

# List Strategy Report

## How to Convert Prospects Into Paying Customers

By

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# Strategy – How to Convert Prospects Into Paying Customers

Learning how to get existing subscribers to take action and buy (or get existing customers to take action and buy again!) is a necessary ability if you are going to make money from your list.

**You see, if there is one skill that every person who publishes to a list needs to master, it is the “*art of follow-up.*”**

Unfortunately, very few people know how to do this well. Even most “*experts*” don’t do it as well as they could.

So, that’s what we’re going to talk about in this lesson. Specifically, you’re going to learn a two-part strategy:

- 1. Conversion:** This is where you’ll learn how to convert your subscribers into buyers NOW... in your initial five-part mini course.
- 2. Creation:** This is where you’ll learn how to create additional content to turn subscribers into buyers, and buyers into repeat buyers.

Let’s get started...

## Conversion

What I want to teach you is how to effectively use your mini-course in order to get those who subscribe to it to buy from you.

It doesn't matter if you use the mini-course to convince someone to buy your own product, buy someone else's product through your affiliate link, or buy a product that you've purchased reprint rights to sell.

**The purpose of the mini-course will be to get subscribers to buy a single product that earns you money.**

I've never publicly shared what I'm about to teach you – only my coaching clients have learned the 7 fundamentals that I'll be covering, so let me point out that you're getting privileged information that very, very few know.

### 7 Maxims for Money-Making Mini-Courses

We're going to cover "*7 Maxims for Money-Making Mini-Courses*".

A "maxim" is simply a fundamental principle. These are seven fundamental principles for creating mini-courses that get subscribers off the fence and into buying mode.

And maxim number one is...

#### **1. Push different "hot buttons" with strategic content.**

Getting subscribers to buy as a result of reading your mini-course begins with strategically using your content – in other words, your articles.

The biggest mistake most people make is simple throwing together their content. The general mindset seems to be if it's good content and if it's related content, then that's enough.

*It's NOT enough.*

While giving away useful content that is related to the product you are promoting will get some people to buy, there is a much more effective way to get **MANY** people to buy.

And that way is actually quite simple: Use your lessons to push different “hot buttons”.

I want you to ask yourself two simple questions right now:

- Why would someone want to buy the product you are promoting?
- What are the benefits of using the product?

When you determine the answers to those two questions, it is extremely easy to convert subscribers into paying customers. All you need to do is focus your mini-course lessons on those key benefits.

Let me give you an example:

Example: Suppose you’ve got a product that teaches “how to lose weight”. Let’s ask ourselves those questions: “Why would someone want to buy the product?” “What are the benefits of using the product?”

Well, if someone loses weight, there are a variety of benefits..

- They’ll feel better.
- They’ll look better in their clothes.
- They’ll be healthier.
- They’ll impress their friends.
- They’ll avoid the “fat” jokes.
- They’ll have more energy.
- They’ll be happier.

We could go on and on and on in identifying benefits. So, we’ve got this list – now what?

Now, we use each of the mailings in the mini-course to highlight the benefits of making the purchase of your product!

You can write 5 articles that are specifically centered on five of the benefits.

Example: “How to Lose 5 Inches Around Your Waist” could focus on “looking better in your clothes”. Another article could share, “3 Ways to Raise Your Metabolism” and could focus on “having more energy”.

See how this works?

Another option would be to make comments before and after the article of the day that specifically reference a "hot button".

Example: "Before we get into today's lesson, I wanted to let you know that I got my annual checkup yesterday and I'm completely healthy! Losing that extra 10 pounds lowered my blood pressure back to "normal" range. I started using Carrie's Diet Program to fit into my dress again and ended up with normal blood pressure for the first time in years!"

A variation to that would be to weave in testimonials from satisfied customers into the beginning or ending of each day's message that focuses on these "hot buttons".

Example: "Dear Carrie, I just wanted to let you know that my husband has been coming home early from work since I lost 17 pounds after using your program! Our love life is better than ever ... thanks!"

There are many different ways to do it. The important thing is to make certain that something – whether it's the article itself, your comments, a testimonial – something in each day's lesson focuses on a different "hot button" related to the purchase of your product.

This is an incredible way to get people to buy. Why? Two reasons...

1. The more benefit they see in making the purchase, the easier it is to justify making the purchase.
2. The more benefits you present, the more likely you'll find the one "hot button" that is especially important to them.

Help the reader "visualize results".

Maxim #1, principle #1 is "push different 'hot buttons' with strategic content". That brings us to number two which is...

## **2. Encourage reader "consumption" of content.**

I don't care how strategically you set up your content, if the subscriber doesn't actually READ the content, it doesn't matter.



In order to be successful with your mini-course, *you must get your subscribers to "consume" your content.* In other words, "read" your messages.

Now, there are a variety of ways to get this done. I'm going to quickly share five of my personal favorites that have been very effective for me in converting subscribers into paying customers.

- **REMIND subscribers of upcoming messages.** This is one of the best ways to create anticipation ...which leads directly to consumption. If you repeatedly make reference to some very appealing revelation that you're going to make in an upcoming lesson, most subscribers will tune in to that lesson.

In one of my latest mini-courses, I told subscribers:

-----  
I also want to give you a major "heads up" about an email that I'm planning on sending you tomorrow. It's not part of the "Mini-Course", but it is the most important lesson that I know of in order to make money online.

Yeah, it's really THAT critical.

So, when you check your email tomorrow, look for this subject line...

[ProfitPullers] Most important lesson I've learned

If you don't read anything else in the entire series, read this email.

-----  
Now, do you think that many people would keep an eye out for that particular message? Of course they would. And that's the entire purpose.

Now, I know I've got their attention for at least this specific message – I can fire my biggest gun. Whatever is most important to the success of my mini-course can be done on this particular lesson because I know the majority of my subscribers will be tuning in.

Remind subscribers of upcoming messages. Specific titles of messages, a revelation, a monumental announcement, a special offer – something that is appealing that is yet to come. That will keep them from unsubscribing and even looking for your messages.

