

MODULE THREE



**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 with all our newsletters, we’re going to cover the three important areas for growing your business: List, Traffic and Offers.

Here’s what’s on tap in this issue:

1. List: How to Create a More Profitable List Using Segmentation
2. Traffic: How to Get Your Affiliates Promoting Your Offers Like Crazy
3. Offers: How to Find Out What’s Selling Like Crazy in Your Niche (So That You Can Sell It Too)

Sound intriguing? Let’s jump in, starting with how to create a more profitable list...

List: How to Create a More Profitable List Using Segmentation

If you're like most marketers, you maintain two or three lists, including:

1. The prospect list.
2. The buyer list.
3. The list of affiliates and/or joint venture partners.

These are all good lists to have. However, if you're not segmenting these lists, then you're not making the most of them. That's because a segmented list lets you send targeted content and offers to specific groups of people, which in turn means higher conversions for you.

Now before we talk about different ways to segment your list, let's back up for a second and define segmenting a list. Segmenting a list means you separate your main lists into highly targeted micro lists. You don't necessarily need to create separate lists, as most email service providers will let you "tag" people, which you can then send out targeted content to people who possess a certain tag in your database.

The most basic segments are the ones listed above: you keep the buyers list, prospects list, and partners list separate. However, you can take this one step further. For example, you can segment your list according to exactly what product a buyer purchased. This not only tells you what interests the buyer, but it also ensures you don't send out an email promoting a product that the person has already bought.

Let's take a look at different ways to segment your list and then how to use these segments...

Segment by Lead Magnet

If you have multiple lead magnets (and you should), then one good way to segment your prospect list is by how the person arrived on your list. Specifically, what lead magnet did they request?

For example, you might have a website about getting out of debt and saving money. If someone joins a webinar that's specific to saving money for a child's college education, then you can send out highly targeted ads and content that refer to a child.

E.G., "Whether you're starting to save for college, for a new baby or a teenager who's graduating next year, it's never too late to get started..."

Segment by Product Purchased

Whether someone purchases one product or everything you have, segment your list according to these products. As mentioned, you can ensure you don't send offers to people who've already purchased a particular product. You can also use this information to send highly targeted backend offers.

For example, if someone purchases a membership into your weight-loss site, then you might send them an offer for personalized nutrition coaching.

This information also comes in handy to segment your list by your very best customers (who buy nearly everything) and those who've only purchased an offer or two. For example, you can send out a special bonus or sale invitation to reward your best customers.

Segment by Coupons/Sales

It's useful to know if a person only buys when there's a sale, or if they buy at full price too. You can segment your list by who takes advantage of sales, and then send out content that appeals to bargain seekers versus those who purchase for other reasons.

Segment According to How Someone Reached Your Site

Sometimes you might segment people according to which affiliate sent them, if they arrived via your social media page, if they came through a paid advertisement, etc.

For example, if you send out an email encouraging people to follow you on Facebook, then you can exclude the people who already do.

Segment Contest Entrants

Many times, contest entrants tend to be "colder" prospects than people who requested a lead magnet. That's why you'll want to keep your contest entrants separate and send out a welcome series of emails to engage them.

Segment According to Answers

The idea here is to ask your subscribers what specific topics interest them, and then segment your list according to their answers. That way, you can send out only the content that most interests a subscriber, which will keep them engaged (and keep your list from growing cold).

For example, you might ask online business owners to check off all the topics that interest them, such as: social media marketing, SEO, list building, blogging, guest blogging, JV marketing, viral marketing and so on.

Segment by Demographics

Your autoresponder may capture your subscriber's location automatically when they join your list. This is helpful because it allows you to send out emails to specific locations around the world when you know your audience is likely to be awake.

Aside from location, you can also collect other demographic data IF you think this will be helpful in sending targeted content. However, you'll need to think through this carefully, because usually you collect this information by asking your audience when they're joining your list. Problem is, the more questions you have on your sign-up form, the lower your conversion rate (as any extra "hoop" you add tends to decrease response). As such, only collect extra data if you're sure it will make a big impact on your conversions.

For example, let's suppose you're offering weight loss information. You might want to segment your list by both age and gender, as a 20-something male is going to have different interests and needs when it comes to weight-loss versus a 50-something female.

TIP: One way to collect this data is after someone has already signed up for your list. For example, you can ask subscribers to click one link if they're a male and a different link if they're a female, and then give all respondents a free gift just for answering the question. If your autoresponder supports tags, then merely clicking on the link will let you segment the list by gender.

