Nicheology Membership Academy

Lesson #15
Getting Visitors To Join
Part 2 of 2

By

Paul Evans

http://Nicheology.com

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Introduction

We're going to pick up where we left off from last week. This week we're going to talk about putting together the content for your mini-course to begin building your list... and getting those subscribers to join your FTM site as a result of reading the mini-course lessons.

Before we talk about the creation of your mini-course, let me quickly make a couple of appropriate statements…

1) *Review The "Useful, But Incomplete" Lessons*.

   In lessons #10 and #11 I shared how to create "useful, but incomplete" content to get readers to BUY a backend offer from you. The same concept can –and should- be applied to creating the mini-course lessons. Review lessons #10 and #11 to refresh your memory on this effective strategy.

2) *Create The Text For Your Opt-In Form*.

   I mentioned last week that I'd share what kind of wording to put on your opt-in form for this free-mini-course. The easiest thing to do is to setup your opt-in form with the exact same wording as mine (see last week's lesson for a screenshot example) and simply replace "Want More Traffic, Subscribers And Orders?" with a "want" question related to your own mini-course. (I.E. Want To Finally Lose That Last 10 Pounds? Want To Beat Your Tennis Nemesis The Next Time You Play?) Then, replace "5 Practices Of Wildly Profitable Affiliate Programs" with the name of your own mini-course. And that's all there is too it!

So, let's go ahead and talk about the mini-course itself…

The 4 "Parts" Of An Effective Email Mini-Course

There are four "*parts*" of the actual min-course itself that I want to identify and explain as we work our way through today's lesson.

Part 1: <u>The Topic</u>.

The foundational "*part*" is simply your "*topic*". What will be the overall theme of

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your email mini-course? Quite obviously, it will be something highly related to the topic of your FTM site, right?

Here's what I recommend…

Choose A Topic That Provides An <u>Introduction</u> And <u>Overview</u> Of What You Explain In The FTM Site.

The idea is to give a general explanation of the topic of your FTM site (using the "useful, but incomplete" strategy) that provides just enough information to keep them reading, but at the same time leads them to a buying decision.

> <u>Example</u>: If you have a "Your First Year In Homeschooling" FTM site, then you're mini-course might be, "5 Keys To Having A Great First Year!" This mini-course would share one key per day (in an abbreviated form) and then point out that there are MANY lessons, learned experiences, resources, etc. in the membership site that will thoroughly explain those keys.

> <u>Example</u>: If you have an FTM site devoted to "Coaching Programs", then you're mini-course might be, "How To Start A Coaching Program" in which you share 5 steps for setting the program up. Then, your lessons would point to the FTM site which (a) has incredible information and resources to further explain those steps, and/or (b) is devoted to how to grow the program they've setup … get new clients, earn backend cash, etc.

Choose a topic for your mini-course that is basically an introduction and overview of the FTM site topic itself.

Part 2: <u>The Title</u>.

After deciding your "topic", it's time to choose a "title" for your mini-course. Entitling your mini-course series shouldn't be much of a challenge.

The key is simply to take your topic and turn it into a title by using one of these simple "fill-in-the-blank" title options…

> 1) How To _____.
>
>   If you're mini-course involves teaching ONE process in a step-

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_____

by-step format (I.E. One "step" per lesson) then you can simply use the "How To _____" title...

➔ How To Start Your Own Membership Site
➔ How To Become A Better Bible Teacher
➔ How To Lose 5 Pounds In 5 Days

2) _____ Made Easy.

Another option is to focus on "simplifying" a process and using the "_____ Made Easy" option...

➔ List-Building Made Easy
➔ Homeschooling Made Easy
➔ Buying Your First Home Made Easy

3) X Keys/Ways/Secrets To _____.

If your mini-course involves any kind of singular lessons all related to the same theme (I.E. Tips, keys, ways, secrets, strategies, tactics, etc.) then you can use the "X List To ___" formula...

➔ 5 Unorthodox Ways To Make Your First $1,000 Online
➔ 5 Proven Keys To Running Your First Marathon
➔ 5 Secrets To Raising Confident Kids

4) Your First _____.

Decide to create a mini-course for beginners (newbies, first-timers, etc.)? How about using the "Your First _____" option?

➔ Your First Year As An Adoptive Parent
➔ Your First Year In Youth Ministry
➔ Your First Year As An Elementary Teacher

Any of these options (or others they you may have in mind) are great options for choosing a title for your mini-course.

After doing so, it's time to move on to the next "part"...

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Part 3: <u>The Twist</u>.

There is a very powerful "twist" to the content of your mini-course that most people just don't get.

Remember last week's "assignment". You were supposed to write down the five "biggest benefits" to joining your FTM site from the potential customer's point of view. What are the five best reasons why someone would want to become a member of your FTM site?

There's a very important reason why I asked for this information – and why it is going to play a big role in the structure of your mini-course lessons.

Each "Benefit" Is a "Hot Button" That One Of Your Mini-Course Lessons Is Going to "Push" With The 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.