- **REVIEW previous messages.** Not only do you want your subscribers looking forward, you want them looking backward as well. Every message in your sequence is important, so you want your subscribers to read as many of them as possible.

One of the best ways to get them to do this is to use a simple phrase: "Yesterday I shared".

Example: "Yesterday I shared my top secret method for adding 100 new subscribers to my list every single day".

Now, if you didn't read yesterday's lesson, do you think you'd go back and take a look at it now? Of course. The idea is to review what you shared in an earlier lesson, specifically pointing out something of high appeal or significance.

And, another good idea is to let the reader know where they can obtain the previous lesson if they need to get a copy of it. I like to post it to my website and provide them with a link to the lesson.

Example: "If you missed that lesson, you can grab it at: <http://www.blahblahblah.com/blahblah.html>"

- **REINFORCE** the necessity to print the messages. If at all possible, you want your subscriber to print out your mini-course lessons.

Why? I'll let you answer that – how many emails do you have in your inbox? How many printed messages do you have next to your computer? Enough said.

Subscribers are MUCH more likely to read your entire message if they print it out.

One of the things that I do is publish my lessons at my website. And then I include this short message in my emails to my subscribers...

-----  
Paul here with lesson number 3 in the Mini Course Model course. You can access it now at... <http://www.blahblah.com/secret037.html>

Note: The link will be changed shortly to prevent unauthorized sharing of the URL, so go print out the lesson now in order to make certain it's available.  
-----

Again, more consumption.

- **REFORMAT** one or more messages. Somewhere along the way, change up the format of one of your messages. Make it a video. Or an audio message. Password protect it in a member's area.

Why? Because it's DIFFERENT. And different stands out. And if something stands out, we're more likely to take a closer look.

I like to alter the delivery method of at least one of the messages in my sequences to either an audio or video presentation.

- **REPACKAGE** all messages. At the end of your sequence, place all of the messages into a PDF file and send it out to subscribers. Chances are, they'll not have read all of the messages – this gives them yet another opportunity to do so.

And a PDF file has a much longer shelf life than email messages or pages at a web site. It is much more likely the PDF file will be referred to again sometime in the future.

So, those are five really good ways to encourage consumption of your mini-course, which, ultimately, is going to lead to more profit.

### **3. Establish an interrogatory discussion.**

At some point in the mini-course sequence of lessons, you need to confront the subscriber with the question, "Why haven't you purchased the product?" You'll want to phrase it appropriately as it relates to your specific offer.

- Why haven't you grabbed a subscription?
- Why haven't you joined us?
- Why haven't you become a member?
- Why haven't you ordered a copy?

Now, I'm NOT in favor of some people's tactics of getting in the subscribers face and saying things like, "*Why haven't you joined? Don't you have what it takes? Don't you want to succeed? If you aren't willing to buy this, then you're going to fail.*"

I know for a fact that this kind of approach works, but I just don't feel comfortable with anything that might belittle the subscriber or do damage to my integrity or harm the relationship I'm trying to build.

What I want to do is get into the subscriber's mind and find out what they're thinking. If I can figure out what's keeping them from making a purchase, in many cases, I can do something to remove that barrier.

Example: If I'm selling a \$297.00 product and find that many people can't afford that, I can make a payment plan available.

**Finding out why people are saying "no" makes it much easier to plan a strategy to get them to say "yes".**

The key here is *timing*. I like to add this into the sequence after I've shared at least three useful content-rich messages.

- If you start this discussion too early in the sequence, the subscriber will not have received enough useful information from you – and they might unsubscribe, sensing you're only interested in getting them to spend money.
- If you start this discussion too late in the sequence, then you won't have as much selling power to keep them subscribed. I.E. "In tomorrow's lesson, I'm going to share..."

*You have to realize, it's ALL about the subscriber.* It's not about you and what you want and the money you're going to make when they buy from you.

It's about getting into the lives of those on your list, learning what's important to them, where they're at and what they're thinking.

***That's valuable information to possess.***

An interrogatory discussion is important to include in your mini-course sequence.

It's important because it allows you to learn what's holding people back from buying, and then remove that obstacle.

It's also important because it forces the reader to identify why they haven't made the purchase.

For many, it will force them to make a decision to get off the fence and do something proactive because they'll realize they don't really have a legitimate reason to resist.

I said before, all people really need is a reason to justify their purchase. One way to get them to that point is to remove any reason they have to justify not making the purchase.

I ask this: "What would it take to get you to join me?" And if it's within my power to make it happen, I make it happen.

Because this is so important – so important – I want to share an exact mailing that I have in one of my sequences that uses this strategy. It's been incredibly effective and I want to read it to you now...

-----

Hi {!firstname},

This is a special email, and there are a couple of reasons why.

Firstly, I'm going to reveal the "most important lesson I've learned" about making money on the Internet.

Secondly, I'm going to EXPECT you to respond to this email and answer a simple question for me.

Okay?

Let's talk - just you and me.

I've been incredibly successful online. My house is paid for (A nice 3,000 square foot, hardwood floors house with all the fixins... I'll share pictures later :-). My convertible is paid for. My motor home is paid for.

I'm debt-free. I work about 3 hours a day. And I make more money in a month than 90% of folks make in a year.

I spend most of my time traveling, playing golf and involved in various ministries.

I've been blessed and I am thankful to God.

And I know - I know without a doubt - that I am to do what I can do to help others achieve what I have achieved.

I want to help Y-O-U.

Now, I'll be honest, despite my success, I only have twenty-four hours in every day. I am limited in the amount of time that I have.

And there are literally thousands of other people on my list that I'd like to help ... just like you.

So, it's physically impossible for me to work with everyone on a one-on-one basis. I just don't have the time to do that. So, I've done the next best thing.

I started Traffic-Fuel.com in order to give back. And I've priced it at only \$20 a month in order that anyone, regardless of their budget, can know what I know.

