a story of how your grandparents overcame poverty to become successful in business.

Here's one way to create this introduction.

Template:

My friend [name] just told me about how he [describe what this person did]. Apparently [insert more in depth description of what person did], and he even [more description]. And the worst part was that he [insert bad part].

Tell you what, you don't want to make THAT mistake! Even today, [name] is still working to [clean up the mess caused by the problem].

Fortunately you can avoid [having this same problem] by using these [number] helpful hints...

## 7. Recap a News Story

Here you can open the introduction to your content by recounting a news story which directly affects your readers.

Examples:

- An article about weight loss might start with a news story about how a diet drug was taken off the market.
- A report about choosing a new puppy might start with a news story about how many puppies are abandoned at shelters every year.

See the next page for a complete template...

Template:

Recently, [name of news organization] reported that [enter overview of the news article]. They also found out that [enter another main point of the article here].

You can read the entire article here [link to the original source, if applicable, or tell people where to find it if it's an offline source].

This news is [troubling/exciting/ or some other descriptor] for [group of people], because [reason why it's troubling or exciting]. What's more, [insert how this news directly affects the reader].

The good news is that you can [insert description of what the person can do about this news, which is what your content is about].

Here's how...

## 8. Get Them Thinking

When you use words like "imagine" or phrases like "picture this," your readers actually DO start imagining whatever it is that you're talking about. Thus by using these words, you can get them thinking deeply about an issue, their pain, what it would be like if their problem was gone, or even a story that you're telling them.

Template:

Picture for a moment what it would be like if [the reader didn't have a specific problem anymore]. Imagine how you'd feel if [some problem wasn't a problem anymore]. Just picture [how joyous life would be without this problem].

The good news is that dreaming about [getting rid of a problem] isn't just a fantasy - it CAN happen.

And all you have to do to [get rid of this specific problem] is [take some specific action].

Here's how...

## 9. Remind Them of Their Pain

If you're writing a "how to" content piece that will show people how to alleviate their suffering and get rid of one of their problems, then reminding them of their pain can be a good way to start. That's because it will motivate people to seek out a solution - and thus people will be more likely to take action on what you're instructing them to do.

Tip: You can combine this opener with the last opener, by using words like "imagine" to graphically remind people of the pain of

their problem. You can also combine this with Openers #5 or #6, where you share a story about your pain or someone else's pain.

Here's a template that you can tweak...

Template:

[Having a specific problem like "being overweight"] is no fun.

It [describe a major downside of the problem such as "people make fun of you"]. You also [describe another downside, such as "get out of breath easily"]. And sometimes you even [insert another downside, like "hate buying new clothes because none of them fit right"].

When you start having more bad days than good, that's when you know it's time to make a change. That's when you know it's time to [solve this specific problem]. And that's exactly what you're about to learn how to do, so read on...

## 10. Define a Term

If your article, book or other content piece centers around some term with which your readers might be unfamiliar, then you can open by defining this term. Then you can go on to explain how this term affects your readers.

Example: A bodybuilding article about creatine might start by defining creatine. Then the intro can provide an overview of how bodybuilders use creatine in their muscle-building efforts.

Here's a sample opener...

Template:

Are you familiar with [insert term]? If not, let me start by defining it for you:

[Insert definition]

The reason I wanted to define it is because so many people assume [that the term means something entirely different]. And that's why these same folks [make some type of specific mistake, based on their misunderstanding].

Now that you know what [term] means, let me share with you how [a certain group of people] are using [term] to [get some specific result] - and how you can too. Read on for the eye-opening details...

## 11. Get Readers to Self-Qualify

If you want a targeted audience to read your content, then one way to make sure they're ultra-targeted is by "qualifying" them.

This is where you essentially get them to raise their hands, step forward and say, "Yes, I'm a part of this target market."

And one great way to do that is by asking a series of qualifying questions. Usually, if the reader answers "yes" to one or more of the questions, then he'll realize you wrote the article for him – and he'll keep reading.

Here's a sample "self-qualifying" opener...

Template:

Do you ever [suffer from some problem, such as "get watery eyes when you spend time outside"]? Have you ever [dealt with some other specific side effect of the problem]? And do you ever wish that you could [get rid of the problem]?

If so, you're not alone. And fortunately, you CAN [be free from first problem] and [get rid of the second problem] – and it's a lot easier than you think. Here's how...

## 12. Be Controversial or Shocking

This is another opener that you could easily combine with some of the other methods described in this report (such as the method of citing a statistic).

Basically, the idea here is to hook the reader in the first line by saying something they didn't expect and/or something they didn't want to hear.

Here's an example...

Template:

[Insert shocking line, such as "There's a good chance your child is going to be bullied in school this year – and you'll never even know."]

It's shocking, isn't it? And the worst part is that [tell what the worst part is]. But fortunately, you can fight back.

You can prevent this. You can protect yourself [from this unwanted thing]. And all you have to do is [learn how to take some specific action]. Here's how...

## 13. Share the Benefits

The very first opener I told you about is the one where you "tell 'em what you're going to tell 'em" - in other words you summarize what's in store for the reader.

This opener is similar, except here you focus on sharing the benefits of the upcoming content. In other words, how will the reader benefit once they've read and/or applied this information?

Tip: Here's a good chance for you to "tease" the reader by arousing curiosity. You can do this by stating a benefit, but not exactly sharing how the person will receive that benefit. The sample opener below shows you how to do this.

Here's an example...

Template:

If you've ever wanted to learn how to [achieve some goal or perform some specific action], you're in luck. That's because this [report/article/video/post or other content piece] will reveal to you [some major secret]. Indeed, in just moments you'll discover:

- How to [get some benefit].
- A surprisingly simple way to [get another benefit].
- A nifty trick for [getting a third benefit].

Read on to learn more...

## 14. Start With a Bang

The idea here is to show the value of your content right away as a means of getting people excited about the content. And you do that by sharing some useful information in your introduction, such as an actionable tip.

Example: If you're writing about housetraining a dog, then you might share your #1 tip upfront, such as getting the right-sized kennel or crate for the dog.

Here's a sample opener...

Template:

Don't you hate when you try to [get some specific result], but you end up [getting an undesirable result] instead?

The reason this usually happens is because [describe a common mistake]. However, all you have to do fix this is [describe how to avoid this mistake so that the reader can get a good result].

That's one way to start getting better results when you [perform a specific action or try to achieve a specific goal].

Here are [number] other tips to help you [get a desired result] ...

## 15. Provide an Analogy or Metaphor

A metaphor is a figure of speech where you compare two things, but the metaphor isn't meant to be taken literally. On the other hand, an analogy is when you compare two things in a logical manner to show their relationship.

Usually, an analogy uses the word "like" (X is like Y, because \_\_\_\_\_).

Examples:

- An analogy: My hands are so cold they feel like ice.
- A metaphor: I am an icicle. (You aren't literally an icicle - rather, you're using a figure of speech to indicate you are cold).

Here's a sample opener with an analogy...

Template:

[Insert analogy or metaphor, such as "Making a sale is like popping the marriage question - you need to "court" your prospect first"].

Of course most people miss this step. They think [insert common misconception]. And so when they [start to do some process or achieve some goal], they wind up [getting a bad result].

You can avoid this. And all you have to do is start treating [something, like "your prospects"] like [some other thing relevant to the opening analogy, such as "your fiancée] - in other words, you need to [insert description of what the reader needs to do to start getting a good result]. Here's how...

## 16. Inject Humor

Depending on what you're writing about, you may be able to open with a joke or some other humor. Keep in mind, however that humor is subjective. Different people find different things funny, and the gap widens even more when you cut across cultures. As such, if you use humor, then try to use humor that you're fairly certain will resonate with your audience.

Template:

How many [types of people] does it take to screw in a light bulb?

Answer: [total number] - [number] to [perform some specific action] and [number] to [do some other specific action].

That's funny, right? And the reason so many people find it funny is because there's a grain of truth in that joke. Specifically, many [types of people] tend to [do some specific thing that's related to the opening joke].

But I know you don't want to be a punch line in a joke. You don't want to be one of those [types of people] who [do some silly or bad thing]. And that's why you'll be thrilled to discover the following [number] eye-opening tips for [getting a better result]. Read on...

## 17. Quiz Your Reader

If you're writing a light-hearted piece, then you can certainly quiz your readers in a light-hearted manner.

Example: Just look in women's magazines like Cosmopolitan, where they have quizzes such as, "Is your man romantic?"

However, primarily what I'm referring to here is to quiz your readers as a means of showing them their knowledge gaps. Then, your content can fill in these gaps by providing useful information.

Template:

Here's a quick quiz...

Question 1: True or false, [insert question, such as "longer sales letters work better than shorter sales letters"].

Question 2: True or false, [insert question].

Question 3: True or false, [insert question].

[Insert any other applicable questions.]

If you answered "true" to at least [majority number] of these questions, give yourself a pat on the back - you know quite a bit about [topic]. However, if you got even one wrong, then there's still more for you to learn.

Fortunately, you're about to learn everything you need to know about [specific topic] inside this [report/article/video or other content piece].

So roll up your sleeves, put on your thinking cap, and let's delve into the world of [topic]...

## 18. Ask a Rhetorical Question

Here's yet another "question" opener.

Except this time, you're asking a rhetorical question, which means you don't actually expect your reader to necessarily have an answer. Rather, you're asking the question as a means of getting your reader to think about some issue.

Template:

[Insert rhetorical question, such as "How many pounds have you lost and gained over the past decade of yo-yo dieting?"]

It's pretty frightening to think about, isn't it? And if you're like most people, you have no idea about the answer - and you'd

rather not know. Because [insert description of why most people wouldn't want to know the answer to this question].

However, starting to [get some better result] means facing things we'd rather not face. And that includes [something related to the rhetorical question]. It may be painful. It may be difficult. But once you really [examine this issue], you'll be glad you did. And that's because you'll [get a desirable result].