Now a few parting thoughts...

Conclusion

While I've given you a good jump on different ways to segment your list, these aren't the only ways to do it. That's why you'll want to sit down and think about your specific list and what specific data would be most helpful to you in sending out targeted content and offers.

Note: if it's data you can collect automatically (without having to ask the user), then go ahead and collect it. It's better to create segmenting tags and never use them, then to suddenly want to use them but not have them.

Now let's switch gears and take a look at how to get more traffic to your site...

Traffic: How to Get Your Affiliates Promoting Your Offers Like Crazy

One really good way to drive traffic to your website is by starting an affiliate program. However, many people start these programs, and then they're disappointed by the results. Often times it seems like affiliates promote an offer once or twice, and then move onto another affiliate promotion. You get that surge of sales initially –especially during a product launch – but then everything goes quiet after that.

It doesn't have to be that way. Check out these ideas for motivating affiliates and keeping them consistently promoting your offers...

Train Affiliates

Not every affiliate who joins your program has the knowledge necessary to generate sales. That's why you'll want to add training to your affiliate center that's aimed at beginners and specific to your affiliate offers. For example, you can train affiliates to set up lead pages, drive traffic to those pages, and then close the sale on your affiliate offers.

This training can take multiple forms, including:

- A course.
- A guide (ebook or report).
- A fixed-term membership site.
- A video (or a video series).

The key to good training is to be as specific as possible about what your affiliates should do and how to do it. For example, don't just tell them to "start promoting an offer." Instead, make a suggestion to them about which offer, specifically, to start promoting. Typically, this should be one of your highest-converting offers, because once affiliates make sales, they'll be eager to keep promoting.

NOTE: If you can provide them with the tools needed to start promoting your offers, that's even better.

Which brings us to the next point...

Stock the Affiliate Center

Whether your affiliate program is full of seasoned marketers or beginners, they'll all benefit from using the sales materials you provide in your affiliate center. Here are the types of materials to create and distribute:

- A rebrandable report that affiliates can give away for free to their audience.
- Blog posts.
- Standalone emails.
- Email sequences.
- Videos.
- Social media blurbs.
- Short ads for pay per click platforms and similar.
- Graphics such as banners and other graphical ads.

You'll also want to make sure yourself available for interviews with your affiliates. You can share some of your secrets and then promote the offer using your affiliate's link. That way, you both make money whenever someone purchases something through the interview (which may be a text interview, audio interview, video interview, or even a live interview via a webinar).

Motivate Affiliates

Another good way to motivate affiliates is to send regular emails to them. These emails can include announcements about new products, sales and other promotions. The idea is to constantly give your affiliates something new to promote (a new product, a new sale, a new rebrandable report to distribute, etc.).

You can also use these emails to showcase successful affiliates in the form of a case study or even a motivational story. E.G., "John Doe had never made a penny promoting affiliate offers before. But today he's making \$3500 a month selling [Products/Brand Name]. Read on to find out how John does it, and how you can too!"

Distribute Coupons

Affiliates love promoting your offers using coupon codes, because a good coupon tends to boost the conversion rate. For best results, be sure to offer coupon codes with a quickly approaching expiration date. This might be a short-lived 12-hour flash sale, a three-day sale, or perhaps a one-week sale.

TIP: Be sure to give your affiliates an early heads up that you'll be offering coupon codes so that they can plan their promotions well in advance.

Here's another way to motivate affiliates...

Hold an Affiliate Contest

A good way to motivate affiliates to all promote at once is by holding an affiliate contest. For example, you might offer a five-day contest where the top five or so affiliates who make the most sales are rewarded with generous cash prizes.

TIP: Generally, affiliates who know they have no chance of winning the contest are unlikely to promote heavily during a contest. You can further boost sales by offering random-draw prizes that are available to anyone who makes at least one or two sales.

Want an even bigger surge of sales? Then offer an affiliate contest alongside a coupon promotion. This not only encourages your affiliates to promote like crazy, you'll also see more sales simply because consumers are taking advantage of the discounts.

Conclusion

The bottom line here is that you want to keep things fresh by sending updated content and specials (such as coupons) to your affiliates.

Keep them motivated and promoting for you on a regular basis, and everyone will walk away happy with a pocketful of cash. 😊

Now let's change gears and take a look at a key to creating profitable offers...