And so, I'm wondering, why haven't YOU joined yet?

(If you have joined, read on anyway because this all relates to the "most important lesson" that I'll explain shortly)

Seriously, what's holding you back?

- \*\* Can you honestly not come up with \$20 a month?
- \*\* Do you think it's not "valuable" since it's inexpensive?
- \*\* Is there something about me that you don't believe?
- \*\* Have you been burned before by all of the scammers out there?
- \*\* Did you try something else that didn't work out?
- \*\* Are you afraid the content is rehashed and outdated?

Let me know what you're thinking.

I honestly see no legitimate reason why you shouldn't become a member of Traffic Fuel right now, today - and start giving yourself the much-deserved chance to fulfill your financial dreams. Maybe I'm overlooking something here.

I would appreciate it if you'd hit the REPLY button right now and let me know why you haven't joined.

Now, the lesson...

| The surest way to success is to find and eliminate |  
| any barriers that are in the way of success. |

The average conversion rate at most sales pages is 2%. That means 98% of the visitors walk away without buying.

I don't know about you, but I'd like to know WHY.

Wouldn't that be valuable information to possess?

- \* If the price is too high or low, you can adjust it.

- \* If your claims are unbelievable, you can tone them down.
- \* If you don't have any proof, you can add testimonials.
- \* If the format isn't appealing, you can switch formats.

When you learn why the majority of folks don't order, you can make changes to get more of them to buy.

It's this simple: remove obstacles on the path to your order button... that's how you get more people to buy.

So, YES, in being completely truthful with you, I'd like to know why you haven't joined Traffic Fuel in order to remove that barrier and convince you to join.

But, not just you - many others like you.

And, not just to get your money. To help you. It doesn't matter how much I know and how much information I share inside the member's area and all of the tricks and shortcuts I possess. If you are sitting on the outside looking in, it doesn't help you.

I've been incredibly successful online. And I honestly believe I can help you become successful too.

If that interests you, go to DIY Marketing Success right now and let me show you stuff what maybe 10% of marketers out there know about getting traffic: <http://www.diymarketingsuccess.com>.

And if - for whatever reason - you decide not to join my inner circle, I'd at least like to know what that reason is.

I've been honest with you. Will you be honest with me?

Join at <http://www.diymarketingsuccess.com> ... or hit your REPLY button and let me know what's on your mind.

I'd love to hear from you.

Success is NOT an Accident,  
Paul

P.S. Lesson #4 is coming your way in 24 hours.  
-----

It's sincere. It's useful. It's effective. Every mini-course sequence needs one. Moving on to maxim number 4...

#### 4. Refute all angles of resistance that hinder a “yes” decision.

If you’ve been paying attention – and I know you have 😊 - you now realize that you have just figured out the basic reasons why people resist ordering the product you are promoting in your mini-course.

*You just asked them.* Over a period of time, you’ll get a **really good picture** of the top reasons why people don’t buy, based on the responses you get from your subscribers.

So, now it’s time to make some adjustments to your mini-course to refute those objections before they are even made. Once you know why the majority of people aren’t buying, you can strategically alter your mailings to eliminate many of those barriers.

Let me give you some examples:

- If you find out many of your subscribers can’t use Paypal, begin offering an alternate option for payment.
- If you find out many of your subscribers can’t afford a high priced product, begin accepting a multiple payment plan.
- If you find out many people don’t believe your claims, begin offering additional proof, testimonials and other supporting evidence ... or tone down some of your claims.
- If you find that many of your subscribers feel like it will be too difficult, begin emphasizing how simple it is or stress how even beginners can use it.
- If you find that many of your subscribers don’t think they have enough time, begin illustrating how quickly it can be accomplished.

Now, you can refute these “excuses” in several ways:

➔ **Openly discuss the main issues in individual lessons.** In other words, actually bring up the reason and dispute it openly.

Example: “By the way, I had someone ask me the question yesterday - ‘I’m completely new, can I do this?’ And the answer is YES! It’s perfect for...”



- **Make offers that silently address the concerns.** In other words, you don't actually say anything about the concern, but rather present some kind of offer that will eliminate it.

Example: "How would you like to 'try it before you buy it'? I've setup a special link below to give you a completely free 3-day trial."

- **Create a resource that "trains" while opposing.** This one is especially effective. The idea is to create an article or short report that is offered as "training" that works to disqualify the top resistance excuses.

Example: "7 Steps to Success Online" might have as step one, "Invest in your education" where you'd talk about how all careers, whether a job at McDonald's or an attorney, requires training. And you'd stress how investing in a course is much less expensive than going to college or some other type of career training. Your free training article or report actually refutes the common points of resistance.

By eliminating, or at least minimizing, the main reasons why people aren't buying from you, you should see an immediate spike in your conversion.

Okay, up next we have principle number 5 here, maxim number 5, which is...

## **5. Mention unadvertised bonus offers.**

One of THE best ways you can get people to buy your product is to offer an additional incentive that is not mentioned in any other sales materials.

I can always tell when subscribers get to a specific lesson in my sequence, because there is an immediate boost in orders as a result of a special unadvertised bonus that I mentioned in that particular lesson.

It works something like this...

-----  
Dear {!firstname},

How would you like to personally ask me any question you want about making money with your Internet business? Seriously - ANY question you choose, and I'll answer it.

Well, I've decided to make this available to anyone who joins ibusinessowner.com within the next 24 hours.

If you join ibusinessowner.com today, I will include a personal, one-on-one consultation with me. I normally charge \$495 per hour, so you can see how valuable this is.

It's not mentioned elsewhere - it's a special offer that I'm making available for you. All you need to do is join www.ibusinessowner.com and then request your personal consultation with me.

Any questions? Please let me know.

Success is NOT an Accident!,  
Paul  
-----

Now, your bonus can be anything, as long as it is appealing and related to the primary offer in some direct way.

It should be some "extra" bonus that isn't mentioned on your sales letter or any place else. That's what makes it attractive.