So let's have a look at this [topic or type of] issue in more detail, and then you'll learn how to [get some specific desirable result].

Read on...

## 19. Tell Your Readers They're Wrong

What you're doing in this opener is debunking a myth OR correcting a common mistake. However, you don't want to be mean about it. You don't want to say, "you're wrong" in a nasty way. After all, no one likes to hear that they're wrong, so an offended reader is likely to click away from your content if you're delivery is unpleasant.

Here's an example of how to tell your readers they're wrong in a relatively non-offensive, polite way (in this case, we're shifting the blame to someone else)...

Template:

If you think [list some common misconception, mistake, etc], then you may be surprised to discover that you've been misled. The truth is, [insert the truth about the topic/issue].

But it's not your fault if you've [been believing something that's false] or perhaps even [making a mistake based on this false information]. That's because [reason why it isn't the reader's fault why he has false information].

The good news is that it's not too late [to repair the damage, turn things around, start getting better results with better information]. And it starts right here, right now, since you're about to discover [insert description of what the reader will learn about the right way to do something].

Let's get started...

## 20. Show Some Attitude

Here's a fun opener, because you take on a personality and show a little attitude. This is a good introduction to use for an opinion article, a rant article or even a controversial article. That's because this type of article can turn someone off, which is a reason why it's not appropriate for every niche or every topic.

Example: If you're writing about how someone's death changed an industry, taking on an attitude isn't appropriate.

Here's an example of showing attitude in the opener to a fun article...

Template:

[Some statement, with a question mark, of what other people are doing. Ex: "Get back with your ex?"] I don't think so.

Ha - you'd probably rather cover yourself in honey and lie down on a hill of fire ants. Heck ripping off your fingernails one by one sounds more pleasant than [the above-mentioned activity]. Even stubbing your toes two dozen times on a concrete block sounds less painful than [the above-mentioned activity].

So what's the fascination with [this specific activity]?

Who knows. But you can be dang sure that you won't ever see me buying some book or reading some blog post that teaches me how to [do above-mentioned activity].

That's because I can think of at least a million other constructive things I'd rather be doing, including these [number] activities...

## Conclusion

Writer's block? No problem.

Tired of stale introductions? Definitely not a problem.

And that's because you just discovered 20 different openers to spice up any piece of content. Whether you're writing a blog post, an article for a newspaper or the introduction for a book, you can use any one of these openers to engage your readers and keep them hanging on your every word.

So now there's just one thing left for you to do – use them ASAP, starting with the very next content piece you create!

## Swipe File: 20 Closing Paragraphs

You're just about finished writing your content piece.

Maybe it's just a short 300-word article. Maybe it's a 40,000 ebook. Or maybe you're wrapping up a podcast or a video. Whatever you're working on, the last thing you need to do is create your conclusion.

This is where a lot of content-creators stumble.

At this point, they just want to finish the content and start distributing it. So, they just slap on a conclusion.

But the truth is, the conclusion is important.

This is where you need to encourage your readers to take action, remind them of what they learned and/or make them feel good. And because this conclusion is so important, some writers "choke" and get writer's block.

If this has ever happened to you, your worries are over. That's because you're about to discover –

### **20 different types of conclusions you can use to wrap up just about any content piece.**

Take a look...

## **1. Summarize the Article**

This is one of the more popular ways to conclude an article: simply summarize what the reader learned. In other words, you "tell 'em what you just told 'em."

Tip: If you have more than two or three points to summarize, then you may want to put these points into a bulleted list. That way, skimmers can quickly and easily glance down the list to get the gist of what was talked about in the article.

See the next page for a template that you can implement immediately...

Template:

You just learned how to [insert one-sentence description of what the reader learned overall]. And that means you can now [insert description of what they can do with their newfound knowledge].

To that end, let's quickly recap what you learned over the last [number] of [pages/chapters]:

- You learned how to [description of main point they learned].
- You found out how to [description of another thing they learned].
- Plus you ever discovered a slick way to [description of another thing they learned].

If you haven't already done so, go ahead and complete the worksheets at the end of the chapter. Then give yourself a pat on the back, because you're now all set to [get some specific result]!

## 2. Encourage Readers to Take Action

When you set out to write your content piece, you didn't just want your readers to learn something – you also wanted them to take some sort of action.

This “action” could take the form of:

- Applying what they just learned.
- Clicking on a link.
- Buying a product.
- Completing a worksheet.
- Using a checklist.
- (And so on.)

And that's why the encouraging your readers to take action is a good way to conclude your content.

Tip: While I'm showing this conclusion to you as a standalone method, keep in mind that you should almost always encourage your readers to take some kind of action. For example, you can combine method #1 (the summary close) with this method, which means you

summarize and then encourage readers to take action on what they just learned.

Here's an example...

Template:

You just discovered [quick recap of what the reader just learned]. However, a word of warning - just knowing how to [do some specific process] isn't going to [give the reader some specific result].

That's because the key is that you need to take action on what you just learned. And that's I encourage you to return to chapter 1, review the steps, and then start implementing them right away. Because the sooner you do, the sooner you'll [start enjoying some specific result]!

### 3. End With a Quote

Most if not all of the content preceding the conclusion was written in your words. For a refreshing change of pace, you can insert a quote from someone else.

Depending on what type of quote you insert, the quote can serve as confirmation or proof of what you said earlier in the content. Or it can serve as a means to motivate your readers or make them think.

Template:

Now, to wrap things up, I'd like to share with you one of my favorite quotes from [name of quoted person]:

"[Insert the quote here.]"

If this quote doesn't [motivate you/make you think/perform some other action], then nothing will. And that's why I encourage you to take what you've learned in this [report/article/etc] and use it to be like [name of quoted person]. Because no matter who you are, you too can [get some desired result]!

## 4. Touch on the Last Point

Sometimes you'll hear this referred to as a "proximity close." This is where you simply reiterate or reinforce the last point that you made in the content, and then perhaps encourage the reader to take action on it.

Tip: This type of conclusion works best if the content is relatively short, such as an article. Or you can also use this conclusion if the content really focuses on one main point. Do not, however, use this type of conclusion for something longer, like a report, as skimmers who skim down to the conclusion won't get the gist of the rest of the report.

Here's an example...

Template:

Let me reiterate this last point, simply because it's so important:

[Recap the last point you made in the previous paragraph or page or so].

What's more, [insert another description of what's so important about this particular point].

Here's what I suggest you do next:

[Here you can provide a call to action, such as telling them to take action on what they've just learned, review what they just learned, or maybe even check out an additional resource].

So go ahead and get started right now, because [reason why they should take that action now, such as they'll be able to get the desired result sooner]!

## 5. Restate the Main Goal or Theme

When you first sat down to create this content, you had a main goal in mind. There was something specific that you wanted your readers to learn or something specific that you wanted them to do. Or, depending on what type of content you're creating, you may have had a particular theme in mind, such as when you write an informational or thought-provoking article.

Chances are, you stated your main goal or the theme of your content piece right upfront in the introduction to your article, report or other piece.

Now in your conclusion you can restate that goal or theme, and perhaps show readers how your content met the goal or theme.

Template:

The whole point of this [article/report/ebook/video/other content piece] was to [insert your goal, like "make you think about your position on bow hunting"].

Indeed, you started out thinking [one thing about this position], I hope by now that you've come to realize [insert something about the other side of this issue].

I don't necessarily expect you to [insert description of some drastic change that's 180 degrees from where the reader is now]. Rather, it would be helpful if you [insert description of one or two "baby steps" that the reader can take towards the new position]. And you may also want to [insert another baby step].

Go ahead and try it - you may just [get some unexpected, desirable result]!

## 6. Wrap Up With a Motivational Message

The idea here is give your readers a little "pep talk" as a means of encouraging them to take action or perhaps to believe in themselves.

This type of conclusion is particularly appropriate if you're writing a motivational article, report or other content. And it also works well if your readers are reluctant to take action, perhaps due to fear.

Template:

You just learned how to [get some desired result] by [insert brief overview of how they achieved this result]. And now there's just one thing left for you to do: take action.

I know, you've been here before. Maybe you've even started [this particular process], but it just didn't work out. But this time it's going to be different. And that's because this time [insert reason why the person is going to succeed this time].

Plus, this time [insert another reason why the person is going to succeed].

You can do this. You deserve this.

So go ahead and get started now, because [some desirable result] is waiting for you!

## 7. Leave a Parting Tip

When you use this method, you drop a useful tip that wasn't mentioned elsewhere in the content. This could be an elaboration on another tip, a parting bit of wisdom or something else that the reader can immediately implement and benefit from. Best of all, this sort of conclusion encourages "skimmers" to go back in and read the rest of the content because they don't want to miss any of your other golden nuggets.

Template:

Now you know how to [get some desired result or perform some specific action].

However, before I leave you to [start taking some specific action], let me share with you one more important tip:

[Insert important tip.] To get even better results, you'll also want to [insert explanation of how reader can get better results].

Go ahead and [take action on this specific tip] - I think you'll like your results!

## 8. Mention a Common Mistake

If you're offering instructional content, then you'll want to alert your readers to the common mistakes and pitfalls. Perhaps you already did this within the main body of your content. Whether you did or not, however, you can still wrap up your content by sharing with your readers how they can avoid one or two of the biggest or most common mistakes.

Template:

And there you have it - you just learned how to [perform a specific action]. And if you start applying what you learned immediately, it won't be long before you [get a desirable result].

However, before you start [taking the first step], let me warn you: [don't make some common mistake]. This is a fairly common mistake that quite a few beginner [types of people] make. Problem is, [explain what happens when people make this mistake].

Fortunately, it's easy to avoid. All you have to do is be aware that [one specific action will create bad results]. And then [explain what action the readers need to take instead]. Plus, [offer any additional tips for avoiding this mistake].

So go ahead and get started by [taking some specific step], because you're going to like [getting a desired result]!

