

## MODULE FIVE



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

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Welcome to another “Three Top Tips” issue, where we examine the best tips and tricks for growing your list, generating more traffic, and creating more profits.

Here’s what we’re going to cover inside this issue:

- List: How to Create Email Teasers That Get Clicks
- Traffic: The Four Essential Keys for Creating Viral Content
- Offers: How to Find and Use PLR Content to Create Stunningly Popular Products

Let’s get to it...

## List: How to Create Email Teasers That Get Clicks

Many times, when you're sharing content with your list, you may not put the entire piece of content into the email. Here are a few different reasons why:

- The content is too long. In this case, you may ask people to download a PDF rather than read it inside an email.
- The content is on your blog. Perhaps you want people to click through to your blog, read the content, and then perhaps read other content on your blog, do some commenting, share it on social media, etc.
- The content is in a different format. For example, maybe you want people to watch a video or look at a slide-share presentation.

For these reasons (and perhaps others), you need to get people excited enough to click on your link. And that means you need to develop the fine art of crafting effective teasers.

Check out these steps and tips...

### **Determine the Big Benefit First**

Before you craft a single word of your teaser, you need to figure out the big benefit of the content. Your reader is going to be thinking, "Why should I click on this link?" – and your teaser needs to answer that question.

## **Remember to Keep it Short**

A teaser may be as short as one line, all the way to perhaps a paragraph or so long. You want to keep it short so that even the most time-pressed subscriber or the person with the shortest attention span will read and act on the teaser. You'll get examples in just a few moments.

## **Hook the Reader**

A good teaser captures and holds interest, and often it arouses curiosity too. This starts with your email subject line, as it needs to be intriguing enough to get your audience to open your email. Then your short teaser needs to be intriguing enough to get readers to click on your link.

## **Craft a Call to Action**

Your reader is hooked, so you drop the link in the end of the email. But don't assume they'll click the link. Sure, some people will click on it. But in order to get the highest conversion rate, you need to specifically tell people to click the link and take the desired action.

Now let's put all these tips to work with a few examples...

## **Pull It All Together: Examples**

Here are a couple of examples that show you how to create short, benefit-driven teasers with calls to action:

Example 1:

Let's suppose you want people to click through to your blog to learn about copywriting. Here's an example teaser email...

*Subject line: The secret of million-dollar sales letters...*

*Hi [Name],*

*There's one little thing that the world's best copywriters do that no one else does (not even you). And this one little thing is what creates million-dollar sales letters.*

*What's the secret? That's what you'll find out in today's blog post. Read it here:*

*[link to blog post]*

*[sign off]*

*P.S. Some people say I should charge for this information. Maybe I will. But if you're quick, you can read it now for free on my blog at:*

*[link to blog post]*

This example presented a big benefit (learning how to create a million-dollar sales letter), and it aroused curiosity to get people to click through. The curiosity started in the subject line with the word "secret." It continued in the body of the email by using the word "secret" again, and arousing curiosity about what that "one little thing" is that the best copywriters use.

Finally, this example also created a sense of urgency at the end to get people to click the link now (rather than put it off for later). This works if the sense of

urgency is genuine. In other words, don't create "false" urgency just to get the click. Always be upfront and honest with your audience. As I like to say, offer HOPE, not hype.

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Example 2:

Let's suppose you've created a video that shows beginners the easiest way to set up a blog. Here's an example of what your teaser may look like:

*Subject line: Set up a blog in five minutes?*

*Hi [Name],*

*Every time someone talks about setting up a blog, they throw a lot of technical mumbo jumbo at you. It's confusing and overwhelming, especially if you're not a techie.*

*Forget all that - now you too can set up a blog fast and easy... in as little as five minutes from now.*

*Ready to take the first step towards your profitable blogging career? Then click here to watch the free video:*

*[link]*

*[sign off]*

*P.S. It's easier than you think. See for yourself by watching the free video now: [link]*

This example showcases the benefit that technophobes really want – an EASY way to set up a blog. The email starts off by empathizing with the reader, and then goes on to say there's a fast and easy way to do it, and the reader can learn about it for free by clicking the link.

## **Conclusion**

As an email publisher, there will be plenty of instances when you need to craft a teaser that gets people to click through to your blog, to a PDF, to a video, to social media or to some other page. Use the tips you just learned to start creating more effective teasers that get the clicks!

Now let's switch topics and take a look at how to generate more traffic...