Note: Also, I don't know if you realized it or not, but I want to point it out, the bonus that I just mentioned REFUTES ONE OF THE RESISTANCE POINTS that I receive from subscribers! Quite a few of my subscribers mentioned that they are concerned if they have questions, no one will be available to help them. See how this works?

***Not only do you offer an additional incentive which will boost your conversion, but you also use that bonus to refute one of the "excuses" people give for not buying!***

What an incredible idea for getting more subscribers to buy.

*And if you can work in a legitimate deadline or limit to instill a sense of urgency, your orders should increase substantially.*

Every mini-course should have a compelling, appealing "unadvertised bonus" offer - some kind of additional incentive - to convince people who are on the fence to take action.

That brings us up to maxim number six...

## 6. Include "stealth" solo mailings.

While there are certainly times to send out full-blown solo mailings to your lists – even mini-course lists – I like to reserve those for AFTER the lesson sequence is over, which we'll talk about later.

However, DURING the regular sequence of mailings (I.E. the lesson articles) I've seen great results in using what I call "stealth" solo mailings.

### **Defined: "Stealth Solo Mailing"**

A "stealth" solo mailing is a mailing to your list which appears to be something different than a promotional mailing. It is, in fact, a promotional mailing, but it is presented as something that isn't sales oriented.

Let me again refer to a real example...

-----  
Hi {!firstname},

I hope you've had time to review yesterday's lesson, "How to Increase Your Weekly Orders in One Quick and Easy Step".

If you didn't receive a copy of it due to the filters, or you haven't read it yet, I encourage you to drop by <http://www.blahblahxblahblah.com> and print it out for reading at your convenience.

Or, if you missed any of the previous lessons, let me know and I'll forward you the information again.

Also, did you have any questions about the lesson? If so, don't hesitate to email me.

The next lesson in the series is coming your way tomorrow. It's one of the most important tactics I've learned since I began selling products online back in 1997. It's entitled, "How to Automatically Get Your Customers to Spend More Money."

Look for it in less than 24 hours.

Also - I've got some BIG NEWS about...

(I launch into a sales presentation here)

-----

Do you see how this solo mailing "appears" to be reminding the subscriber to read yesterday's lesson and previews what is coming in tomorrow's lesson (both consumption tactics, remember?!) ...but that's *not* the purpose.

The purpose is to present my "big news" which is a sales oriented message.

So, why not just write an ad and send it? Why use this "stealth" approach?

**Nothing gets "unsubscribes" faster than repeated sales messages with no content.**

This type of solo mailing is different. It's not deliberately "in your face". It does have some relevant information in that it helps the reader get the information they requested from yesterday's mailing in case they missed it. It offers assistance for questions.

It's, to a point, helpful.

And instead of being in a defensive mindset to read the remainder of the message, the reader is generally receptive.

And that's what makes all the difference.

**Think about it – if you think someone is going to try to sell you something, what happens?**

That reaction doesn't change simply because it's an email instead of a face-to-face encounter. People get defensive if you're pushy or if they think you're going to get pushy.

Set them at ease and you'll get a much more receptive audience for your offer.

- Point them to previous lessons.
- Answer questions.
- Offer assistance.
- Give other free materials.
- Share personal results.
- Mention useful resources.

**Use the early part of this "stealth" solo mailing to focus on what the customer wants.**

**Use the latter part of this "stealth" solo mailing to focus on what you want.**

That, by the way, should be your business philosophy: customer first.

And sales will follow.

And now that final maxim...

### **7. Point to other additional, related content.**

There comes a time at the end of your sequence of lessons where most subscribers will either have already bought your offer or they probably aren't going to.

*Either way, you've got much more money to make.*

While I don't appreciate "freebie seekers" (those who only want you to invest in them and they never want to invest in you – I just don't appreciate a one way street) I live by a simple philosophy:

**If I can't get them to take Option A, I want to leave the door open for them to take Option B.**

That being said, it's irresponsible to build a mini-course list and then let it go stagnant after your initial sequence of article lessons has been completed.

You've got the list, so make certain you continue to add to it!

Begin loading additional content messages to the sequence.

- Point the subscribers to other articles, mini-courses, special reports and materials you have elsewhere.
- Re-brand content from other people that you can customize with your affiliate link and give away.
- Invite subscribers to visit your blog or join an additional list.

- Write new articles to add to the sequence.
- Embed solo mailings to promote various offers.

All of these things should be with the same purpose: to provide useful content that points towards an offer.

Note: Now, I do want to say this... always, always, always let your subscriber know your intention and give them the option of removing themselves from the list should they decide they don't want any additional mailings from you.

I insert a mailing at the end of my sequence that reads something like this...

```
-----  
Subject line: There's more to come...  
  
Dear {!firstname},  
  
Congratulations! You've finished the first five lessons of the Mini  
Course Model™ Mini-Course and now know some ways to increase your  
profit on the Internet.  
  
But, don't worry, we're not done yet.  
  
I've added quite a bit of additional training materials to this  
course that I'll be sharing with you over the next several weeks  
and months.  
  
If you decide you don't want to receive any additional articles,  
reports, videos, lessons, news and announcements, then you may  
unsubscribe anytime  
  
Otherwise, let's get started today with a free 22-page report...  
-----
```

And just like that, you've got many, many more opportunities to get your subscribers to buy from you.

### **Quick Summary**

So, there you have it – 7 Maxims for Money-Making Mini-Courses. Apply these simple strategies to your email mini-courses and I guarantee you'll see an increase in the

number of orders you get...and the amount of profit you deposit into your bank account.

Next up, let's talk about how to create additional profit-pulling content to send to your subscribers...

## Creation

So far, you've learned how to create a five-part mini course that's delivered over five consecutive days. Not only have you learned how to create the content for this mini course, but you just learned how to effectively sell a single product from within the course.

However, just because the mini course is over doesn't mean that your relationship with your subscribers ends.

Quite the contrary! Because now you're going to add follow-up messages to your autoresponder series so that you can promote a variety of products!