## 9. Do a Play on Words

One of your goals is to make your conclusion memorable. There are multiple ways that you can accomplish this, including:

- **Sharing a catchy slogan.** This works particularly well if you're writing a promotional piece, but you can also use it to help people better remember some bit of wisdom you've imparted.

Example: Wal-Mart Example: "Save money, live better".

- **Doing a play on words.** This is where you cleverly arrange words or make puns.

Example: If your content is about Chronic Fatigue Syndrome, you might make a pun about the reader being "tired" of researching CFS.

- **Using a language device like alliteration.** This is where a series of words starts with the same letter.

Example: It's all about accaptance.

- **Being repetitive.** Here's where you repeat something within a paragraph, typically three times.

Example: You might start three consecutive sentences with the words, "You don't need..." or "Today is the day you..."

Here's a good template of this type...

Template:

You just learned how to [get a specific result]. And now the next thing you need to do is apply what you've learned so that you can start [getting some sort of desirable result].

But remember, you don't need to [have some certain requirement].

You don't need to [have some other requirement]. You don't even need to [have still another requirement]. And that's because you now have everything you need to [get a specific result].

So go ahead and get started right now, because [insert a reason why the reader should take action immediately]!

## 10. List the "Do's and Don'ts"

People love learning tips. And some people especially enjoy learning about these tips via a list of "do's and don'ts."

For proof of this, just look at any major magazines, such as men's magazines, women's magazines, gardening magazines, hunting magazines or the like. Inevitably, almost every issue will include a list of do's and don'ts – sometimes as a standalone article, but other times the list will simply appear within another article.

If you didn't list any dos or don'ts elsewhere inside your instructional article, then you can certainly do it within the conclusion.

Template:

Now that you know how to [get some specific result] by [taking some specific steps], you're probably eager to get started. If you're like most [types of people], you're going to want to [take the first step] right away.

That's great. I'm glad you're excited. And I'm glad you're going to take action, which puts you quite a bit in front of so many other [types of people] who never quite [take the first step]. However, before you jump in, let me quickly share with you [number] [type of] dos and don'ts you need to know to [get a good result]:

- Don't [insert advice, such as "don't shop on a hungry stomach"].
- Don't [insert advice]
- Do [insert advice, such as "do put your puppy on a consistent schedule"].
- Do [insert advice].
- [Continue inserting dos and don'ts, explaining them in more detail as necessary.]

Got it? Now get to it!

## 11. Give an Opposing View

Perhaps throughout your content you advocated a specific strategy or even a specific opinion or viewpoint. However, in order to fully inform your readers, you may want to offer information about the opposing strategies or viewpoints. And one place to do that is within the conclusion.

Example: If you're writing an article about how to housetrain a puppy by taking him outside on a regular basis, you may want to mention in the conclusion that some people use "puppy pads" or paper training instead. Where applicable, you can even offer the pros and cons of the opposing strategy.

Here's a template that you can copy.

Template:

Throughout this [article/report/ebook/video/etc], you've been learning about [topic]. Specifically, you've learned how [explanation of two or three important things that the reader has learned].

However, the one thing we haven't covered is the topic of [opposing topic]. Usually, people who [advocate viewpoint in the article] do not [do this opposing thing]. And the reason for this is because [reason why people don't do this].

That's not to say that the [opposing viewpoint or strategy] is without merit. Indeed, some people prefer [to use opposing strategy] because [reason why some people use it].

Nonetheless, I suggest you [use main strategy discussed in article], for the simple reason that [main reason why people should use main strategy].

Try it for yourself and you'll see what I mean.

## 12. Be Helpful

If you haven't written a comprehensive manual on a particular topic, then it's a safe bet that your readers still have more to learn. And you can be helpful in this regard by using your conclusion to point readers to additional resources – either free or paid – that will help them solve their problems.

Template:

While you certainly have learned a lot about [specific topic discussed in this content piece], we've only really just scratched the surface when it comes to [the larger, overall topic]. And that's why I'd like to conclude by pointing out a few resources you can use to help you [get to the desired result]:

- If you want to learn more about [one of the topics], then you'll want to read [specific resource plus link].
- If your primary interest is [another topic], then you can't go wrong with [specific resource].
- Need to know more about [some other topic]? Here's the best place to learn it: [link and title of specific resource].

Check them out – you'll be glad you did!

## 13. Offer a Story

If you're trying to motivate your readers or even build further rapport with them, then one way to accomplish these two goals is to offer a story.

Ideally, this story should do one or more of the following:

- Reinforce the main message or theme of your content.
- Show how someone with the same problems as the reader overcame these problems using the advice you shared in the content.
- Show the reader how not following the advice can lead to bad consequences.

Here's a good one...

Template:

You now know everything you need to know about [performing some specific action to get some desirable result]. And if you follow all the steps outlined above, then you might just get results like my friend [name of your friend].

You see, [name of friend] used to be just like you. He [had some problem]. He really hated [side effects of this problem]. And he just wished that he could [get rid of this problem]. After [specific time period] of having to deal with [this problem], [name] finally decided to turn things around. That's when he decided to [take some specific action]. He started by [following the exact steps you outlined above]. And soon he [got a very desirable result].

If [name] can do this, then you can too. I know it. So give it a try and see if you don't [start getting a great result] as well!

## 14. Surprise or Shock the Reader

The point of this closer is to say something unexpected, controversial or otherwise shocking. Just think about the content you just finished – what could you say that would surprise your readers?

Example: If you just “preached” how to do some certain process a specific way, then it might shock your readers to find out that you personally don’t follow your own advice. However, if this is the case, then you need to give your readers a good reason why you don’t follow your advice. For example, if you tell your readers to eat whole grain bread, you might tell them you don’t follow this advice because you’re on a gluten-free diet.

Here’s an example of how to make this type of conclusion work for you...

Template:

You’ve been learning how to [achieve some specific goal]. And while this is the best method overall to [get a desired result], it’s not for everyone. Indeed, this method may be dangerous for certain types of people.

That’s because [certain types of people] simply cannot do this method because [reason why certain people shouldn’t use it]. If you fall into this category, then here’s what you should do instead: [insert description of alternative method].

Either way, you’re sure to get great results – try it for yourself and see!

## 15. Challenge the Reader

I’ve mentioned numerous times in the report that you should encourage your reader to take action. And indeed, you’ve seen examples of this in the sample conclusions.

However, another way to approach your conclusion is to go a step beyond calling readers to action. And you can do this by actually challenging the reader to take action or accomplish some goal.

This could be as simple as explicitly telling your readers to create a challenge for themselves. Or, if you have the ability to interact with your readers – such as on a blog or on a social media site – then you might challenge them to post their goals.

Template:

Whew – you just learned everything you need to know about [getting a desirable benefit]. But of course the magic elves aren’t going to take over from here. And that’s why you need to start [taking some specific action] as soon as possible.

Now, typically I'd merely encourage you to take action, wish you the best of luck and cross my fingers for you. But not today. Because today I'm going to challenge you to take that first step. And it all starts with you going to my [blog/Facebook page/forum/etc] at [link] and sharing with the world your goals.

That's right, you're going to be held accountable. Because this time you won't fail. This time you're going to finally [get the desired result]. And it all starts by you going to [share the link again].

Do you dare?

## 16. Arouse Curiosity

Here's another way to conclude your content while focusing on getting your readers to take action. In particular, this works well if you're looking to get your readers to perform an action such as clicking on a link. And that's because this method is based on you arousing curiosity about what will happen if the reader performs the desired action.

Template:

You just received a great overview of how to [do some specific thing]. And while this will go a long way in [helping the reader achieve a specific result], people who're serious about [this topic] will want to take it to the next level ASAP.

I have a feeling you're one of those people. And that's why I suggest you click here [insert link] right now, because on the other side of this link you'll discover an entirely new way to [get some result].

You wouldn't believe what's on the other side of the link if I told you. You need to see it for yourself, because this is a [type of strategy] that no one is talking about.

So get a jump on everyone else and click here [insert link] right now - you'll be surprised and delighted by what you find!

## 17. Fill in the Gaps

If you know a little something about NLP (Neuro-Linguistic Programming), then you're probably familiar with "nested loops." This is where you open a story, joke or crucial piece of information earlier in the content and then leave it unfinished – like a cliffhanger – so that your reader is curious and must keep reading in order to find out the rest of the story.

Point is, if you've created any cliffhangers, nested loops or other "unfinished business" in your content, the conclusion is a good time to wrap things up.

Template:

Congratulations, dear reader, you just discovered the secrets of [getting some result]. However, at this point you may be wondering what happened [to a person, thing, etc that you mentioned earlier in the content]. So let me share with you the surprising end to this story...

[Finish the story, tie up loose ends, close your "loops," etc.]

And with that, let me just encourage you to get started right away, because you too can [get some specific result]!

## 18. Quiz Your Readers

The idea behind this conclusion is to quiz your readers as a means of showing them what they've learned. If they do well on the quiz, they'll feel good. If they do poorly, it just tells them that they need to go back and read the content more carefully. Just don't put in any trick questions, because you want your readers to get a true feel for how well they understand the material.

Template:

Wow, you just learned a whole lot about [topic]. So now it's time to take a quick quiz to see how well you understand what you've just learned. Take a moment right now and answer these questions:

QUESTIONS:

Question 1: Define [some term].

Question 2: What is the most important part of [something you mentioned in the content]?

Question 3: If you [get some result], what should you do?

[Insert other questions here.]

ANSWERS:

1. The answer is [insert answer]. See page [number] for more information.

2. If you answered [correct answer], you're right. See page [number] for more information.

3. The answer is [correct answer], although technically [another answer] would be correct as well. See page [number] for more information.

[Insert other answers here.]

How did you do?

If you got at least [number] right, then go ahead and start applying what you learned. Otherwise, I encourage you to review the material once more by reading the chapter summaries. Good luck!