# Traffic: The Four Essential Keys for Creating Viral Content

It goes without saying that every piece of content you create should be well-written, engaging and high quality. But if you want to make the most of your content, then you should also consider ways to make it go viral.

Let me give you an example. Let's suppose you have a blog post that's optimized for the search engines to bring in Google traffic. Now imagine if certain percentage of this Google traffic also shares your content with their friends. Now you've got a post that's generating traffic in two ways, which is always a good thing!

Now, elsewhere in these newsletter issues we talked about creating content for social media. The strategies you learned there apply here as well. Here's a

quick recap of the qualities your content should possess if you want it to go viral:

- Unique: even just one fresh tip or a unique way of presenting “old” information.
- Easy to consume (in just seconds or two or three minutes).
- Easy to share (no hoops such as an opt-in form).
- Seeks to generate positive emotion (even an “oh wow” gets people sharing).
- Eye-catching, benefit-driven and/or curiosity arousing title that’s intriguing enough to get people to click.
- Includes a call to action telling people to share.

It’s also a good idea to reverse-engineer viral content in your market (such as on your competitors’ blogs and social media pages) to get a feel for what your audience wants. If they share videos like crazy, then you might want to create a video. Or if infographics are their thing, then you might seek to create infographics.

Now let’s fill in the blanks with the other keys for creating a viral campaign...

### **Distribute it Widely**

Sometimes marketers drop their viral content on Facebook and Twitter, and then sit around waiting for the views and shares to start rolling in. However, you have a much better chance of having your content go viral if you initially get it in front of as many targeted visitors as possible.

To that end, promote your viral content in the same way that you’d promote anything else.

For example:

- Post it everywhere. This includes telling your newsletter about it, posting it on your blog, and posting it on all your applicable social media platforms.
- Share it in communities. Obviously, you should post it in your own groups or forums. Where allowed (ask first!), you can also post it in other relevant groups/forums.
- Get it in front of influencers. There are some people in your niche who are respected and tend to influence others. Build relationships with these folks and send your content to them.
- Ask your marketing partners to share it. This includes your affiliates as well as your joint venture marketing partners. Coordinate with them to announce the content at the same time. (See the next section for more info on this.)
- Utilize paid advertising. For example, you can create a Facebook ad campaign on launch day to help with that initial big push.

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### **Launch at the Right Time**

There are certain days and times that your audience is most active online. You need to determine these times, and then seek to launch your viral content during these time periods. This helps create that initial surge of shares that will (hopefully) reach critical mass and turn your regular content into viral content.

To determine the best time to launch, first check your traffic data. In particular, pay close attention to the following:

- When you tend to have the most traffic coming to your website, particularly engaged traffic that has the time to do things like comment on your blog posts.

- When your social media content tends to get the most engagement.
- The days/times when you tend to get a lot of newsletter subscribers.

If you can detect a pattern, then you have a good starting point with regards to the best days and times to launch content. However, the best way to know for sure is to test and track your campaigns to see when your audience is most active and responsive to your content and offers.

### **Include Social Buttons**

When you post viral content on your blog, you want to make it super-easy for people to share the content on social media. That's why you should include social share buttons on your blog. You can get a plugin to make this easy (such as <https://wordpress.org/plugins/sassy-social-share/>).

Many plugins let you display dozens or even a 100 or more social media badges/buttons. Don't do this, as it will overwhelm visitors. Instead, select a handful of the top social media platforms where you know your audience is active, and only display those buttons. Be sure to include a call to action (e.g., "Your friends will love this too, so share it with them now on your favorite social media page using the buttons below!").

### **Incentivize People to Share**

The final tip for getting a viral campaign moving is to give people a good reason to share your content. Here are two ways to do it:

- Create [rebrandable](#) content. This is where you let other people change the links in your content to their affiliate links. People love the opportunity to make money simply by giving something away to

others. (You may reserve this for your existing affiliates only, or you can let anyone rebrand it.)

- Give people something valuable in exchange for sharing. For example, you can give them a discount coupon or a free product when someone shares your content. You can use an app like PerkZilla.com to handle all of this automatically.

Now a few parting thoughts...

## **Conclusion**

Creating viral content is a bit of an art and a science. Even those whose sole job it is to create viral campaigns for big companies don't always get it right.

However, if you take into consideration all the tips you just learned, then you have a much better chance than the average marketer of creating content that gets shared!

And now let's look at a surprisingly simple way to create products...