Tip: Refer back to the lesson on choosing a product. Again, you want to look for something that's useful for your subscribers while having a good conversion rate to put money in your pocket. Do note that you can and should rotate these products within your series - in other words, test them to see which ones convert the best.

Now, before we actually get into the details of creating this content, I want to take a moment to chat with you about sequencing these follow-up messages...

## How to Sequence Your Messages

Your initial mini course was delivered over five consecutive days. But if you keep hammering your list with content and promotions EVERY day, you're likely to lose quite a few subscribers.

So how often should you send out messages after the initial mini course?

Once a week is a good starting point. You can test to see if your list responds better to more or less frequent messaging, but it's likely that you'll find a once-a-week message is just about right.

Now, let's take a look at one other important point – the day you start the once-a-week messages...

At this point you've sent five messages, each one day apart, meaning that the prospects receive the fifth message on the fifth day. Here's what I suggest you do next:

- Send the sixth message two days later (on the seventh day).
- Then start sending a message every seven days thereafter.

*Alternatively*, in order to keep your name and offers in front of the subscribers every few days for the first few weeks, you may use this schedule:

- Send the sixth message two days later (on the seventh day).
- Send the seventh message three days later (day 10).
- Send the eighth message four days later (day 14).
- Then send a message every seven days.

The reason I'm giving you such a specific schedule is because you want to send messages when each of your specific subscribers is most likely to be online.

Now, you don't have a crystal ball, so you can't ask each subscriber when is the best time to send these messages. However, what you DO know is the day that each subscriber joined your list. So your best guess is to start sending your weekly messages on that same day.

Let me show you what I mean. Let's say Joe Blow joins your list on a Monday. Here's what your schedule might look like:

- Monday: Lesson 1
- Tuesday: Lesson 2
- Wednesday: Lesson 3
- Thursday: Lesson 4
- Friday: Lesson 5
- Saturday: No messages
- Sunday: No messages
- Monday: Email 6, and then send a message every 7 days thereafter (which is always on Monday).



See how that works?

You arrange your sequencing so that your automated weekly messages are sent out on the same day on which your reader originally subscribed to your list.

Here's the theory: If he originally had time to surf the web and join newsletters on that day, perhaps he'll continue to have time to do so.

Now maybe you're wondering: What about live broadcasts?

Obviously you can't accommodate everyone when you send out a live broadcast. But what you can do is check your traffic logs and autoresponder stats to determine when your site has the MOST traffic (and when the bulk of your subscribers signed up).

So if your traffic stats say that a lot of people are visiting your site and joining your list on Tuesday mornings, then that's a good time to send out a live email. However, that's just a starting point, as you'll want to send out your live emails at different times and on different days just to see when you get the best response.

Perhaps you're wondering how many follow-up messages you should add to your autoresponder after the initial email series is over. And the answer is, as many as possible.

You see, in order to turn this mini course model into a truly hands free model – one where you rarely if ever send a live broadcast – you need to create a set of autoresponder emails that lasts for at least six months (24 weekly messages), although a year (52 weekly messages) or even longer is better.

Then you keep sending these messages out to your subscribers until they unsubscribe.

Tip: No worries, you don't have to create all 52 messages right away, so don't feel overwhelmed by this task. Instead, you can commit to creating a set number of messages every week. For example, commit to writing one a day – that's seven per week. That means that every week you'll be creating seven week's worth of content for your autoresponder.

Just be sure to create at least three week's worth before your mini course goes live. That way, you won't be under such a time crunch to quickly load up more content soon after you launch.

Now let's hit on another important topic...

## How to Create Evergreen Content

You just learned that you'll be adding dozens of messages to your autoresponder so that the follow-up series goes on for about a year. And that means a minimum of one year will pass from the time you write your first message to the time your prospect sees your last message.

Obviously, you'll likely keep your autoresponder series up indefinitely, which means your subscribers will be reading it for years to come.

### **This is why you need to create evergreen content for your autoresponder series.**

As the name implies, evergreen content does NOT get dated. It doesn't get stale. Evergreen content should seem as fresh a year from now as the day you create it. And that means you can't mention anything in your emails that would in any way "date" your emails or cause the "freshness" to expire.

You want your subscribers to think that you just created the emails.

Here are five dos and don'ts for creating evergreen content...

#### **\* Don't Mention Dates or Events**

It's natural to make references to events – even seasonal events – when you're writing your lessons. This mistake is especially easy to make when you're telling a story or making a personal reference.

Example: You may say something like, "Last year at the winter Olympics..." However, if three years have passed by the time your subscriber reads the message, then your reader will know instantly that the content isn't fresh. And this is doubly true if you happen to actually mention the city in which the last winter Olympics were held.

If mentioning this particular event is an integral part of your story, then say something like, "At the last winter Olympics..." (without mentioning a timeframe). And naturally, be sure to avoid any mention of the city, of winners, of specific races or of anything else that actually dates the content.

Here are other references to avoid...

- The Super Bowl is coming up in a month...
- Bathing suit season is almost here.
- Last month during Christmas...
- The presidential campaign is heating up.
- Even though it happened a year ago, it seems like yesterday when... [any reference to a news event, like an earthquake, hurricane, terrorist attack, etc].
- April Fool's Day is coming up...
- As I put my snow boots on this morning...
- I'm on summer vacation as I write this...
- My first baby is due in two months.
- I just released my first book.
- I have 5000 Twitter followers.

And so on.

Point is, eliminate any references to dates, months, events or anything else that dates the content.

#### × **Don't Teach Brand New Strategies**

If you want to share cutting-edge strategies, then do it in your live broadcasts. But for your autoresponder content, you'll want to stick to proven, tried-and-true strategies.

That's because a "cutting edge" tactic may not work in six months, in which case your emails look outdated.

Let me give you an example...

Example: Let's say you're writing about weight-loss strategies. If you share information on lowering calories through proper nutrition and increased exercise, that's good - those are evergreen strategies for losing weight.