## 19. Make a Cultural Reference

The idea behind this type of conclusion is to reference something like a book, movie or celebrity – someone or something that your audience can relate to.

Template:

Do you remember the movie [insert movie title]? About halfway through the movie, [character's name] did something pretty amazing – he [explain what the character did].

Truth is, you're kind of in that same situation right now, because [explain how situations are similar]. But you have the advantage because [reason why reader has advantage, likely because of what they've learned in your content]. So get out there [and take some specific action], because you deserve [a desired result]!

## 20. Congratulate the Reader

Congratulating the reader may seem a bit silly if you just created a short content piece or an overview of a topic. However, if you provided an in-depth treatment of some topic – or the reader just finished reading a longer book – then you can certainly congratulate the reader. Naturally, however, you’ll want to also encourage them to take action.

Template:

Congratulations! You now know everything you need to know about [getting a great result]. Indeed, if universities handed out PhDs in the field of [topic], you’d have one by now!

Yes, just knowing all the [topic] tips, tricks and secrets is quite an accomplishment. But the truth is, packing away all this information in your noggin won’t do you any good if you don’t put it to use. And that’s why I suggest you take action – starting right now – by [taking a specific step]. Because the sooner you get started, the sooner you can turn this “PhD in [topic]” into real results!

## Conclusion

If you tell me that you’re going to still struggle with writer’s block when it comes to writing your conclusions, I’m going to think one of two things:

- You’re lying!
- You haven’t been paying attention!

☺

And that’s because you just learned 20 surefire and exciting ways to conclude just about any piece of content.

So whether you need a few words to wrap up an article or a couple pages to wind down a big book, you’re certain to find something in this report that will help you out.

My advice?

Keep this report on your desktop right where it's easy for you to find and reference. Then be sure to use it the very next time you write something, because you're going to like the refreshing air these conclusions bring to your content!

## Case Study: How To Turn Bullet Points Into Infoproduct Ideas

Have you ever felt like your product-idea well is running dry?

You want to create a product. So you sit down in front of your computer to brainstorm and outline. Maybe you even have a vague idea about the overall concept, but the exact topic and the other specifics aren't coming to you.

It's like the well of product ideas is drying up.

This happens to all great marketers from time to time. It's kind of like writer's block, except here you're struggling to come up with that initial profitable idea.

The good news is that you don't have to keep struggling. Because inside this report:

**You're going to discover a quick and dirty trick for coming up with dozens or even hundreds of profitable product ideas!**

In a nutshell, it works like this:

You read the sales letters from popular products. Each bulleted benefit statement is an idea just waiting for you to harvest! Never again will you run out of product ideas for ebooks, teleseminars, software, videos and more.

Yes, this strategy is deceptively simple. But before you jump in and start using it, you need to know the RIGHT way to do it. This includes:

- Focusing on sales letters that are likely to be teeming with profitable ideas. If you don't know how to do this step, then you could end up wasting your time or possibly even creating products that turn out to be duds.
- Learning how to take a simple benefit statement and turn it into a full-fledged product idea.

That's what you'll discover how to do inside this report. But before we get started, I want you to open a browser window and point it to [www.traffic-fuel.com](http://www.traffic-fuel.com). We'll use that site as our main case study, so keep it open as you read this report.

Now let's get started...

## Picking the Right Sales Letters

The first key to this strategy is that you DON'T want to pick just *any* sales letter.

Preferably, you want to make sure the sales letter is for a popular product. Or if the product is brand new (so you're not yet sure if it is popular), then you need to make sure that the product was created by a known expert in the field with a history of creating popular products.

The reason for this is because there's a good chance that a popular seller who's well-known in your niche actually took the time to do his market research before he brought his product to the market.

In other words, he knows the topics inside his book are in-demand. And he's going to list these "hot" topics in his sales letter. Thus just about every bullet point you find in his sales letter is going to be a potentially profitable product idea for you.

Tip: Just because the seller likely did his product research doesn't mean that you can skip the product research. Not at all. You're going to want to make sure that there will be a demand for any product you create. And that means you need to check if buyers are already buying similar products.

Specifically, go to marketplaces like [Amazon.com](https://www.amazon.com) and [Clickbank.com](https://www.clickbank.com) and check if:

1. The product you're looking at is a bestselling book, which shows demand.
2. There are similar products on the market. Again, this demonstrates that the topic is in demand.

OK, so how do you find these sales letters?

Fortunately, this is the easy part.

Just open your eyes, because these sales letters are all around you. Here's how to find them:

### ***Visit the Experts' Websites***

You probably know who the "heavy hitters" are in your niche.

In that case, your first step is to go directly to their main websites. That's because they'll usually list all of their products on their main sites and/or blogs.

Example: If you were going to create a product in an online marketing niche, then you might go to my main site at [www.imstitute.com](http://www.imstitute.com). There you'd find links to all my products and courses, including Traffic-Fuel.com, iBusinessOwner.com and many more.

## Use Google

Another way to uncover sales letters is by searching Google. You can start off by searching for your broad keywords, such as "online marketing" or "golf". Usually this type of general search will take you to blogs and other content sites which link to products.

Or you can narrow your search immediately by seeking out sales letters.

Example: If you were searching for sales letters for affiliate marketing guides, you might input searches like this:

- Affiliate marketing guide
- Affiliate marketing book
- Affiliate marketing ebook
- Affiliate marketing report
- Buy affiliate marketing guide
- Buy affiliate marketing ebook
- Purchase affiliate marketing manual
- Best affiliate marketing manual

And so on. These sorts of searches should lead you directly to sales pages.

Note: Don't forget to look at the sponsored (paid) ad listings running alongside the regular search results. These are the three-line ads that sit at the top and to the right of your regular results, and they often lead directly to sales pages.

## ***Search Marketplaces***

One of the easiest ways to get your hands on all the sales letters you could ever want is by going to the digital-product marketplaces such as [Clickbank.com](http://Clickbank.com), [JVZoo.com](http://JVZoo.com) and [DigiResults.com](http://DigiResults.com).

If you visit just one marketplace, make it Clickbank.com. That's because Clickbank.com is the oldest and largest of these sites, so you'll find plenty products in just about any niche. Plus, Clickbank makes it easy to either browse or search their marketplace. You can also sort your results so that the most popular products appear at the top of the results listing.

Tip: You can also visit the Amazon.com marketplace, though most of the product listings are short, meaning you won't get quite as many ideas from the sales copy. However, one advantage of going through Amazon.com is that you can usually take a "sneak peek" inside the book - meaning you get to look at the table of contents. This table of contents should provide you with at least half a dozen product ideas.

## ***Subscribe to Blogs and Newsletters***

You won't find brand-new products using Google searches or marketplace listings.

That's why I suggest you subscribe to the newsletters and blogs belonging to the most popular marketers in your niche.

That way, you'll be the first to hear about a new product that's coming out. And that means that while everyone else is busy buying and digesting the product itself, you can start snagging ideas off the sales letter for your next product!

## ***Follow Popular Marketers on Social Media***

This is another good way to be the first to hear about a new product that's coming out.

In particular, you'll want to follow your favorite marketers on sites like [Twitter.com](http://Twitter.com) and [Facebook.com](http://Facebook.com). You might also check out who your favorite marketers are following, and then follow these people, too.

## Quick Recap

There you have it – five quick and easy ways to find dozens of sales letters in any niche.

So now that you have these sales letters in front of, the next step is to start combing them for ideas. Read on...

## Plucking Product Ideas Out of Sales Letters

Earlier I told you to primarily focus on sales letters for products created by the “heavy hitters” in your niche.

Another good reason for doing this is because the heavy hitters often hire professional copywriters to create their sales letters. These professional copywriters are trained to highlight the product’s biggest benefits. Thus the sales letter will tend to focus on those topics which the buyers will find most interesting. In turn, these topics are great product ideas for you.

Now, as you start reviewing sales letters you’ll also notice that some of the bullet points are a bit vague. That’s no accident.

One of the keys to writing good sales copy is to arouse curiosity. So you’ll find bullet points that tell you the benefit, but they don’t reveal how the customer will receive this benefit.

You might be tempted to skip these particular bullet points, but *don’t!* That’s because these vague bullet points are actually some of your best idea-generators. Indeed, you might be able to create a half a dozen product ideas just from one vague, curiosity-arousing bullet point. Keep that in mind, because I’ll show you how to do it in just a bit.

OK, now I want to step you through a real sales letter so that you know what to look for and you know how to turn the bullets into product ideas.

So if you don’t already have [www.traffic-fuel.com](http://www.traffic-fuel.com) open and in front of you, please do so now. Then read on...

## ***Case Study: Generating Product Ideas From Traffic-Fuel.com***

Copywriters and product creators generally put one of their biggest benefits right in the headline of the sales letter. That's why this should be your first stop.

In this case, you'll see that the headline refers to a dozen traffic sources that will bring visitors to your site around the clock. The subheadline then reveals that these traffic sources are free.

Right there you have two product ideas:

1. 12 ways to get traffic (free or paid).
2. 12 FREE ways to get traffic.

From these two ideas you can generate several product ideas.

### Examples:

- "The Guru's 12 Favorite Ways to Get Traffic" - this would make a great teleseminar interview. You could interview 12 gurus in the niche, or you could interview one guru and talk to him about his 12 favorite ways to get traffic.
- "The Free Traffic Home Study Course" - you can create 12 videos or 12 manuals outlining 12 free traffic strategies. Then you can use a fulfillment company like disk.com to create and ship these packages for you.

Once you've generated a couple ideas from the headline, then your next step is to skip down to the bulleted list of benefits.

Just about every sales letter lists the product's main benefits in a bulleted list. If not, then you'll need to read the sales letter in its entirety, paying particular to any text that's highlighted, bolded, italicized, put into a box or otherwise emphasized.

For our case study, however, you can scroll down to the benefits (which you'll see just shortly after the headline, "Here's How To Get More Than A Dozen "Traffic Sources "Sending Visitors To Your Site Around The Clock...").

