

MODULE TWO



**Weekly Tips On How To Grow Your List, Grow Your
Traffic & Grow Your Offers**

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Welcome back to the “Three Top Tips” newsletter!

As you already know the “Three” in the name of this newsletter refers to the following:

- List
- Traffic
- Offers

In each newsletter you’ll get a lesson covering each of those three profit-building, business-growing areas. Here’s what you’ll discover in today’s issue:

1. List: 17 Different Types of Lead Magnets Your Audience Will Love
2. Traffic: How to Create Guest Blog Posts That Other People Want to Publish
3. Offers: How to Brainstorm Dozens of Product Ideas

So, without further ado, let’s jump into the first lesson...

List: 17 Different Types of Lead Magnets Your Audience Will Love

One of the big keys to growing your list is to offer an enticing lead magnet. If you don't offer something that's both valuable and in-demand, no one is going to even bother joining your list.

Many marketers tend to think of reports or ebooks when they think about lead magnets. And while those are often good options, and I include them in this list, they are by no means the only option. Indeed, I encourage you to think about what other types of lead magnets you can provide. People are so used to seeing reports and ebooks as lead magnets, that offering anything else is often a very welcome change.

So, with that in mind, let's take a look at 17 different lead magnets you might consider offering, along with examples of each...

Discount Coupon

One of the benefits of offering a deep discount as a lead magnet is that you're attracting buyers. Tire kickers don't tend to join a newsletter just to get a coupon. (However, you may be attracting people who only purchase discounted offers – which isn't necessarily a bad thing.)

For example: "Join now to get 50% off [Specific Product]!"

eBooks/Reports

One of the keys to offering an eBook or report is to avoid calling it an “eBook.” That’s a word that tends to have a low-value connotation. Instead, refer to it as a guide, white paper, special report, blueprint, system, or similar.

E.G., “Download this proven weight-loss system now!”

Videos

Videos tend to have a higher perceived value than regular text content. This is particularly true when you make full use of the video format, such as by demonstrating how to do something (versus a slide-show video or plain talking head video).

For example, you might give dog owners a video that shows them exactly how to teach a dog to sit.

Audios

Audios tend to have a higher perceived value than text. And again, this is particularly true if you offer a lead magnet where having an audio is particularly beneficial. For example, you might use an audio to teach people a foreign language, or to provide a guided meditation.

Membership Sites

You can offer access to a “vault” site, an ongoing monthly membership site, or a fixed-term site. It’s best to offer either a fixed-term membership or ongoing membership, because this gives you an opportunity to deliver ongoing content via email. In turn, this lets you build relationships and promote products.

Webinars

The advantage of a webinar is that you not only have a high-value live event, but you can then offer the recordings.

E.G., "10 Tips for Repairing Your Marriage and Falling in Love All Over Again."

Courses

The idea here is to offer a multipart course by email, which helps train your prospects to open their emails (and lets you showcase your really good content).

E.G., "The Five-Step System for Crafting Cash-Pulling Sales Letters" (where each step is one "lesson" in this course).

Access to a Group

Here you offer access to a forum or Facebook group, which might include peer support and/or group coaching.

For example, you might offer dieters access to a private Facebook group where you do weekly challenges, offer group-coaching, and let members encourage and support one another.

Apps/Plugins/Software

Here you offer some sort of software to help people accomplish a task faster and easier. One benefit is that the more useful your app is, the more people will use it. In turn, they'll see your links and calls to action often.

For example, you might offer an app to help runners track their miles/times to determine how well they're progressing over time.

Worksheets

Here you can help people get clearer about problem or help them decide what steps to take.

For example, "The Home Buyer's Worksheet: How Much House Can You REALLY Afford?"

Templates

Here's another tool to help people get a job done faster and easier, as people just need to fill in the blanks.

E.G., "The Ultimate Sales Letter Template."

Swipes

Here's where you provide a list of ideas or other items for inspiration. For example, you might offer a collection of sales letter headlines, which will inspire copywriters and help them come up with their own headlines.

Checklists

Here you offer a set of steps to help people complete a process or achieve a goal.

E.G., "The Career-Builder's Checklist for Landing the Perfect Job."

Cheat Sheets

This is a one-page summary that includes as many steps, tips and ideas as possible about a narrow topic.

E.G., "The Facebook Ad Cheat Sheet."

Planners

Here's where you teach people how to do something within a specific timeframe.

E.G., "The 30-Day Guide to Starting Your Own Home-Based Business."

Mind Maps

A mind map is a non-linear way of presenting information, which some people find to be more useful than a typical list of steps. This works best for multistep or complex processes.

E.G., "The Home Seller's Mind Map."

Process Maps

This is a map that leads people through a step-by-step process, including what to do at different decision points.

E.G., "How to Decide Whether to Outsource."