On the other hand, mentioning an untested, unconventional dieting strategy is a bad idea, since the diet could fall out of favor in the coming months (or worse yet, be proven harmful).

#### × **Don't Promote Brand New Products**

Just as you shouldn't share cutting-edge tactics in your autoresponder, you also should avoid promoting brand new products. Again, you don't know if these products will fall out of favor, be proven as incorrect or even just go off the market shortly. Thus stick to promoting tried-and-true products that have been on the market for at least six months. If you want to promote something new, then send out a live broadcast to do it.

Tip: If you see a brand new product that you'd like to promote, just make a note of it for now. In six months you can review the product and sales page to see if it's still something you'd like to promote. If so, then go back into your autoresponder series to edit the appropriate messages and add a promotion for this product.

### × **Don't Use Language that "Dates" Your Content**

As mentioned, you shouldn't be sharing new strategies or promoting new products.

What's more, you need to make sure that you don't refer to the evergreen strategies or products as "just released" or "brand new."

Certainly you shouldn't refer to the length of time they've been on the market, at least not specifically.

Example: Don't say "this time-tested product has worked for three years." You can refer to it as time-tested, but don't state the specific length of time that it's been available.

### ✓ **Do Use Language to Make it Seem Fresh**

Just because someone reads your emails a year from now doesn't mean you can't make them sound fresh. All you have to do is talk in a conversational tone and insert phrases that reference seemingly recent events... yet these "events" don't date the content.

Let me give you an example...

Example: "Just yesterday a friend of mine asked me how to houstrain her puppy."

See what I mean?

The use of the word "yesterday" makes the content seem fresh. Indeed, your readers will immediately assume you are indeed talking about something that happened one

day ago, which makes them think you just wrote the email. And yet the “event” – talking with a friend – in no way dates the email. So it’s a perfect way to keep the email sounding new.

Here are a couple other examples of phrases that do the same thing:

- Today while I was at the grocery store...
- My quads were burning last week after my leg workout.
- I just heard a neat idea for a birthday party theme...

OK, now you know how to sequence your emails and create evergreen content.

Your next step is to start creating a variety of content. This includes different types of content, different lengths and even different mediums (e.g., video, audio and text).

## **How to Create Different Types of Content**

Remember what I said earlier?

Different types of content makes your newsletter stand out. It gets your subscribers reading. And it gets them anticipating every issue you send hereafter.

So let’s look at some of the more popular types of content that you can send to your subscribers, starting with the individual articles...

### **Individual Articles**

You can send solo articles to your subscribers (meaning there’s nothing else in your email except for the article). You can send emails with promotions woven in, just as you did for your mini course. And you can send articles as part of your standard newsletter, which you’ll learn about in just a moment.

As mentioned, one of the keys to keeping your readers engaged is to send different formats and different lengths.

Here then are ten different types of articles you may want to add into the mix...

## 1. How to Articles

As the name suggests, this type of article teaches the reader a step-by-step “how to” process.

Examples:

- How to housetrain a puppy.
- How to optimize a web page for the search engines.
- How to get washboard abs.

The format of this article includes:

- **An introduction**, where you whet your reader’s appetites for what they’re about to read.
- **Body of the article**, which is where you explain the process (e.g., “Step 1, do this. Step 2, do this. Step 3, do this.”).
- **Conclusion**, where you recap the main points and encourage your reader to take action.

You can include soft sell promotions at the end of the article. Or you can weave product recommendations directly into the article.

Example: Let’s suppose you’ve written an article about how to set up a website. The first step is to buy a domain name and get webhosting. You can use affiliate links to recommend your preferred domain registrar and webhost.

## 2. Tips Articles

Another type of article you can send to your subscribers is the “tips” article. This one is flexible, meaning you can use this format to send a short article (such as one really good tip) or you can use it to send your top five, ten or more tips.

As such, you can use this format to create anything from a 100 word “article” to a 1000 word article (or more).

Tip: This format also works well if you’d like to send a series of emails to your subscribers. For example, create a series with your top 101 tips, and then send an average of ten tips per email.

Let me give you a few examples:

- Seven Tips for Losing Seven Pounds
- The Five Best SEO Secrets You've Never Heard About
- Ten Ways to Make \$100

As mentioned earlier in the course, a tips article is a great way to promote an information product (book or ebook).

Simply offer useful tips on the same subject as the book you're promoting, and then point people towards the book to get the full details.

Example: You've just discovered seven tips for losing seven pounds. Now find out how to lose even more weight - and keep it off, for good! - by going to [link]!

### 3. "Top Ten" Articles

As the name suggests, a "top ten" article is where you list your top ten tips, resources, blog posts, products or anything else that your market is likely to find useful.

Examples:

- Top Ten Tools Every Marketer Ought to Use
- Top Ten Blog Posts for Those Who Want to Sculpt Their Abs
- Top Ten Gardening Supplies Every Organic Gardener Ought to Know About

If you're listing something like blog posts or other resources, then all you have to do is put a sentence or two of introduction with a link. If you're listing something like tools or products, then you'll want to offer about a paragraph of explanation so that your readers know the benefits of the resource.

As you might suspect, this type of article works great when you want to promote products from within the article.

Just look at the first example above - ten tools for online marketers - and you can just imagine that some of these tools will be paid products that you can promote with an affiliate link.

### 4. Informational Articles

The best example of this type of article is to look at encyclopedia entries, including those at Wikipedia.com. These articles don't teach a process and they typically don't offer tips about a process.

Instead, they tend to give an overview of the topic, meaning you'll share the pros and cons of a strategy or just provide information on a topic.

Examples:

- What is Social Media Marketing?
- An Overview of High Intensity Interval Training
- Is Working at Home Right for You?

You can think of these as beginner-level articles which introduce a topic. You can easily promote something by pointing your readers towards a product that provides the "how to" advice and instruction.

Example: Using the first example, you could promote a product that tells people HOW to drive traffic using social media.