In most cases, we're going to do a two-step brainstorming process:

**Step 1: Brainstorm general ideas.** Sometimes bullet points are a bit vague, so you need to brainstorm what topics it might be referring to.

**Step 2: Brainstorm specific product ideas based on step 1.** Once you have a list of prospective topics, then you can brainstorm very specific product ideas.

Let's walk through the bulleted list, generating product ideas as we go...

→ **Strategies for getting onto high-traffic blogs across the internet!**

You can pretty much guess what this strategy is about. However, if you limit yourself to just one guess, then you're going to limit the number of product ideas you're brainstorming.

So here's what I suggest for this bullet and for every other bullet you read:

Try to generate at least two or three product ideas for EACH bullet point.

Don't edit or censor yourself during these brainstorming sessions.

For example, don't stop yourself and say, "Oh, that's not a good product idea," or "that doesn't sound like it would be a profitable product." You can figure out whether it's a good and profitable product idea later.

For now, you're brainstorming – so the goal is to get as many ideas down as possible.

OK, so the first step with this particular benefit statement is to think about what strategies the bullet point might be referring to. "Getting onto high-traffic blogs" could refer to:

- Guest blogging.
- Trading links with bloggers (getting on their blogrolls).
- Asking a high-profile blogger to review your product.
- Asking a high-profile blogger to become an affiliate.
- Asking a high-profile blogger to become your joint venture (JV) partner.
- Buying links, text ads or graphical ads on blogs.

That's a half a dozen ideas right there for getting onto high-traffic blogs. Now you could create a half a dozen different products, simply by focusing on one strategy per product. Or you can create one bigger product that mentions multiple strategies (maybe even all six).

Now we can start brainstorming specific product ideas, such as:

- Six Surefire Ways to Get Your Offers on the Biggest Blogs in Your Niche. This would make a good ebook.

- How to Get Your Content All Over the Web as a Guest Blogger. For this product idea you could interview a prolific guest blogger to get him to reveal his secrets.
- Media Buying Secrets: How to Find Responsive Blogs and Get Ads on Them That Sell Like Crazy. This would be a good topic for a webinar or even a video, as you could demonstrate how to find these blogs, approach the owners, negotiate and more.

Don't stop there – you keep brainstorming until you can't think of any more ideas. Once you're done, then let's look at the next bullet point on the Traffic-Fuel.com sales page...

➔ **Proven ways to get powerful industry leaders to promote your offer!**

Quick, what do you think this bullet point might be referring to? Again, you don't want to limit yourself. But chances are, the first two things that will pop into your mind include:

- Affiliate marketing
- Joint venture (JV) marketing

So now we have two different strategies. That's at least two different products. However, these two different strategies come with plenty of sub-topic possibilities. So while you certainly could create a product such as "10 Proven Ways to Get Powerful Industry Leaders to Promote Your Offer," your readers will want to know everything about JV or affiliate marketing. Thus you can brainstorm ideas such as:

- The #1 Strategy for Landing Joint Venture Deal's With Your Niche's Most Powerful Leaders
- The Secrets of Recruiting Super Affiliates
- A Simple Three-Step System for Getting Other People to Eagerly Say "YES!" to Your Joint Venture Requests
- 27 Different Ways to Make Money With Joint Ventures
- How to Team Up With Your Competitors to Make an Absolute Fortune
- The Complete Guide to Finding and Attracting Joint Venture Partners and Super Affiliates

See what I mean?

There are plenty of product ideas that you can pluck out of this single bullet. And again, you don't have to limit yourself to one type of product.

You can create ebooks, videos, audios, home study courses, membership sites and live events (like teleseminars and webinars). You can even create software, such as "JV Management" software that helps users find and manage their marketing partners.

➔ **Viral promotion ideas to spread your marketing like the common cold!**

This bullet point is more straightforward, in that we know that it's referring to viral marketing. Nonetheless, we can still extract several ideas out of it.

Namely, you could create products that focus on:

- Viral marketing with videos.
- Viral marketing on blogs.
- Viral marketing with reports or ebooks.
- Viral marketing with software or tools.
- General viral marketing (which covers all of the above).
- A part of viral marketing, such as what makes content "buzz worthy" or how to kick start a viral campaign or how to come up with viral ideas.
- How to use a specific tool or site (like Facebook.com) for viral marketing campaigns.
- How to create viral contests.

Once again, we start with more than half a dozen possible ideas. Now let's formulate these broad ideas into more specific ideas during the second half of our brainstorming.

- The 7 Vital Factors That Make Your Content Go Viral
- How to Create a Viral "Link Bait" Blog Post
- The Three Secrets of Creating a Viral Videos That Spread Like Crazy
- How to Harness the Viral Marketing Power of Facebook

Of course since we're referring to viral marketing here, you might also brainstorm controversial titles.

In other words, you might want to create a title for your product that is somehow surprising, funny, controversial or otherwise entertaining, just so you can get your niche talking about your product.

Example: "If You're Not Using Viral Marketing, Then Your Marketing Plan Blows Chunks!"

A little over-the-top, right? But you attach a good marketing campaign to that title, and you'll get people talking. And once you do that, you're proving that you know how to create viral products and campaigns.

Once again, keep brainstorming on this bullet point. Once you're finished, move on to the next bullet point from the Traffic-Fuel.com sales letter...

**→ Effective uses of short videos to get people to your site again and again!**

Here again we have a bullet point that's pretty specific, since it specifically talks about using videos to generate traffic. Yet we should be able to come up with at least a few different general topics, such as:

- Using viral videos.
- Posting videos to YouTube.
- Getting marketing partners to post your videos.
- Distributing instructional videos (video articles).
- The technical aspects of creating these videos (either PowerPoint-style videos and/or the "talking head" style of videos).

Now in step two of the brainstorming let's come up with specific product ideas based on the above list:

- How to Create Stunning Videos That Impress Your Prospects and Customers
- How to Create and Distribute Short Videos That Drive Hordes of Red-Hot Traffic to Your Site
- The Seven Closely Guarded Secrets of Turning Free Videos Into Targeted Traffic and Cash-Paying Customers

Once again, you can take a cue from the bullet point as to what type of product to create. Obviously, if you're going to sell a product about how to create or distribute videos, then it makes sense to turn this into a video-based product.

You can even offer your information via a webinar if you prefer to hold live events. That way, you'll also have the video playback to sell as a separate product.

**→ The real ways to use ezine articles for quick bursts AND long-term visitors!**

As always, let's do our two-step brainstorming process. In the first step, let's brainstorm the different broad topics around which you could create this product. For example:

- How to use ezine articles to pull in traffic from article directories.
- How to use ezine articles to pull in search engine traffic.
- How to submit articles directly to ezine publishers (article syndication).
- How to turn ordinary PLR articles into extraordinary ezine articles.
- How to write ezine articles that generate traffic and sales.

And now let's brainstorm more specific article-related products based on the above topics:

- How to Write and Distribute Articles That Get You Traffic and Sales
- The Secrets of Crafting a Click-Compelling Article Byline
- Three Simple Steps to Writing Articles That Generate Traffic, Clicks and Sales
- 101 Tips for Writing and Distributing Articles That Put Money in Your Pocket

Most of the above product ideas would work great as text-based products, such as a report, ebook or even a physical book. However, you can also create a video-based product, which would allow the viewers to "look over your shoulder" as you create articles or perhaps critique pre-existing articles. Plus, a video helps you better demonstrate the use of software, such as keyword software or software that distributes articles to article directories.

**→ My all-time best way to get traffic anytime I want it ... and how you can put it to work too!**

Ah ha – now we have another one of those curiosity-arousing bullet points. And that means you have the opportunity to brainstorm all sorts of different product ideas using our two-step brainstorming format.

Tip: The bullet point is referring to a free traffic strategy, but you don't necessarily have to limit yourself to free traffic ideas when you're brainstorming. In other words, keep an open mind when you're brainstorming.

First, let's brainstorm general ideas as to what this bullet point might be referring to.

- Social media marketing such as Facebook, Twitter or Pinterest.
- Article marketing.

- Email marketing.
- Forum marketing.
- Blogging.
- Press releases.
- Viral reports

(And so on.)

And from these broad ideas we might generate specific product ideas such as:

- The Blogging Secret You Can Use to Get Traffic Any Time You Want
- A Forum Marketing Trick That Delivers Hot Leads to Your Website Almost Instantly
- How to Build a Huge, Responsive Mailing List

Go ahead, keep brainstorming – there are plenty of ideas hidden away in this particular bullet point.

**→ Your personal "secret weapon" that can drive traffic to your site in dozens of ways!**

This bullet point is similar to the previous bullet point, in that its ambiguity allows you to brainstorm quite a few product ideas.

So in the first step, think about what kind of "secret weapon" this could be. For example:

- Software
- A nifty traffic trick.
- An entire traffic strategy.

Then you can start brainstorming specific products, such as:

- The Traffic Booster -- a software product that helps people do keyword research and create articles with the proper keyword density.
- JV Marketing Secrets -- this could be an ebook that lists dozens of ways to drive traffic using joint venture marketing.
- Outsourced Traffic Made Easy - a webinar product which teaches people how to find, hire and train virtual assistants to drive traffic a dozen different ways.

The last bullet point on the main benefit list refers to driving traffic a dozen different ways. Since we already covered that when we looked at the sales letter headline, we'll skip it. But we're not done quite yet...

### **Still More Golden Bullet Points**

You'll see that the Traffic-Fuel.com site provides a sneak peek at the first issue customers will receive, which is all about guest blogging. This gives you five more bullet points, each of which should give you at least two or three product ideas.