## Offers: How to Find and Use PLR Content to Create Stunningly Popular Products

If you're primarily selling your own offers through your newsletter and elsewhere, then you'll quickly realize that you need to create quite a few products. That's because hardly anyone builds a thriving business with just one product. In order to maximize your profits, you need to create a sales funnel with a variety of offers you can promote to your existing customers.

Here's what a typical sales funnel might look like:

- A free lead magnet to bring people into your sales funnel.
- A low-cost, high-value tripwire offer to turn your prospects into cash-paying customers.
- A high-ticket core offer.
- Upsell/cross-sell offers.
- Bonus products to offer alongside paid products.
- A variety of backend products to sell to existing customers.

Phew – and that's just one sales funnel!

It's time consuming to create all these products yourself. It's expensive to outsource it. But fortunately, there's a way to create all these products that's both inexpensive and fast. Namely, you purchase PLR (product label rights) content, quickly modify it to suit your needs, and you're ready to start taking orders!

Sound good? Then let's take a look at how to do this...

### **Find PLR in Your Niche**

The first step is to locate PLR content in your niche. You can do this by searching Google for your niche keywords (such as "dog training") alongside the following types of words:

- PLR
- PLR content

- Private label rights
- Private label rights content
- PLR ebooks
- PLR articles
- PLR reports
- PLR courses
- Content licensing

For example, you might search for “dog training PLR” and “dog training PLR ebooks” (without the quotes). Be sure to use multiple searches in order to get as many results as possible.

**TIP:** You can also search for PLR in the ClickBank.com, JVZoo.com and WarriorPlus.com marketplaces. Again, search for your niche keywords alongside “PLR” and similar search terms.

Next...

## **Do Your Due Diligence**

Now that you have a list of potential PLR offers to purchase, you need to do some research to determine which ones are a good fit for you. Ask yourself these questions:

*Is this a package of content?* If you’re looking to create an entire sales funnel, then look for PLR packages. That way, you can create your suite of offers quickly, and each product will be consistent in terms of writing style as well as the information it provides.

*Is the content well-written and engaging?* If the vendor doesn’t provide a sample, be sure to ask for one from the package you’re considering.

*Will the content need a lot of revision?* While you do want to modify the content to make it unique (which will talk about in a few moments), you don’t

want to be rewriting every bit of it. As such, choose content that's so good you could use it right out of the box with minimal revisions.

What are the licensing terms? Next, check the PLR license to ensure you can use it for your intended purpose. Are there any limitations or requirements with regards to modifications? Can you both sell it and give it away?

*Are there any extras included?* For example, does the package include things such as sales letters, web templates, emails to sell the content and similar? If so, and if they look professional, this is a big plus when choosing PLR content.

Based on the answers to these questions, you should be able to fairly easily select good content for your needs. Buy your chosen offer and then move onto the next step...

## **Make it Unique**

Even though you've chosen content that's so good you can use it as-is, it's a good idea to modify it to make it unique. This ensures you have virtually no competition, since no one will have a product exactly like yours.

Check out these ideas for making the content unique:

### *Rewrite Pieces of the Content*

You can start by creating a fresh introduction and conclusion for each piece of content. You can also tweak the content to make it sound more like your writing voice.

### *Delete Unnecessary Content*

You might delete a paragraph here and there, or entire large sections (such as a chapter in an eBook).

### *Change the Format*

The idea here is to take content in one format and turn it into something else. For example, you can turn a PLR report into a video. Or you can turn a set of PLR articles into a multipart ecourse.

*TIP: You can also simply pull excerpts out of larger pieces of content to create something unique. For example, you pull a couple chapters out of a PLR ebook and use it to create a short report that you use as a lead magnet.*

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### *Compile Multiple Pieces of Content*

Another great way to create something entirely unique is to compile multiple pieces of PLR content. You can even add in your existing content, such as inserting some of your blog posts, lead magnets, or sections from other products.

For example, you might create a course using a combination of your own existing content and PLR content by compiling a dozen articles, a report, and a couple excerpts from one or more ebooks.

### *Insert Your Own Unique Bits of Content*

Finally, you can put the finishing touches on by inserting your own unique:

- Title and subtitle.
- Examples.
- Tips.

- Stories.
- Case studies.
- Graphics.

Now a few parting thoughts...

## **Conclusion**

As you just discovered, using PLR content is a great way to create one product or even an entire sales funnel. That's because it's cheaper than outsourcing, and it's a whole lot faster than creating content from scratch. You can even outsource the PLR tweaks, which still keeps costs down while speeding the process up even further!

Just be sure you start well-written, engaging PLR content, which will make the process a whole lot easier.

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

## 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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