3 TOP TIPS

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

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Welcome to the latest issue of "Three Top Tips," where we're going to continue our exploration of the three essential business-building activities: building a list, generating traffic, and creating profitable products!

Here's what you'll find inside this issue:

1. List: Why Creating a Multipart Course is Such a Powerful Lead Magnet

2. Traffic: How to Create Content That Boosts Your Visibility in the Search Engines

3. Offers: The Five Keys to Creating a High-Ticket Offer

Without further ado, let's jump straightaway into the good stuff…

List: Why Creating a Multipart Course is Such a Powerful Lead Magnet

When it comes to choosing what sort of lead magnet to create, you have a lot of options. Your typical infoproduct-style lead magnet can take the form of ebooks/reports, videos, audios, access to membership sites, webinars and more.

But there's one type of lead magnet that tends to be particularly effective: a multipart ecourse delivered by email.

Here's why it works so well:

- It carries a high perceived value. Your subscribers will tend to view a course as more valuable than some other types of lead magnets, especially ebooks/reports. In turn, this can help boost the conversion rate on your lead page.

- It trains people to open your emails. Sometimes people insert "throwaway" emails into opt-in forms just to get a lead magnet, and then they never check those email addresses. If your lead magnet is delivered over time by email, then people are more likely to give you a good email address. And once they see how awesome your course is, they're going to keep on opening your emails (even once the course is complete).

- It gives you multiple opportunities to sell a backend offer. Every email lesson you send gives you an opportunity to pitch a related offer.

So, with all these benefits in mind, let's quickly go over the process of creating an email course:

Step 1: Decide What to Sell on the Backend

The first thing you need to do is decide what main product you want to sell within your course. That way, you can construct your course in such a way that it naturally leads to the paid offer. As always, selling your own product will be the most profitable, but you can sell an affiliate offer instead if you so choose.

TIP: Be sure to choose an offer that's in-demand among your audience. If you're not sure what your audience wants, then do your market research to find out what they're already buying.

Next step…

Step 2: Determine the Course Topic

Now that you know what you're going to sell within the course, you can decide what sort of course to create. The key is that your course and the paid offer should be highly related, so that anyone who requests the free course will naturally want the paid offer as well. Indeed, the two products should work well together if possible.

The second key is that the course should be useful yet incomplete. This means it should solve part of your prospect's problem, but ideally customers need to purchase your paid offer to solve the rest of the problem.

For example:

- Your course provides an overview of a topic. For example, if you're selling a weight loss product, then you might create a course that shares an overview of the nutrition and exercise guidelines people need to follow to lose weight. Your prospect gets plenty of helpful tips, but they'll need to buy the product in order to get in-depth details, meal plans, recipes, etc.

- Your course provides in-depth information on one step of a process, and your paid product picks up where the free product left off. For example, your course might teach people how to set up a blog and start populating it with good content, and then your paid product shows them how to monetize the blog and generate traffic.

- Your course provides in-depth information for an entire process, and then you sell a tool on the backend. For example, you might offer a free copywriting course, and then sell a set of sales letter templates, checklists and swipes on the backend.

Point is, think about how to create a course that is useful to the user, but leaves room for them to purchase your offer to solve the rest of the problem.

Step 3: Develop Your Course

Now you need to create your course, starting with deciding how many emails (AKA "lessons") to create. A good guideline is somewhere in the neighborhood of five emails. For example, if you have a five-step system to share, then you'd share one step in each email. Or if you have seven tips to share, then you'd create a seven-email course and share one tip per email.

Keep these tips in mind:

- Craft benefit-driven subject lines. One big key to getting people to open your emails is to have an enticing subject line, so invest some time in creating these. E.G., "The dieting secret that melts fat like crazy!"

- Provide quick wins. Each email you send should include actionable information, particularly those that will provide a "quick win" (quick results) for those who take action.

- Impress your subscribers. This means offering engaging, high-quality and useful content. You want subscribers to be so impressed with your free content that they're eager to purchase your paid offers.

Now a few parting thoughts…

Conclusion

As you just discovered, a multipart course is a high-value lead magnet that trains prospects to open your emails. It also gives you multiple opportunities to promote your offer, which boosts conversions. Just be sure to create an evergreen course so it works effortlessly for months or years to come to put money in your pocket!