## **5. Motivational Articles**

These sorts of articles offer motivation, inspiration and hope to those who suffer from a particular problem.

Typically, you accomplish this by telling a story about how someone overcame a problem. You may even mention that this person overcame the problem using a specific product.

Naturally, you'd then promote this product in your article.

Examples:

- How a Simple Farm Boy Became the Net's Wealthiest Copywriter
- How I lost 50 Pounds - and How You Can Too!
- The Amazing Story of a Dog Who Knew 127 Tricks

## **6. Case Study Articles**

The case study article can be motivating, as it outlines the results someone received using a particular strategy, product or other resource. However, this article is actually focused on sharing data-driven results - preferably, measurable results.

Examples:

- How Jane Lost 10 Pounds in Eight Weeks Using [Product Name]
- Does [Product Name] Really Work?
- Here's How I Put \$100 in my PayPal Account in 24 Hours



In all cases, be sure to track your results (or your volunteer's results) carefully so that you can provide data and proof of these results.

Tip: Obviously, this type of article works really if the product you want to promote actually delivers good results. So what happens if it doesn't? Then you can share these results and offer an alternative product to your subscribers.

## 7. Current Event Articles

This is where you share relevant current events or industry news with your readers. Whenever possible, share the news as soon as you hear it, as then your readers will look to you as a good source of fresh information.

Examples:

- You share news about an economic recession and how it's causing people to turn to freelancing as a source of income. Naturally, you promote a freelancing product at the end of the article.
- You share tech news regarding the cutting edge technology available on a newly released laptop. You link to this laptop using your affiliate link, of course.
- You share NFL standings with your football list. You can include promotions for team merchandise.

## 8. Ranting Articles

A rant is an article that pushes emotional buttons. Sometimes it's controversial. But the reason it works is because you say something that your target market is already thinking. And you get just as passionate about it as your market.

Examples:

- Here's Why Article Marketing Sucks
- Here's the Reason Our Industry Should be Ashamed of Itself
- This is Affiliate Marketing's Dirty Little Secret

Now, depending on your rant, you may not be able to smoothly insert a product promotion into the article – and that's ok. That's because a rant can also work as a buzz-builder, especially if the rant really touches a nerve or is controversial.

Your subscribers will forward the email to others, post it on forums and blogs and even talk about it on their Facebook pages.

To get the maximum viral effect, be sure to put a call to action at the end of your email where you encourage others to share your content.

Examples:

- "Spread the word - be sure to post this on your Facebook page!"
- "Do me a favor and forward this entire email to your friends - they'll thank you for it!"

## 9. Review Articles

Here we're talking about reviewing a product or service that you're promoting as an affiliate. As such, while your target market is likely to find this type of article very useful, it's also a great way for you to promote products.

A typical product review looks like this:

**Part 1, Introduction:** Here you'll want to tell readers which product you're reviewing. You'll also want to give them a one-line summary regarding whether you recommend it or not. However, in order to make sure they read the full review, you might add something like this:

Example: "But this product isn't for everyone - so read on to find out who shouldn't but it..."

**Part 2, Body:** This is where you list first the pros and then the cons of the product. Be brutally honest here, as your reputation and credibility depends on it.

Here's the thing: Your readers know that no product is perfect. As such, if you don't list any perceived flaws, your prospects will think you're hiding something. They won't trust you. And then they won't buy from you.

However, consider these flaws as "objections" (which are hurdles that keep your prospect from buying), and then answer or otherwise handle these objections.

Example: Maybe the product is a bit more expensive than the competitors' products. You can remind your readers of what makes it worth the extra cost. If it's software, two such benefits might be free lifetime updates and free installation, for example.

**Part 3: Conclusion:** Finally, this is where you summarize the highlights of your review and then provide a specific call to action.

Example: "I highly recommend this product - so click here to check it out now, because you won't be disappointed once you see your results!"

## 10. Comparison Articles

These are like review articles, except here you're comparing two products.

Tip: You can use these articles to compare more than two products, but I'd advise against it. That's because your goal with a comparison article is to show which of two products is the BEST one to buy. If you introduce a third product, you'll just confuse your readers. End result: They won't buy anything.

The structure of the comparison article is very similar to the review articles.

Specifically:

**Part 1, Introduction:** You introduce the two products and let readers know which one you recommend. But you also insert something in the introduction to arouse their curiosity so that they keep reading.

Example: "[Product A] rocks in every way except for one - read on to discover its fatal flaw..."

**Part 2: Body:** This is where you work through the pros and cons of each product. Your format may look like this: Pros of Product A, pros of Product B, cons of Product A, cons of Product B. Then you end this section by telling readers which product you'd recommend to them and why.

**Part 3: Conclusion:** Here you recap the highlights of each product, reiterate your recommendation, and provide a strong call to action.

Note: Sometimes both products are good, but they're made for different types of people. In that case, you can provide a call to action that reflects this point. For example: "If you're just looking to lose 10 or 20 pounds, then get [Diet Product A]. But if you have more weight to lose, then get [Diet Product B] instead."

## Standard Newsletters

A standard newsletter is one that usually includes a mix of content. For example, it may include one feature article (using any of the formats mentioned above), plus a few extra tips and a product promotion.

Here's a sample template...

-----

[Identifier, such as "Paul Evan's Marketing Secrets"]

[Date - if it's a live broadcast, otherwise leave the date out]

What's In This Issue:

- \* Announcements
- \* Short article
- \* Feature article
- \* Product pitch
- \* Mention what's coming

Dear {!firstname},

[Remind people of what was in the last email you sent. Tell them what's coming up in this issue. Offer any announcements, such as reminders about expiring coupons, etc.]

[Put a short article here, perhaps just one tip that's 150 to 250 words long.]

[Feature article - this can be anywhere from 500 to 700 words long, perhaps more in some cases.]

[Product pitch - if you didn't specifically pitch a product within the feature article, then you can do so here.]