Let me give you an example for each:

**Bullet #1:** How to find dozens of quality blogs that you can use to "borrow" traffic from.

**Product Idea:** Seven Surefire Ways to Find Dozens of High-Traffic Blogs That are Begging for Guest Bloggers

**Bullet #2:** A 5-step system for getting blog owners to permanently promote you to their readers.

**Product Idea:** How to Get High-Profile Bloggers and Other Sneezers to Give You a Permanent Link on Their Blogs

**Bullet #3:** 10 ways to "bribe" blog owners to say "yes" to letting you post to their blog (and even invite you back to do it again).

**Product Idea:** 10 Secrets of Getting Blog Owners to Post Your Content on Their High-Traffic Sites

**Bullet #4:** How to write a guest blog post that builds anticipation and gets readers to click through to visit your site.

**Product Idea:** 27 Tips for Creating Blog Posts That Generate Traffic

**Bullet #5:** Examples and ideas for everything from start to finish - more than just learning WHAT to do, you'll learn HOW to do it.

**Product Idea:** The Guest Blogger's Template Toolkit

At this point in a typical sales letter you'd likely have at least a dozen or more solid product ideas. However, most sales letters also include bonus products, and Traffic-Fuel.com is no exception.

If you scroll down the [Traffic-Fuel.com](http://Traffic-Fuel.com) page a bit, you'll see two bonuses. One is called "How to Get Traffic Through Facebook," and the other is called "7 Ways to Make More Money From Traffic." Beneath these bonuses you'll find still more bullet points... and that means you'll get even more product ideas.

## Quick Recap

As you just discovered, you can use a two-step brainstorming process to come up with plenty of product ideas. Indeed, every bullet point in a sales letter should give you at least two or three good ideas. If you look at the bullet points listed under the bonus products, you'll get even more product ideas.

All these product ideas should keep you plenty busy. But let me share with you still one more place to get product ideas: sales letter upsells.

That's right, you can click onto order forms and begin the purchase process to see if the marketer offers any OTOs (one time offers) or other upsells. These mini sales letters tend to be packed with the biggest benefits, so here again you should be able to generate two or three product ideas for each bullet point.

Now let's wrap things up...

## Conclusion

You just discovered how to generate dozens of product ideas using bullet points from sales letters. Let's recap the process:

- ✓ **Find suitable sales letters.** While you can certainly use any sales letter, start with sales letters for popular products and/or those by well-known marketers in your niche. Then scroll right down to the bulleted list.
- ✓ **Use the two-step brainstorming process.** First brainstorm general ideas, then move onto specific product ideas.

Now before I let you go so that you can start using this nifty little strategy for yourself, I want to leave you with two important tips:

- 1. Don't forget to do your market research.** I mentioned this before, but this is important. This brainstorming exercise does not replace marketing research. Instead, it just gives you a nice springboard with dozens of potential ideas. It's your job to research which ideas are worth pursuing.
- 2. Do remember that you can create products in different formats.** So maybe you come up with a product idea such as "The Secrets of Landing JVs With the Big Dogs in Your Niche." Keep in mind that this could be an ebook, video, or even a live event like a webinar. Each of these different products have different perceived values. So, for example, you might sell the ebook for \$10, but a webinar on the same topic could go for \$47.

Now it's your turn. Your next step is to take action.

So grab yourself a sales letter and get brainstorming. You could have a dozen new product ideas in 15 minutes from now!

## Case Study: Copywriting Questionnaire

**What do you want people to do when they read your copy?** Examples include: buy a product, pick up the phone and call you, fill out a form, etc.

**Please provide access to your product.** Be sure to include links and passwords if applicable.

**What is your product's name?** Is there any particular reason you chose this name?

**What does your product do for your customers?** Describe what it does in one sentence, two sentences tops.

**List all the features and benefits of your product here.** Take note that the "features" are the parts of your product. Meanwhile, benefits are what these features do for your product. So, for example, the feature of a diet book is that it includes menu plans along with four dozen low-calorie recipes. The benefit is that the dieter gets to lose weight while enjoying a varied, delicious diet.

**What is your unique selling proposition (USP)?** Your USP is what sets your product or service apart from your competitors. It tells prospects why your product or service is different and better than the competitors.

**How did you develop your product? Is there an interesting story surrounding it?**

**What special qualifications do you have for developing/selling this product?** Do you have any related degrees, awards, life experience, tangible successes, etc? For example, if you've written a book about how to be a freelance writer, your special qualification might be that you've had two dozen articles printed in big-name magazines.

**What else do I need to know about your product?** Nothing is too small to include here. If anything pops to mind, please do list it here.

**Who's your target market?** Be as specific as possible, including as much as you know about your perfect prospect. This includes age, income, education level, gender, where they live, what their problems and frustrations are, etc. Basically, list anything and everything you know about your prospect.

**What motivates these people?** Are they driven by money? Peer recognition? The approval of friends and family? Ego? The love for their family?

**What are your prospects' biggest problems?** Why haven't they been able to satisfactorily solve this problem yet?

**What else can you tell me about your target market?** Again, don't be afraid to include even seemingly trivial items here. The more I know about your target market, the better.

**Who are your main competitors?** Please be sure to provide links to the top competing products.

**What USPs, "edge" or advantages do these competitors currently have in your market?** That is, why are people buying from them?

**What is your offer?** Be sure to include:

**Price?** Do you have any special pricing in play, such as introductory pricing, discount pricing, trial pricing, etc?

**Any bonuses?** If so, please give me access to these bonuses, where applicable.

**Guarantee?** How many days/weeks/months? Are there any conditions? How do they obtain a guarantee from you?

**Why should people buy now?** In other words, have you created a sense of urgency, such as a deadline, limited quantity, an introductory offer, etc?

**What kind of "flavor" are you looking for in your copy?** Ultimately I'll write a sales letter with a style that I think will convert the best. However, if given a choice,

what style of letter do you prefer? Please send me a couple links to sales letters you like, along with a sentence or two about why you like these letters. (Note: these letters do not have to be in your niche.)

**Anything else I should know that will help me write your copy?**

**Do you have any testimonials yet?** If so, please copy and paste them below, or otherwise give me access to all of them.

## Case Study: 20 Article Openings (With Examples)

Want to know what one of the biggest challenges most writers face in crafting their own original ezine articles (and other content as well, for that matter). It's not coming up with ideas or outlining or creating a resource box.

### ***It's getting started.***

That's right, the opening paragraph is one of the biggest challenges most writers face. Once they get started writing - once they get in the flow - it's much easier. But, that start can be difficult. Especially if you write a lot.

So, I've put together a set of 20 "openings" (along with an example of each) you can use to quickly begin writing your own content. There are three basic uses of this swipe file

- 1) Use the openings as a FOUNDATION. In other words, use them simply as a starting point - a place to begin building your article. Instead of saying something boring (no offense if you've been doing this!) like "In this article I'm going to explain...", use these openings to generate interest in what you're about to say.
- 2) Use the openings as a FOCUS. Every article needs to have an "angle". An approach. A perspective. Some method of emphasizing a position in an interesting, original way. Writing is art. Every piece doesn't have to be a masterpiece, but a good craftsman isn't ordinary. Uniqueness counts.
- 3) Use the openings as a FLOW. Your introduction should quickly make a smooth and seamless transition into the main bulk of your content. Said another way, your opening sentences should allow the reader to move easily to the information they are interested in consuming.

So, let's take a look at 20 "openings" you can modify for your own use....

**Note:** In each of these templates, I will be using examples related to "tennis". Why "tennis"? Because if these templates can work for the topic of "tennis", then they can be used for ANY topic. Bottom line: these aren't just "*business-related*".

## 1. "There must be some reason why some \_\_\_\_\_ outperform others."

This opening is all about informing the reader that some people have an advantage over others. And, in order to level the playing field, they need to follow the advice in your article.

Example: "There must be some reason why certain tennis players win more matches than others. Said another way, if two equally skilled tennis player compete ... why does one get to go home a winner and the other a loser?"

## 2. "I've always been impressed with those who could \_\_\_\_\_."

This opening allows you to mention a specific result that is desired to, not only you, but the reader as well. Your article teaches the person how they too can experience the desired result.

Example: "I've always been impressed with those who could hit a backhand winner on the run. It never came easy to me and I have marvelled many times when others seem to hit that shot so effortlessly. Then, I figured out their secret..."

## 3. "Do you find yourself \_\_\_\_\_?"

This opening is a good one because it allows the reader to identify with what you're writing about. When they say "yes" to your question, then they know the article is for them ... and they'll read on to discover what they can do about the problem they face.

Example: "Do you find yourself double-faulting a lot? For years I gave away point after point - usually in critical times during my matches - by hitting into the net or just beyond the service box. Finally, I paid for a lesson from the local pro and this is what he taught me..."

#### 4. "Many \_\_\_\_\_ have the erroneous belief that if they \_\_\_\_\_".

This opening can be used to dispel a myth, point out a misconception, or rule out a mistaken belief. The main point is to correct some wrong-thinking, replacing it with a correct alternative.

Example: "Many club level players have the erroneous belief that if they can hit their strokes harder they'll win more points, games and matches. Unfortunately, harder doesn't necessarily mean better. Here's a better choice for an unbreakable serve... "

#### 5. "In order to make the best \_\_\_\_\_ decision for you, several factors need to be considered."

This opening is great for articles written to help readers make informed decisions. The idea is to share a set of things the reader should consider prior to making a selection or choice.

Example: "In order to make the best racquet selection for you, several factors need to be considered. You want the racquet most suited to your game ... the racquet that will enable you to perform at your peak level. Warning: Don't buy a tennis racquet until you've answered the following five questions..."

#### 6. "There is some debate among \_\_\_\_\_ about the best way to \_\_\_\_\_."

This opening is a good opportunity to share several different viewpoints and then explain what you considered to have the most merit among those perspectives. In most cases, there are a variety of methods taught pertaining to a particular topic - which should the reader follow? Why?

Example: "There is some debate among club tennis pros about the best way to improve your game. Is it repetition of drills? Playing against better competition? Implementing a strategy? Here's what I've done to personally go from 3.0 to 4.0 in less than 12 months..."