Now let's switch topics and take a look at how to get traffic to your lead pages and other web pages…

Traffic: How to Create Content That Boosts Your Visibility in the Search Engines

You probably create and post plenty of content (or you plan to), especially on your blog, on social media platforms, and even via your guest blogging opportunities. If you want to maximize this content, then you can optimize it for the search engines. For example, you might post a video on YouTube and optimize the description to help bring in Google traffic. Or you post an article on your own blog that's designed to attract high-quality traffic.

How do you do that? That's what you're about to discover. We're going to focus on creating optimized content that you post on your own website

Step 1: Choose Your Keywords

The first thing to do is determine what keywords your audience is already typing into various search engines. You can do this by using a keyword tool, such as WordRecon.com, WordTracker.com, or your favorite tool.

What you're looking for are highly targeted longtail keywords. While these keywords may not have a lot of volume (searches), they also don't have as much competition (which means it's easier for you to rank well). When you rank well for several of these words, then collectively you can get an impressive amount of traffic.

The other benefit of choosing these types of targeted keywords is that you'll end up with higher conversions.

For example, let's imagine you could rank for a word like "dog training." It's not targeted, because you don't know if the person is looking for obedience training info, problem training, hunting training, trick training, information, supplies or something else.

> SIDE BAR: Take note that this is an exaggerated example for illustration purposes. The big players in the market have cornered the rankings for these top words – and they've done so for years – so someone who's new to search engine optimization wouldn't be able to effectively compete on this word or others like it.

Instead, you'd do better to rank for a longtail keyword such as "tips for housetraining a poodle." It's targeted and you know exactly what the audience wants, so you can deliver it in your content.

Which brings us to the next step…

Step 2: Create Your Content

Now what you need to do is create content that includes your keywords. Generally, you'll include these keywords one or two times for every 100 words of content. You can include your keyword in the title, in the body of your article, as well as in any captions you attach to graphics.

But take note: this needs to be done completely naturally. If you wouldn't write out the keyword naturally when creating a specific piece of content, then don't try to force it in. And whatever you do, don't overuse the keyword, as that sort of stuffing (or spamming) could get you penalized in the search engines.

Instead, write for your human readers FIRST. Focus on creating high-quality content that solves problems. If you've created something that humans want

to read and share, then the search engines will view your content more favorably.

The second reason it's so important to create high-quality content is because good content gets shared. This too is important to your search engine rankings, as many search engines view a backlink from a high-quality site as a "vote" that says yes, this content is good.

Don't try to game the system by securing backlinks in artificial ways, such as by buying links or even swapping links with other marketers. Google can detect these sneaky tricks and will penalize you accordingly.

Instead, your job is to focus on creating high-quality content that other people will naturally want to share. You can help this process along by developing relationships with people in your niche and helpfully sending them links to your content when you publish it (so that they can then share the link with their audience if they so choose).

Step 3: Check the Page

When you're posting on your own site - such as on your blog - then the final step is to check the page as a whole.

For starters, you can insert your keywords throughout your entire page, IF you can do so naturally. Some of the places to include your keywords include:

- In the page title.
- In the page link (e.g., yourdomain.com/your-keywords.html).
- In the meta description.
- In the alt-image tags that you attach to graphics.
- Within internal links (including navigation links).

The second thing you want to do make sure your site as a whole provides a good experience for visitors. That's because search engines such as Google tend to favorably rank sites that load fast, are mobile friendly and overall, provide a good experience, as they too want to provide a good experience for their users.

Now a few parting thoughts…

Conclusion

Since you're already creating content for your blog and other platforms, it only takes a little extra time to optimize this content for the search engines. The benefit of doing so is that once you start ranking for your chosen keywords, you can get traffic coming into your site for months or even years to come.

This is particularly true if you keep creating high-quality, useful content on a set of related topics that fall under a bigger topic umbrella. For example, your main topic might be "dog training," in which case you'd create content on the topics of obedience training, housetraining, problem training and more. The key here is to focus more on topics rather than specific keywords. To learn more about this strategy, you can read up on SEO topic clusters.

Now let's switch gears again and take a look at how to create a high-ticket offer…

Offers: The Five Keys to Creating a High-Ticket Offer

As you already know, you're not going to get rich from just one product. And here's something else for you to consider… you're not going to build a thriving business just selling $10 items.

Sure, low-cost products certainly have their place in your sales funnel. They make great tripwire offers to quickly turn a browser into a buyer. They also work well as upsell/cross-sell offers and backend products. But if every product you're selling is a low-ticket item, then your sales funnel needs some work.