Gear Lists

Here you provide a list of gear or resources that someone in the niche might need.

E.G., "The Definitive Gear List for Membership Marketers."

Conclusion

As you can see, there are many different types of lead magnets you can use to build your list. As always, do your research to find out what your audience wants, and then create a high-quality product that's irresistible to your target market.

Now let's turn our attention to getting traffic...

Traffic: How to Create Guest Blog Posts That Other People Want to Publish

One really good way to drive traffic to your lead page is by guest blogging on highly related websites. For example, you can offer “Part 1” of an article on the blog, and then in your article byline you can encourage people to get “Part 2” of the article (or an expanded report or video) by joining your list.

Now the whole key to this strategy depends on creating a blog post that people really want to read. If you can't get your audience's attention and keep it, then they're never going to even read down far enough to see your links and calls to action.

So, with that in mind, check out these tips for creating guest blog posts that your audience really wants to read...

Complete Your Research

When you're using guest blogging to drive traffic to your website, there are three types of research you need to complete. Specifically:

1. Research the prospective guest-blogging opportunity. Make sure you're publishing on a popular, high-quality blog. If it gets a lot of traffic and the traffic is engaged (e.g., they comment on the content, share it on social media, etc.), then that's the type of blog that will give your content a good amount of exposure.
2. Research the blog to see what the owner publishes. Take some time to browse the archives to see what type of content the owner seems to like. For example, if the owner likes tips articles with GIFs, then you may consider sharing information in that format too.

3. Research the audience to see what they like. Finally, be sure to do your regular market research to see what your audience really wants to know about. If people are buying content on a particular topic on sites like ClickBank.com and Amazon.com, then it's a pretty good bet that they'll read about that same topic on their favorite blog.

Here's the next tip...

Create a Fresh Angle

Chances are, you're sharing information about a topic that others have covered before, right? So, what you need to do is offer this information in a fresh, unique way.

Most writers offer "step-by-step" information. You can do something similar, except create a formula around the step-by-step process. For example, if you're teaching people how to write a sales letter, you might create a five-step formula around the acronym S.A.L.E.S., where each letter of the acronym corresponds to a step. E.G., Step 1, SHOWCASE Benefits, Step 2, AGITATE the Problem... and so on.

Capture Attention With Your Title

Your article title is one of the most important parts of your article. If the title doesn't capture attention and arouse interest, then no one is even going to read the rest of your article. That's why you need to create an intriguing benefit-driven title.

For example: "5 Weight Loss Tips" is a descriptive, but boring title.

Let's rewrite it to showcase a benefit: "5 Surprisingly Easy Ways to Drop the Fat Fast."

The key here is to figure out what your audience wants and how that overlaps with what your article is about, and then highlight that benefit in the title.

Whenever possible, use powerful words such as: surprising, you, new, amazing, fast, easy, quick, simple, how to, proven, secret, revealed, discover, guaranteed (and similar words).

Choose Simple Yet Bold Graphics

If the blog you hope to publish on includes graphics in articles, then you'll want to add value by inserting graphics too. Be sure to choose simple, relevant graphics with bold, eye-catching colors.

For example, you might include a picture of a dog in a dog-training article. A cute puppy with a brightly colored ball on a white background is going to be more effective than a picture of multiple dogs on a busy background (as it takes the viewer a few seconds to decipher what all is going on in the picture).

TIP: Be sure to include a benefit-driven caption alongside the graphics, which will help pull skimmers back into your content.

Next...

Create Engaging Content

The last step is to make sure you create content that keeps your reader hooked and reading right to the very end (so that they see your links and call to action). Check out these tips:

Employ a Conversational Tone

No one wants to read a dry, textbook style content. Instead, use a light, friendly, conversational tone. This newsletter is a good example of using a light tone to engage readers.

Notice how I don't use college-level words in this issue, when "everyday" words will do. If your readers need to haul out a dictionary to understand what you're saying, then you're going to lose your audience.

Engage Readers on an Emotional Level

People are going to be more willing to keep reading if you engage them emotionally in some way. For example:

- Tell a story about someone's niche mistake or how they overcame a problem. This arouses interest and builds rapport, and perhaps even motivates/inspires readers.
- Share a really unique tip, fact, case study, example or other piece of information. If you make the reader say "wow," you can bet they'll keep reading.
- Arouse curiosity. For example, you may build anticipation in the article introduction to hook readers and keep them reading. E.G., "In just moments you'll discover a crazy-simple way to create your next info product – it won't cost you a cent, and you won't have to create it yourself either! Curious? Read on..."

Next...

Utilize Plenty of White Space

Use short paragraphs and sentences (rather than a wall of text). Again, look at this newsletter as an example of content that's easy to consume since it's formatted for easy readability.