## 6. "I'm sure by now you are well aware that \_\_\_\_\_ . What you may not be aware of is \_\_\_\_\_ ."

This opening allows you to build upon something that is already well known among your readership. You can share an advanced tactic, list additional ways to do something, reveal some hidden secret or expand upon the concept in some way.

Example: "I'm sure by now you are well aware that you play better with certain racquets than you do others. What you may not be aware of is that you can also improve your play with certain racquet STRINGS. Here's how..."

## 8. "Can you imagine a car without a steering wheel or a stereo without speakers? That's what many \_\_\_\_\_ are like. They are incomplete. Here are 10 things...".

This opening can be used to lead the reader into content revealing various resources that they should possess in order to be successful in their pursuit. Point out things that are typically missing and things that are "optional" but highly recommended.

Example: "Can you imagine a car without a steering wheel or a stereo without speakers? That's what many tennis players are like when they hit the courts. They are incomplete. Here are 10 things you should carry in your tennis bat to every match..."

## 9. "Sometimes in order to succeed we need to learn how not to fail. There are many things you should do to succeed in \_\_\_\_\_, but there are also some things that you should NOT do..."

This opening launches into any kind of article that is used to point out mistakes to avoid in pursuing a topic related goal.

Example: "Sometimes in order to succeed we need to learn how not to fail. There are many things you should do to succeed in tennis, but there are also some things that you should NOT do..."

## 10. "If you're tired of \_\_\_\_\_, then here's what you need to do in order \_\_\_\_\_."

This opening is a perfect intro to the classic "problem/solution" article. You identify a common problem that likely has the reader frustrated and then you launch into an article that provides a solution.

Example: "If you're tired of running out of energy late in the 3rd set of your matches, then here's what you need to do in order to finish strong with plenty left in your tank..."

## 11. "The importance of \_\_\_\_\_ is talked about all the time. But is it really THAT important?"

This opening is a nice option for any article that wants to offer another perspective on a common view within your market. Whether it is agreeing with a view and then explaining how to accomplish it, or disagreeing with the view and then explaining why, this is a nice opening to garner attention.

Example: "The importance of a big serve is talked about all the time. But is it really THAT important at the club level? There are at least three ways to out-serve your opponent without overpowering them that are even more effective..."

## 12. "One of the most interesting \_\_\_\_\_ I've ever seen..."

This opening is a perfect introduction to any kind of "case study" article that highlights some method of achieving a desired result. If you are going to share an example (and possibly explain that example) of what works effectively, this is a great way to start the article.

Example: "One of the most interesting drills I've ever seen for doubles is having two teams line up opposite each other midway

through the service box and hit nothing but volleys back and forth as hard as possible."

### 13. "Perhaps the question I get asked the most about \_\_\_\_\_ is..."

This opening offers a nice setup for any article that answers a frequently asked question. Use it to reveal what the question is and then move quickly into the main body of your article.

Example: "Perhaps the question I get asked the most about tournament tennis is 'where can I find tournaments to enter?'"

### 14. "Most of us are familiar with the story of \_\_\_\_\_".

This opening allows you to illustrate the point of your article by using a familiar story such as a fairy tale, movie plot, television show storyline, etc. Opening with some sort of pop culture reference is a great way to get the reader digging deeper into your article.

Example: "Most of us are familiar with the story of David And Goliath. You know the drill: little David pulls out a sling and a stone and down goes big Goliath. It's been my experience that every tennis player has a Goliath; some giant of a player who seems virtually unbeatable. Want to know how to pull out your racquet and slay the giant? Here's how... "

### 15. "The word \_\_\_\_\_ is not a favorite of many people."

This opening can be used to make a reference to a word or phrase that generally conjures up negative feelings and then launch into an article that (a) "looks on the bright side" of that word, or (b) explains how to avoid experiencing the effects of that word.

Example: "The phrase 'double-fault' is not a favorite of most tennis players. And, like Murphy's Law, they seem to happen at the

worst possible moment...with a game, set or even match on the line. Here are 3 ways to avoid the dreaded double..."

## 16. "If there is one lesson that I have learned well as a \_\_\_\_\_, it is this..."

This opening allows you to share some lesson that you've learned related to the topic of your article. Specifically, it gives you the opportunity to share a singular "most important" insight based on your months/years of experience.

Example: "If there is one lesson that I have learned well as a tennis player, it is this: in order to improve your play, it is necessary to play those who are better than you...even though it will probably mean getting spanked in the process. Here's why..."

## 17. "Never underestimate the power of \_\_\_\_\_".

This opening is a great introduction to any article that wants to explain how some basic fundamental truth or practice should not be ignored, but rather embraced in order to achieve a desired result.

Example: "Never underestimate the power of a positive attitude on the court. I've seen players lose to lesser-skilled opponents over and over again because it's in their heads that they can't win against that particular opponent. So, how can you stay positive and even expectant on court? Try these 3 techniques..."

## 18. "When \_\_\_\_\_ happens, it can be an especially difficult and confusing time."

This opening is a nice segway into an article that teaches what to do when something bad happens ... how to solve, overcome or cope with some hardship or problem..

Example: "When an injury forces you off the courts for an extended period of time, it can be an especially difficult and frustrating

time. However, there are some things you can do while you are healing to actually improve your game."

## 19. "When is it time to \_\_\_\_\_? Here are some indicators to look for..."

This opening allows you to share some things the reader can look for in order to determine if it's time to make some kind of change.

Example: "When is it time to quit playing singles and only play doubles? Here are some indicators to look for..."

## 20. "If you can \_\_\_\_\_, then you can \_\_\_\_\_."

This opening is one of my all-time favorites because it allows you to set some simple criteria that, if accomplished, will produce a desirable result. HINT: The easier the qualification, the better!

Example: "If you can pick up a racquet and make contact with the ball, you can make part-time income during the summer as a tennis instructor by running your own one-day tennis clinics."

So, there you have it, 20 great openings for your next ezine article.

Now, there's no excuse to keep you from getting started. 😊

# Checklist: How to Create An Information Product

## Research Competing Products

- Find competing products:
  - Go to Amazon.com to find competing products.
  - Go to Clickbank.com to find competing products.
  - Go to JVZoo.com to find competing products.
  - Go to DigiResults.com to find competing products.
  - Use a Google search to find competing products.
  - Inquire on niche forums about competing products.
- Review competing products:
  - Review the table of contents of all competing products.
  - Review the sales letters for all competing products.
  - Read the reviews for all competing products.
  - Read the top three or four competing products.
  - Take note of what all topics are included in these competing books.
  - Determine the biggest selling points and strengths of the competing products (you'll want to make sure your product includes these strengths).
  - Determine the perceived flaws of the top competing books (you'll want to make sure your product improves on these flaws so that you end up with a better product).
  - Determine a USP for your book. (What will make your product different and better than the competing products?)

## Create Your Outline

- Create a rough outline based on the topics that your competitors included in their products.
- Order your outline in one of the following ways:
  - Same order as competitors.
  - Step-by-step format.
  - Chronologically.
  - Beginner to advanced material.
  - Fast results to results that take longer to achieve.
- Do additional research to better understand the topic:
  - Do a Google search for each topic on your outline.
  - Use trusted sources only (such experts' websites, news sites, university sites, authority sites, research journals, and other sources that you know will provide complete and accurate information).
  - Use multiple sources to get a more in-depth look at each topic.
  - Interview experts to get details not found elsewhere.
- Now fill in your outline with this additional information:
  - Create as detailed of an outline as possible, with topics, subtopics and tips you want to include in each section.
  - Assign an approximate word count to each topic and subtopic in your outline.

Note: This keeps you focused on those topics that are most important, plus it ensures your final product is right around your desired word-count range.)
  - Be sure to break down your outline into as small of sections as possible, with each subtopic being no more than 1000 words long. (This will make your writing faster and easier.)

Example: If one of your topics is "set up a blog" and you intend to have this section be about 2500 words long, then be sure you list subtopics under this section such as: "choose a domain name" (500 words), "get hosting" (500 words), "set up the blog through cpanel" (750 words), "customize the blog" (750 words).

- Make notes of an examples or stories you could include in each section.
  - Makes notes of any pictures, charts, illustrations or other graphics you could include in the various sections.
  - Make notes of any tools you can include in the book, such as a quiz, a resource list, mind map, etc.
  - Makes notes of any links you'll include in your books, especially links to your products or to affiliate offers.
  - Copy and paste your initial research links into the appropriate sections of your outline (so that you quickly refer to them later when you start writing).
- Do additional, more in-depth research as needed before you actually start writing.

**NOTE:** See the "Training 'N Tutorials" file for in-depth training on this subject.

## Checklist: How to Write A Salesletter

### Before You Write...

- List all the features of your product.
- List all the benefits of your product.

Note: the benefits are what the features do you for your customers.

- Decide on your USP (unique selling proposition). What makes your product different and better than your competitors' products?
- Spend time "in" your target market (talking to them on forums, spending time with them offline, etc) to get to know them better.
- Once you know them better, profile them. List everything you know about them, including age, gender, where they live, educational level, what their problems are, what motivates them, etc.
- Do your market research. Ask yourself:
  - What are others charging for similar products?
  - How can you justify your price?
  - What kinds of guarantees are they offering?
  - What are the selling points for their offers?

### Writing the Sales Letter

#### **Headline**

- Did you use a pre-headline?
- Did you address your prospects directly, whenever possible?  
Example: "attention allergy sufferers"
- Did you put your biggest benefit in your main headline?

- Does your main headline arouse curiosity (where possible)?
- Does your main headline ask a question that can be answered with a simple “yes” or “no”? (If so, consider rewriting – people will answer the question and leave the page.)
- Does your headline grab attention?
- Does your headline make your target market want to keep reading?
- Does your headline enter the conversation that’s already going on in your prospects’ heads?
- Did you use trigger words in your headline?  
Example: Secrets, free, you, guarantee, discover, reveal, amazing, announcing, new, revolutionary, proven, etc.
- Did you put your main headline in quotes?
- Is your headline in big, bold font?
- Did you create a post-headline, which elaborates on the promise of the main headline?