Consider this: if you want to make $100,000 per year (which is a very reasonable goal), and you're only selling items worth around $10, then you're going to have to sell 10,000 products in order to reach your goal.

Now let's suppose you have a $100 offer. Now you only need to sell 1000 products to reach that same goal.

And if you have a $500 offer? Now we're talking just 200 products.

Go ahead and crunch your own numbers using a variety of price points, and you'll see that the quickest way to your goal is to install at least one (but preferably multiple) high-ticket items into your sales funnel.

At this point, some infoproduct creators may be saying, "But I don't think I can create an offer worth $97, $297, $497, $997…"

And I'm here to tell you that yes, you can – and it's probably easier than you think. All you need to do is wrap your product idea inside a high-value format, and you're going to have your own high-ticket offer.

So, with that in mind, let's look at the key factors that go into a high-ticket offer…

Capture the Advanced Segment of Your Market

The first thing you can do to create a high-ticket offer is to design a product for the intermediate and advanced users in your niche. While selling beginner information is great (and you can make a lot of money doing it), advanced

information tends to carry a higher perceived value. In other words, you can charge more for it.

Consider the Problem

When people have a really pressing problem, they're going to be willing to spend a lot of money to fix that problem. Likewise, if there's a topic that provides a LOT of benefits to someone (such as how to invest money), then users will pay more as compared to other topics.

For example, people who are looking to learn how to invest in real estate will likely pay a higher price than people who are looking to learn how to do quilting.

Another example: someone with excruciating backpain will be willing to pay a high price to get rid of that pain fast, versus someone who has a problem that's not as pressing (such as someone who wants to improve their putting on the golf green).

Choose the Right Format

Another way to boost the value of your offer is by choosing a format with a high-perceived value. This includes live events, videos, audios and courses.

Note: the infoproducts with the lowest perceived value are ebooks, and this is particularly true if you refer to your product as an "ebook." If you are selling ebooks – even if they are part of a bigger package – do not refer to them as ebooks. Instead, use a name with a higher perceived value, such as:

- Guide.
- Book.
- System.
- White paper.
- Blueprint.
- Course.

Even referring to the item as a "book" is preferable to ebook. Just make it clear that it's a digital product (without actually using the word "ebook").

Next…

Create a Package

The next idea for boosting the perceived value of your infoproduct is to create a package. In other words, you can add value by including relevant bonuses.

A good bonus should work alongside the main offer to enhance its benefits. If you can offer a bonus that makes it faster, easier, less expensive or better to complete a process or achieve a goal, then you have a bonus that's going to add a lot of value to the offer.

One thing to keep in mind is that creating a bonus using the tips we're discussing here, will ensure both your bonus and your offer as a whole is valuable. So, for example, you might offer videos, courses, apps/software and other tools as bonuses.

Let me give you a few examples of how a highly related bonus can enhance the benefits of the main product:

Example 1: Your main product is a dieting guide. You offer a meal-planning app and a cookbook as bonuses, both of which make it easier to get good results from the main guide.

Example 2: You're selling access to a membership site that helps people train their puppies, including curtailing problem behaviors. You can offer a bonus video that demonstrates how to deal with the most pressing problem behaviors, such as inappropriate chewing or resource guarding.

Example 3: You're selling a copywriting course. You can offer a valuable bonus such as group-coaching or even personal coaching (if your course carries a high enough price tag to justify you spending time coaching people).

Consider the Aesthetics

Yep, people really do judge a book – and any other product – by its cover. That's why you need to make a great impression with the cover graphics, the interior design of the product, and the overall quality of the product itself.

Take note: if you can't create a professional look and feel to your products yourself, then this is definitely something you'll want to outsource.

For example, if you need professional cover graphics, then post a project on a freelancing site such as Fiverr.com, Upwork.com or similar. Just be sure to do your due diligence so that you end up selecting a reputable freelancer who'll do great work for you.

Now let's wrap things up…

Conclusion

As you can see, it's probably a lot easier to create a high-ticket product than you think. Often times it's more of a mental block than anything else, as product creators think no one will want to buy the knowledge they possess. If you put it in the right format and position it correctly in the market (as a high value offer), then you'll be surprised at how many people line up to buy your premium product!

So, put these tips to work to start creating your own offer.

Meanwhile, I'll see you soon in the next Three Top Tips issue!

Recommended Resources

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