Offers: How to Find Out What's Selling Like Crazy in Your Niche (So That You Can Sell It Too)

When it comes to creating products that sell well (or promoting affiliate offers), the big key is to find something that your audience REALLY wants.

Sometimes marketers look to create a product on a topic that no one else has created before. In many cases, the reason it hasn't been created yet is because there is no demand for it. If you create something no one wants, then you're going to be disappointed by dismal sales.

Here's what to do instead: find out what people are already buying, and then create something similar (yet BETTER). And that's exactly what you're going to learn how to do in this lesson. Take a look...

Find Out What People Want

The very best predictor of what people will buy in the future is to look at what they're already buying today. That's why your first step is to find out what people are already buying in your niche.

NOTE: We're talking about evergreen offers here, not fads. Fads are too unpredictable to determine if they'll still be selling well next week, next month or next year.

To do this, you're going to look for three things:

- Bestsellers.
- Products with competitors.
- Paid ads for specific types of products.

Let's take a closer look:

Bestselling products. If a product sells well in your niche (especially over time), that's a good indication of demand. To that end, you'll want to check infoproduct marketplaces such as, Amazon ClickBank, JVZoo, Udemy and WarriorPlus to see what's selling well in your niche.

Products with multiple competitors. If multiple marketers are creating similar products, that's another good indication that there's demand for that type of product. Again, you can search infoproduct marketplaces to find out which types of products have a lot of competitors. You can also run a search for your niche keywords in Google and check out what your top competitors are selling.

Marketers consistently placing paid ads for a product. Smart marketers don't keep dumping money into paid advertising if the product isn't selling well. That's why tracking ads over time will give you an idea of what's selling well. One way to do this is to regularly run a search for your niche keywords in Google, and then take note of the paid advertisements. Look for different marketers selling similar offers, as well as marketers investing in advertising a product over time.

You can also quickly test a product for yourself to see if it might sell well before you invest too much time and money creating it. Here are two “quick and dirty” tests:

- Promote an affiliate offer. If your audience seems to really like a particular affiliate offer, that may confirm to you that you should create something similar.
- Create a tripwire offer. Let’s suppose you have a big product in mind, like a multimodule course. You might create an “overview” of this course, or even just create one module, and offer it as a low-cost tripwire. If your audience likes the “lite” product, then you can take that as a greenlight to create the full product.

Take note that you can also create a “lite” product in the form of a lead magnet that you offer to determine demand (while at the same time building your list). Keep in mind, however, that what people request for free may not precisely determine if they’ll purchase the “full” product.

Once you have an idea of what people in your niche want, then move onto the second step of this process...

Create Something Better

Now that you know what your audience wants, about the last thing you want to do is create something that’s just like every other product on the market. Instead, what you need to do is create something BETTER.

The first step in creating a better product is to review the bestsellers in your market to determine their good points and bad points. This means personally reading/viewing the product yourself. You’ll also want to read customer reviews to see what they like and don’t like about a product.

Your goal in creating a product is to ensure your product has the big benefits that everyone likes, yet it improves on the weak points of other products.

For example, let's suppose you're creating a copywriting course. Perhaps the bestselling products in your niche include a lot of real-life sales letters, case studies and examples. If people really like that, then you'll want to make sure you include your own (unique) letters, case studies and examples.

Now let's suppose that one thing that is missing from the competitors' products are worksheets to help people decide what benefits to showcase, as well as audience profiling worksheets and other tools. You can improve on existing products by including these tools in your course.

The second step in creating a better product is determining how to make it unique. You can do this by:

- Creating unique case studies/experiments.
- Telling personal stories.
- Offering unique tips.
- Providing unique examples.
- Offering unique tools such as worksheets, checklists, templates and similar.
- Sharing old information in a new way, such as by creating a formula around a step-by-step process.
- Positioning the product in a new way. E.G., how is your product different and better than the competing products? For example, do you provide "take action" tools to help people get results quickly and easily?

The point is, you don't need to create something so fresh and new that no one on the planet has ever seen it before. Instead, you just need to take your information—even if others are teaching the same thing – and present it in a fresh way.

For example, I often create unique formulas around processes in the form of acronyms, where each letter of the acronym corresponds to a step of the process. E.G., I might create a five-step S.A.L.E.S. formula for optimizing conversions. While others may teach how to optimize conversions, no one else does it using my unique formula—which makes my products stand out from the crowd.

Conclusion

The bottom line here is that you shouldn't guess what your audience wants. Do your research, find out what they line up around the virtual block to buy, and then create something similar yet better.

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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