## Opener

- Did you create an opener that “hooks” your reader in one or more of the following ways:
  - By telling a story about someone just like your prospect whom had the same problem (and overcame it). Helps build rapport.
  - By sharing a relevant statistic.
  - By immediately elaborating on the pain of the problem.  
Example: “agitating” the problem.
  - By immediately elaborating on the benefits your prospect could get.  
Example: How they’ll get rid of the problem.

- By asking questions to qualify the reader while simultaneously engaging him.
- Did you connect with the reader emotionally? (Typically by empathizing – demonstrating that you truly understand the problem and/or telling a story.)
- Did you get your prospects to imagine the pain of their problem?
- Did you get your prospects to imagine what it will feel like to finally solve this problem?
- Did you build a case that your product or service is the best solution to this problem?

## ***State the Benefits***

- Did you create a bulleted list of benefit statements, which list the benefits of your product or service?
- Did you weave together the features, benefits and advantages of your offer?
- Did you create compelling bullets that arouse curiosity, whenever possible?
- Do your bullets help prospects imagine what it will be like to use the product to solve their problems?
- Do your bullets excite the prospects?
- Do your bullets use trigger words?
- Are your bullets nice and tight, conveying a benefit in one sentence?

## ***Offer Proof***

- Do you offer proof to back up your bold claims? Examples include:
  - Testimonials
  - Endorsements from famous others
  - Reviews

- Case studies
- Pictures
- Screenshots
- Videos
- Audios

- Are you using only your strongest forms of proof?

Note: This is particularly important when it comes to testimonials - use only the strongest ones.

- Does your proof look credible?

Example: Are the testimonials verifiable?

- Are you putting relevant proof next to your claims?

Example: If you claim that your product is easy to use, then post a video showing just how easy it is to use right after that claim.

## **List the Price**

- Have you built your case that this is a good product? In other words, have you thoroughly demonstrated the value of your offer? If not, do that before you list the price (price before value will lower your conversion rate).

- Did you justify the price? Did you show prospects that they're getting much more value than what they're paying?

Note: You need to justify both high and low prices.

- Did you "anchor" the price? For example, did you suggest to prospects that they could be paying a higher price first, and then later you told them the actual price (which was lower than you first suggested)?

Example: "You've probably seen others charging \$500 for this product..."

- Did you break the price down into its smallest unit?

Example: If you have a monthly subscription fee, you might say it's just 55 cents per day (rather than \$16.50 per month).

- Did you compare the price to something other everyday item?

Example: "This book is just \$10 - the price of a small pizza..."

## **Guarantee**

- Are you offering risk-reversal (a guarantee)?
- How many days?

Note: The longer, the better.

- Is it conditional or unconditional?

Note: Unconditional is better.

- How do customers obtain this refund?

Example: Send the item back, call you, email you, etc.

## **Bonuses**

- Are you offer bonuses to help prospects make the buying decision?
- Are your bonuses directly relevant to the main offer?
- Are your bonuses desirable and valuable?
- Did you state the main benefits of these bonuses?

## **Call to Action**

- Did you specifically and explicitly tell your prospects what you want them to do next?

Example: "Take out your credit card and click the "buy now" button now to get started..."

- Did you put a “buy now” button or link next to each call to action within your sales letter?
- Do you give them a good reason to buy now, such as by creating a sense of urgency? Possibilities include:
  - Scarcity – limited number of products available
  - Limited-quantity discount offer
  - Limited-time discount offer
  - Limited-quantity bonus
  - Limited-time bonus
  - Deadline – offer ends on a certain day
  - Prospects will have to wait if they don’t order now.

Example: You’re offering an eclass, with the next one not starting for two or three months.

- Reminding them if they don’t take action, they’re going to keep experiencing their pain.

## **P.S.**

- Did you include a P.S. (postscript)?
- Does your postscript do one or more of the following:
  - Reiterate the main benefits?
  - Mention a new benefit?
  - Remind prospect of bonuses or guarantee?
  - Remind prospects of reason to buy now?

Example: Scarcity.

- Mention your unique selling proposition (USP)?

- Create another call to action?

## Other

- Did you sprinkle bolded, attention-getting subheadlines throughout your copy?
- Do the subheadlines give the "skimmers" the gist of your offer?
- Is your copy easy to read in terms of short sentences, short paragraphs, lots of white space, etc?
- Is your copy easy to read in terms of grammar, sentence construction?  
Hint: Have someone else read it out loud to you... if they pause or stumble, you have problems in that part of the copy.
- Do you state your USP (unique selling proposition) in the letter?
- Do you build credibility?
- Are your claims believable?
- Are your claims specific?  
Note: Specific claims are more believable.
- Is your ordering process easy?  
Example: No hoops to jump through, like needing to register for an account BEFORE the prospect can order.
- Are there any leaks on your sales page, such as external links?

## Checklist: How to Write An Ezine Article

### 1. Choose an attention-grabbing title.

- Think about what “results” your target audience wants to achieve.
  - Your title should hint at DESIRABLE results.
  - Your title should hint at SPECIFIC results.
  - Your title should hint at REAL results.
  - Your title should hint at INTRIGUING results.
  - Your title should hint at TARGETED results.

Note: See main text for examples of each.

- Templates you can use for creating an ezine article title:
  - How to \_\_\_\_\_ in \_\_\_\_\_ Easy Steps.
  - How to \_\_\_\_\_ in \_\_\_\_\_ (Time Frame).
  - The Real Secret to Quickly \_\_\_\_\_.
  - Top 2 Ways to \_\_\_\_\_.
  - 5 \_\_\_\_\_ Mistakes That \_\_\_\_\_ (Undesirable Result)
  - 3 Little Known Tips for \_\_\_\_\_.
  - \_\_\_\_\_ Checklist: Are you \_\_\_\_\_?
  - The Hidden Costs of \_\_\_\_\_.
  - 7 Simple Steps to \_\_\_\_\_.
  - (Acronym): A Proven System for \_\_\_\_\_.

### 2. Determine 3-5 points of interest.

- If your article is a “how-to” article, then outline the 3-5 STEPS in the process you’ll be explaining. If your article is a “list” article, then outline the 3-5 ITEMS you’ll be sharing (such as keys, ways, questions, resources, tips, case studies, etc.)
- You’ll want your article to be 500-750 words, so divide the word count up among the number of points you’re identifying (along with a short opening and closing), and that’s how long each of these sections will need to be.

### 3. Write an interesting opening sentence.

- Use one of the traditional “types” of openings:
  - Ask a question.

- Reveal something startling.
- Inject emotion.
- Provide proof or facts.
- Present a problem.
- List and overview.

Use one of these templates:

- Did you know \_\_\_\_\_?
- Be honest – are you one of those people who \_\_\_\_\_?
- How many of these mistakes are you making?
- I’ve got a confession to make.
- This may come as a surprise to you...
- Everyone wants to know how to \_\_\_\_\_, well, here’s how I do it...
- I bet you’re frustrated over...
- If this doesn’t get you excited, then nothing will!
- According to new studies...
- When you see the results, you’ll probably be as surprised as I was.
- 4 out of 5 people / 27% of all participants / only 3 said “yes”.
- One of the biggest problems \_\_\_\_\_ face is \_\_\_\_\_.
- Possibly the most misunderstood part of \_\_\_\_\_ is \_\_\_\_\_.
- There’s good news - \_\_\_\_\_ can be fixed with very little effort.
- If you really want to \_\_\_\_\_, you’ll need to \_\_\_\_\_.
- Yes, you really can \_\_\_\_\_ if you \_\_\_\_\_.
- Here’s a really simple way to \_\_\_\_\_.

#### 4. Fill-in-the-blanks for each of your points.

- Your writing should be PERSONAL. Write with one person in mind, using the words “you” and “your” as often as possible.
- Your writing should be POSITIVE. Be motivating and empower your reader to accomplish whatever you’re sharing in the article.
- Your writing should be PRACTICAL. Usefulness is the measuring stick by which all ezine articles are judged. Does your article have some kind of practical advice your reader can apply and use?
- Your writing should be POINTING. Your content should always “point” the reader towards whatever you hope to get them to do in your resource box.

**Note:** Make your “final point” the one that all other content is completely DEPENDENT upon. (See main transcript for specific references and ideas.)

## 5. Close with a call to action.

- ❑ Your article closing should transition the reader from your content to your “resource” box by connecting the two.
- ❑ Write “useful, but incomplete” content that provides the reader with valuable information, but hints at additional resources in your byline which will enhance or maximize that information.

## 6. Create a response-producing resource box.

- ❑ The #1 goal of your ezine article should be to get new subscribers to join your list(s).
  - Give away a free report or mini-course in your resource box.
  - Place that freebie offer (I.E. “optin form” or “download link”) at the top of a salesletter, or embed it into the copy of a salesletter, or redirect visitors to a salesletter after they’ve joined a list.
  - That way, you get them to join a list AND expose them to a money-making offer at the same time.
- ❑ 4 ways to use your resource box to get readers to take action and click on your link:
  - Multiplication. Your resource box references something that offers “multiple ideas” for accomplishing your “final point” from the article.
  - Expansion. Your resource box references something that “expands” on the “final point” from the article.
  - Automation. Your resource box references something that “automates” or “speeds up” what you shared in the “final point” from your article.
  - Absorption. Your resource box references something that will allow the reader to accomplish the “final point” from your article for FREE or at a REDUCED cost.

**Note:** Make whatever you reference in your resource box highly related to the “final point” from your article.

**7. Put on the finishing touches before publishing.**

- Check for misspelled words.
- Check for improper grammar.
- Format your article at 60-65 characters per line.
- Keep your article word count between 500-750 words.
- Check your SPAM rating.