

Nicheology Membership Academy

Lesson #11

**Turning On Your
Built-In Profit Streams, P2**
How To P.O.I.N.T.™ Readers To An Offer

By

Paul Evans

<http://Nicheology.com>

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Introduction

Today's lesson is going to give you a step-by-step look at how to create a "construction" lesson that we talked about in last week's lesson. We'll be putting the "useful, but incomplete" strategy into practice.

(Re-read last week's lesson if you need to re-familiarize yourself with these concepts.)

Over the years I've used a simple 5-step system for doing this, but have never really shared the exact formula publicly before in this format. You're getting a first look. 😊

How To P.O.I.N.T.™ Readers To An Offer

I use the acronym P.O.I.N.T. to illustrate these 5 steps because that's your job as a writer of this style lesson ... to deliver quality information and POINT the reader towards some additional offer.

- P - PICK an offer to promote.
- O - ORGANIZE your content by format.
- I - INPUT references to the backend.
- N - NOTE one major result or benefit.
- T - TYPE out your lesson pages.

We'll take a quick look at each of these steps in greater detail...

Important Reminder

As I mentioned in last week's lesson ... your FTM subscribers are PAYING CUSTOMERS and should be treated as such. It is NOT advisable that you use the following strategy with every lesson. In fact, you probably don't want to use it but 1-3 times per quarter. Your customers do not pay you to get pitched new offers over and over again. An infrequent use of this strategy is acceptable. Abuse of it is not.

Step 1

P – PICK an offer to promote.

Everything begins with the end in mind.

*What offer would you like the reader
of your lesson to consider purchasing?*

Your entire lesson is going to be built around that product in an effort to get the reader to purchase the product.

So, your first step is to pick an offer to promote in the lesson.

Let me help you here. While any quality offer will work in this strategy, there are certain "kinds" of offers that work better than others for a reason that I'll explain momentarily.

There are three "levels" of offers that I'm going to list from "best" to "better" to "good". Best comes first. ☺

- ➔ BEST: Coaching, software, scripts, services.
- ➔ BETTER: Specialized reports, other membership sites.
- ➔ GOOD: Information products of any kind.

Now, there is a very good reason why I've arranged these in such a manner.

When you recommend one of the "best" kinds of offers your readers are very unlikely to feel like you've been "withholding information" from them.

It's not unreasonable to mention software, scripts, services, and coaching as a way of enhancing content. Most members won't expect you to provide those things with their membership. So, it's usually a safe and effective offer to make.

Don't let that scare you off from the others – I'm going to show you how to use content to promote ANY of these kinds of offers. I'm just saying that some will naturally lend themselves to greater conversions due to the kind of offer.

Of course –

The offer you choose to promote can either be your offer or someone else's that you promote as an affiliate.

Some of what I'm going to explain to you will ONLY apply to YOUR offers, while some will apply to an offer that you promote as an affiliate. I'll make note of which is which as we go along.

But, for now, the first step is for you to pick a product to promote as a "backend" offer in this lesson that you're going to create for your FTM members.

Then, it's off to...

Step 2

O – ORGANIZE your content by format.

Depending upon what kind of offer you pick to promote, there are three different formats that you can choose from in organizing the lesson content. I call these "Format RPM"...

→ *R – RELATED to the offer.*

This is an especially good format if you're going to promote one of the "best" kinds of offers. The idea here is to write a lesson on a topic that is directly related to the offer you are promoting, without competing with it.

Let me give you an example...

Example: When I released my **Easy Coach Pro** script (which I no longer sell), I created a special report entitled, "**3 Ways To Start Your Own Highly Profitable Coaching Program**" that I used to promote the coaching script. The lesson was all about different ways to create a coaching program and the lesson "POINTed" the reader to my script as the offer.

Do you see how this works? Your lesson content is related to a software program, coaching program, script, service, etc. And then recommends one of those things at the conclusion of the lesson. **This format can be used for either your own offer or someone else's that you promote as an affiliate.**

→ *P – PART of the offer.*

This is a great format if you're going to promote one of the "good" kinds of offers. The idea here is to EXCERPT part of an existing product to use as the lesson content. Again, let me point to an example...

Example: I have a product entitled **Get Messages Read** in which I teach 24 ways to get your emails delivered to your subscribers, read by your subscribers and responded to by your subscribers. I could easily extract 5 of these ways from the product and use them as a lesson on email marketing. Then, it would be easy to promote the course itself as the backend offer.

The great thing about this format is that you don't even have to write any of the content. You simply extract it from an existing product. **Obviously, this format works only for your own products.** You can't simply extract content from someone else's materials without their permission.

→ *M – MODEL of the offer.*

This is another format that is perfect for the "good" kinds of offers. The idea here is to write a lesson that is an OVERVIEW of the product you are wanting to promote. This is especially good for any kind of "how-to" product that is shared as a step-by-step tutorial.

What you'd do is share the exact steps outlined in the main product, but in a BRIEF form. Of course, for a complete explanation (along with examples, ideas, etc.) the reader can purchase the complete course.

Once more, an example is available...

Example: One of my top-selling courses is **Build Your List**. In it, I offer a section called the List P.R.O.F.I.T. System, where I share 6 steps to starting a list from scratch, building it with subscribers and getting them to buy from you. I created a report lesson entitled, "6 Steps to 6 Figures With List Marketing" that shared the exact same 6 steps that I share in the full course ... in a very abbreviated form.