Conclusion

The key to making the most of your guest blogging opportunities is to create engaging, high-quality content. If your readers like what they see in the blog article, then you can be sure they're going to click on over to your lead page.

Now let's switch our attention to Offers...

Offers: How to Brainstorm Dozens of Product Ideas

One of the keys to building a profitable info publishing business is to create a sales funnel full of offers. That way, you always have another product to sell to new prospects, as well as offers to promote to your existing customers.

This process requires two steps:

1. Coming up with potential product ideas.
2. Researching these ideas to ensure they're profitable.

You can't even get to the second step if you're stuck on the first step. And that's why over the next couple pages we're going to focus on how to come up with all the potential product ideas you need. Take a look...

Browse Info product Marketplaces

With this method, you come up with product ideas at the same time as you research them. The idea here is to enter your keywords into marketplaces such as Amazon, ClickBank, JVZoo, Udemy and WarriorPlus to see what's selling in your niche.

Take note: look at tables of contents and sales letters, as each chapter/section may provide you with a product idea. For example, maybe a dieting book includes a chapter (or even just a subsection within a chapter) on the topic of high intensity interval training. That's a product idea for you right there, as you can create report or video on this topic.

Next...

Read Product Reviews

While you're still in the marketplaces (like Amazon), take time to read the product reviews on popular products. Many times, the audience will share ideas of what they would have liked to have seen inside a product, and each of these ideas can then become a potential product idea for you.

Check Out Your Competitors' Content

Not only should you see what your competitors are selling on their websites, but you'll also want to check what they're writing about on their blogs, in their newsletters, and on their social media pages. Don't forget to also check out their videos (especially on YouTube) as well as their webinars.

Use Keyword Tools

Still another way to generate product ideas is by using keyword tools like WordRecon.com or WordTracker.com. Simply enter in your broad keywords (like “weight loss” or “gardening”), and the tool will return a list of related phrases your market is typing into search engines.

For example, if you’re searching for online marketing, you might discover that people are looking for “tips for picking a niche” – that’s a potential product idea for you.

Check Your Existing Content

If you’ve been working in your niche for a while, then you already have content on your blog, in your newsletter archives, on social media and perhaps elsewhere. It’s time to check your traffic logs, shares and other activity to see what’s popular.

For example, if you have an article with ten tips on your blog, you could expand each of those ten tips to create a new report.

Another idea: think about how you can combine multiple popular pieces of content to create something new. For example, if your traffic generation articles about Facebook advertising, Facebook groups, and creating Facebook pages are all really popular, that may give you an idea to create a definitive guide to generating traffic on Facebook (both free and paid).

See What Your Market is Asking

You can start by checking your own inbox to see what sort of questions people ask you in your niche. If you have a community (such as a forum or blog),

take note of what questions come up repeatedly in your audience. The answers to these questions may give you ideas for products.

For example, if people on your dieting blog keep asking you the best way to shake off those last stubborn 10 pounds, that may give you an idea for creating a product just for people who are almost to their weight-loss goal, but having troubles crossing the finish line.

Another way to find out what interests your market is to visit question and answer sites such as Quora.com, Yahoo! Answers, or even JustAnswer.com. Every niche question you see on these sites may potentially give you an idea for a product.

For example, you may see a gardener asking a question such as, "What is the best way to get rid of tomato worms?" This simple question can give you multiple product ideas, including:

- A report on how to get rid of tomato worms.
- A video designed to help people identify common garden pests and how to get rid of them.
- A "recipe book" full of organic gardening sprays that gardeners can use to get rid of various pests.

Point is, don't limit yourself to just the exact idea you see in the question. Do some brainstorming off the original question, and you're bound to come up with some additional great ideas!

Now the next tip...

Ask Your Market

Another way to come up with potential product ideas is to simply ask your market. This doesn't have to be a formal survey (though it can be, if that's

what you'd like to do). Instead, you can just post on your blog, on your social media pages, and even in your newsletter asking people what they want.

The key here is to ask open-ended questions (no multiple choice) in order to get as many ideas as possible.

E.G.,

- “What is your biggest challenge [in the niche]?”
- What [niche] topic would you like to learn more about?

Now a few parting thoughts...

Conclusion

If you walk through all these steps, you should be able to come up with dozens of potential product ideas. As an added bonus, you can use these same methods to brainstorm up ideas for content to write about in your newsletter!

In both cases, be sure to research your product ideas to ensure your audience wants them.

That's it for this time. I'll see you in the next issue!

Recommended Resources

GrooveFunnels My #1 recommended tool for online Businesses: GrooveFunnels is a complete online business and marketing platform for Your digital products and services. You can create websites, build sales funnels, build your blog, automate your marketing, make more sales and so much more! All your Marketing tools within one platform – This will save you thousands of dollars a year!

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