[Whet appetite - this is where you talk about what's coming in the next issue. For example: "Next time you'll discover my favorite tricks for shaving loads of calories and fat off your favorite meals, without sacrificing any of the flavor!"]

[Sign off with name and contact information]

[P.S. This is a good place to remind readers about the product you pitched earlier. For example, "Don't forget, the Magic Fat Loss

webinar starts in just three days, so claim your virtual seat now to avoid disappointment!"

-----

You should send out one newsletter each month, with occasional "special issues."

## Resources

Do you have any reports, ebooks, videos, audios, software or other tools and resources that your subscribers would enjoy? Then you can send emails from time to time whose sole purpose is to give away these bonus freebies.

Your readers will really feel like you're over-delivering, which will help you grow your relationship with them.

If you're writing a feature article for a newsletter and you realize you have a lot to say on the topic, then turn it into a free report, video or audio instead. Then you can send out a simple email with a download link. For example...

-----

Subject line: FREE! How to get your six pack by summer...

Hi {!firstname},

Do you want washboard abs by summer? Then you'll want to watch this 10 minute video that shows you the five exercises you need to do to get your beach body. Check it out:

[Link to video]

It's free, but don't let the price fool you - this could be the best video you watch all year!

Enjoy...

[Your name]

P.S. If you've ever heard of exercise #3, I'll eat my hat. That's because it's a little-known technique that only models have known about up until now.

Take a look for yourself: [link to video ] - you won't be disappointed!

-----

## Invitations

Another valuable resource you can offer your readers is an invitation to a live event, such as a webinar or teleseminar.

Here are the advantages of offering live events:

- **It's often viewed as more valuable than a report, video or other resource.** Again, this gives your readers the feeling that you're really over-delivering, which in turn helps solidify your relationship with them.
- **A second bonus of a live even is that you can offer a promotion at the end.**

Example: Let's say you're promoting a weight-loss product. You can then structure your teleseminar around a useful but incomplete topic, such as "The Seven Secrets of Fast Fat Loss." Then you'd point your listeners to the product to get all the details.

Tip: Are you promoting an affiliate product? Then ask the product creator if you can interview him or her live on the phone (using a service like e-teleconferencing or GoToWebinar.com if you prefer to do a webinar). Just be sure to use your affiliate link at the end of the event when you promote the product.

- **The final major benefit of doing a live event is that you can record it.** And that means you'll have the recordings to offer as a resource to your list later on. You can even offer it as a bonus freebie to help entice new subscribers to join your list!

## Solo Ads

Earlier we talked about "solo articles," which is when you send out an article without any sort of promotion attached (which is a relationship-building tactic).

Now here's the flip side: The solo ad, where you send out a promotion without any other content attached.

If you're selling an affiliate product, sometimes the vendor will provide "copy and paste" ads that you can send directly to your subscribers. However, I suggest you

tweak these ads a bit just to make them sound a bit more like you and your voice. Plus you'll want to add in a few notes about why, specifically, you recommend the product.

The alternative is to create your own "from scratch" mini sales letter that you send to subscribers. The regular copywriting rules apply to this letter, meaning you can use what you learned about creating squeeze pages in Lesson 1 to create this sales letter.

Here's a template...

```
-----  
Subject line: [a benefit-laded mini headline]  
  
Examples:  
• Your traffic worries are over...  
• Who else wants more traffic?  
• I didn't even know this traffic strategy existed...  
  
Dear {!firstname},  
  
[Ask a qualifying question, tell a short story, or elaborate on  
benefits of the main headline here in your opener.]  
  
[Introduce the product as a solution to the problem.]  
  
[List the top five to ten benefits of the product - i.e., why  
should the prospect buy this product?]  
  
[Offer a testimonial or other proof of the claims. For even better  
effect, point the reader to the sales letter to see the proof.]  
  
[Provide a call to action, where you specifically tell your reader  
to check out the sales page and/or buy the product.]  
  
[sign off]  
  
[P.S. Mention a main benefit and reiterate the call to action.]  
-----
```

As you can see, it's basically the same format as your squeeze page, except that you point the reader to the product sales page to see proof and to otherwise learn more about the product. This letter is also short – from 300 to 500 words.

Now, once you've introduced a product using the above letter, then a few days later you'll want to send a short reminder.

Let me give you a quick example:

-----  
Subject line: Did you see this?

Dear {!firstname},

A few days ago I told you where you could discover all the biggest and most profitable traffic strategies in one place. Did you get it? And did you join? If not, here's that link again:

<http://www.diymarketingsuccess.com>.

Let me ask you something...

Would you like to make more money with your website? Then you need more traffic. You need to find ways to bring targeted, cash-in-hand customers to your site by the truckload. And there's no easier way to discover these strategies than by joining the Traffic FUEL website.

I'm a member. Some of my most successful friends are members. And I urge you to become a member, too.

See you soon...

[Your name]

P.S. I almost forgot - there's a special introductory membership offer that's ending soon. It's worth twice the price, but why pay more if you don't have to? So join now to lock in the lowest price ever offered: <http://www.diymarketingsuccess.com>.

-----  
Tip: If the above email is part of the autoresponder series (i.e., not a live broadcast), then do NOT mention the introductory offer. Instead, keep it evergreen by simply urging people to join now.



## Quick Summary

And there you have it – all sorts of content that you can send to your prospects to:

- Keep them entertained, educated and engaged.
- Help build a relationship (which leads to more sales).
- Promote plenty of additional products.

Now let's wrap things up...

## Conclusion

And there you have it! You now know how to structure your initial emails as well as all follow up content in order to extract maximum profits from your mailing list.

Let's recap what you just discovered in this lesson:

- ✓ **Conversion:** Here you discovered my 7 Maxims for Money-Making Mini Courses, which is where you learned how to push all the right buttons to get your subscribers to buy NOW... during your initial five-part email series.
- ✓ **Creation:** This is you found out how to create additional content – in the form of newsletters, various types of articles, links to resources, invitations, solo ads and more – to build a relationship with your subscribers while promoting additional products.