Again, this one only works for your own products or if you have secured permission from the author of an existing product to do this.

So, those are some great ways to format your lesson so you can easily promote a backend offer as we'll talk about next...

Step 3

I – **INPUT** references to the backend.

Once you've done these first two steps, it comes to the all-important part of the process where you actually promote the backend offer itself by inputting references to it in strategic spots in the lesson.

There are three basic ways that you can input references to your backend offer that I want to mention to you here which I have found to be very effective...

1) *As an introduction to the lesson.*

This is a great option if you have used the "P" or "M" formats mentioned earlier. It's so easy for you to simply input something like this...

- ➔ This lesson is an excerpt from my Get Messages Read course. I've taken 5 of my favorite email marketing strategies from the course to share with you today. If you'd like more of these great strategies (Including my #1 method of converting subscribers into paying customers) check out the complete course by [Clicking Here](#).

- ➔ The following lesson is the EXACT SAME SYSTEM that I teach in my top-selling List P.R.O.F.I.T. System course. While I can't teach you every single detail like I do in the complete course, this certainly will explain the process to you. If you'd like more ideas and strategies for each of the steps, grab a copy of the full course by [Clicking Here](#).

How easy is that? Simply introduce the lesson by letting the reader know that your backend offer is available and that it is the source of today's lesson content.

2) *As a reference in the final point.*

This is my favorite method of promoting an offer. Whatever "points" you make in your lesson (whether it's "ways" or "steps" or "ideas" or "tips" or whatever it might be), your "final" point needs to be the most important. In fact, if you can make all of the previous point in the lesson DEPENDENT upon completing that final point, then you can start counting your clicks now.

Let me give you a real life example here:

A while back I published an lesson entitled, "3 Keys to Greater Email Profits".

The three keys were:

- (1) Consistency in QUALITY.
- (2) Consistency in REGULARITY.
- (3) Consistency in DELIVERY.

In key #1, I talked about quality of content and how to provide exactly what your list members want in order to keep them reading.

In key #2, I revealed a HUGE mistake that I had been making in how often I sent PROMOTIONAL mailings to my list. (Believe it or not, I wasn't sending them often enough!)

In key #3, I talked about spam filters and problems with email delivery as I spelled out how CRITICAL it was to get your mailings delivered to the inboxes of your subscribers.

Did you notice how key #1 and key #2 were COMPLETELY DEPENDENT upon key #3? It does you absolutely ZERO good to have content your list members WANT to read and have promotional mailings that your list members WILL respond to if they NEVER receive the mailings!

That's the idea here.

Give them good, useful, meaty information in all of the points leading up to the final one ... and then let your final point be absolutely critical to using any of the previous ones.

(Of course, give them some nugget of useful information in that final point as well ... but not EVERYTHING they need to know.)

Then, mention your backend offer as a reliable and proven source for accomplishing the dependent point.

3) *As a closing thought.*

The final idea is to simply mention the backend offer at the conclusion of your lesson as a "closing thought". That is, you simply pitch the offer on its own merits without any kind of pretense or subtlety.

So, those are some great ways to input references to the backend offer to get your readers to click through and make a buying decision.

But, we're not done yet...

Step 4

N – NOTE one major result or benefit.

One of the biggest selling points you can make in referencing an offer is to make note of ONE major result or benefit from using the offer.

Answer this question –

If you had to share ONE reason why the reader should purchase the offer in order to convince them, what would it be?

Obviously, from your point of view you'd like them to buy so you can make some money from the sale. But, let's forget about you for the moment. I promise, if you think about the customer, you won't have to worry about making money from the sale, because it will happen.

So, thinking from the member's point of view, why should the reader purchase the offer?

- ➔ Does it automate the process, freeing up their time?
- ➔ Does it make something much easier?
- ➔ Does it give them more options to choose from?
- ➔ Does it offer them some sort of advantage?
- ➔ Does it have a history of proven results? (If so, explain)
- ➔ Does it explain things in greater detail?
- ➔ Does it provide a more beneficial media? (Such as video)

Whether you highlight someone's past results (preferably yours) from using the offer or stress some tremendous benefit that is desirable to the reader, it's important that you make note of some compelling, persuasive reason the reader would want to obtain the offer.

Then, the easy part. ☺ ...

Step 5

T – TYPE out your lesson pages.

Once you have all of this in place, it's just a matter of writing the lesson like you would any other lesson in your series.

(By the way, we're going to talk more about creating and acquiring content in future lessons ... there are a LOT of options that I'll share with you. At least a dozen different ways to create lessons. More coming on this in the near future!)

Simply complete the lesson with the parts we've discussed throughout this lesson in their proper place and you'll have created a "construction" lesson by implementing the "useful, but incomplete" strategy that we talked about last week.

Congratulations! ☺

This Week's Assignment

- 1) Create a "useful, but incomplete" lesson.** Follow through the steps that we've outlined in this lesson and create your own "useful, but incomplete" lesson to promote a backend offer of your choosing. This is a great way to get existing, satisfied customers to spend more money with you without offending them with a "pitch fest".

That's it for this lesson.

See you sometime next week.

Coming Up Next ...

Lesson #12: *"5 Things That Might Be Holding You Back"*

In this lesson, I'll answer the top 5 "most asked questions" from members to fine-tune your experience so far. Then, in lesson #13, I'm going to share a powerful strategy for getting HUNDREDS of new subscribers for your FTM. Stay tuned – the best, as they say, is yet to come! ☺