<u>And that way is actually quite simple</u>: 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.

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Let me give you an 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. For 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".

> *"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 Jimmy's Diet Program to fit into my dress again and ended up with normal blood pressure for the first time in years!"*

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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*".

> *"Dear Jimmy, 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".

So, whatever those five "benefits" that you have listed for your FTM site are, create a mini-course lesson around each one of them.

> **-> Hint:** Think "faster", "easier", and "better"!

Push different 'hot buttons' with strategic content.

Finally, as for the actual "words" of each lesson's content…

Part 4: The Templates.

I'm a big believer in "templates". What I want to do now is give you five that you can use as "starters" for writing the mini-course lessons themselves…

> *(Don't forget, each of the 5 lessons focuses on one of the benefits that we talked about in "part 3"!)*

Basically, here's how it works. I'm going to provide you with an opening sentence template for 5 daily lessons, and you just need to fill in the blanks to complete the lesson based upon whatever theme you are building.

I'll even provide you with some ideas on how to get the content written.

Ready?

The <u>FIRST</u> day of your mini-course.

If I could sum up _____ in _____ steps, here is what they would be _____"

Where you see the "blanks" you just complete the blanks with whatever topic you are going to be discussing in that day's lesson.

> For example *"If I could sum up **doing business online** in 3 steps, here is what they would be..."*
>
> I might choose...
>
> Step 1: Develop a product.
> Step 2: Build a website.
> Step 3: Promote.

So, you begin your day one lesson by opening with the above provided sentence by completing the blanked sections with whatever topic you plan on discussing in that day's lesson.

➔ *"If I could sum up **creating an ezine** in 5 steps, here is what they would be..."*

➔ *"If I could sum up **losing weight and geting in shape** in 4 steps, here is what they would be..."*

➔ *"If I could sum up **learning to play guitar** in 3 steps, here is what they would be..."*

➔ *"If I could sum up **restoring antique vehicles** in 5 steps, here is what they would be..."*

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Your opening sentence sets the stage for that day's lesson. Just insert your own topic in the template and you're ready to begin.

Next, you write supporting paragraphs for each of the three steps, which can be as little as one paragraph, but should be preferably 3-4 paragraphs per step.

I'll be sharing some ideas on writing these paragraphs throughout the templates themselves as we make our way through them together.

A specific tip for creating a title for creating your lesson title for this template would be to use the opening sentence itself.

> For example: If you used *"If I could sum up **losing weight and getting in shape** in 4 steps, here is what they would be..."* as your opening sentence, then a great title would be...
>
> How to Lose Weight and Get In Shape in 4 Simple Steps You Can Begin Using Right Now!
>
> Voila. Excellent, attention-grabbing title.

The <u>SECOND</u> day of your mini-course.

"One of the things that the majority of folks find most challenging about _____ is _____...

> For example *"One of the things that the majority of folks find most challenging about **selling online** is to **generate website traffic**."*

Some other examples might include...

➔ *"One of the things that the majority of folks find most challenging about **losing weight** is to **stay motivated**."*

➔ *"One of the things that the majority of folks find most challenging about **playing guitar** is to **memorize where their fingers go for each chord**."*

➔ *"One of the things that the majority of folks find most challenging about **the game of golf** is to **hit a good chip***

     `shot."`

➔ `"One of the things that the majority of folks find most challenging about buying a new car is to make certain they get the best price."`

Your lesson is then super easy to write for the day.

First, I'd briefly describe the challenge itself. Why is it so difficult? What problems do most folks face when attempting to do it? What makes it challenging?

Spend 2-3 paragraphs describing the challenge itself.

Then, suggest a solution. Yep, you've got the answers. And you're willing to share them.

So, offer some advice on how to overcome the challenge. Outline 4 or 5 tips for solving the problem. Each tip only needs to be 1 paragraph in length, but it all adds up to a great deal of content.

And, after presenting the problem and offering a solution, it's time to make a recommendation.

Here is a PERFECT opportunity to promote some angle of your FTM site that further aids in overcoming the challenge.

Explain how some lesson or lessons from your FTM site will help the reader in overcoming the challenge. Focus on the BENEFITS of the recommendation.

And, better still, explain how you PERSONALLY have seen results from the information in your FTM site and how it has benefited YOU. Nothing speaks louder than results. Learn that: Nothing speaks louder than results.

Share some specific facts and figures about how the recommendation has helped YOU overcome the challenge. And, if possible, provide some testimonials from other folks who have used the FTM site to their benefit.

And you're ready to close out the lesson.

The <u>THIRD</u> day of your mini-course.

"A little known secret about _____ is _____"

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Some variations on this theme include...

A seldom used tactic
An often misunderstood
An often overlooked
The best kept secret
One of the most powerful

> An example might be, *"a little known secret about* **converting website visitors into paying customers** *is to* **install a popup window with a twist."**

You can even contact someone else in your industry as a "guest expert" and have THEM create the majority of the content for you.

The best way to do this is to conduct a very short interview with the expert.

> For example: You might contact an expert and let them know that you are putting together a mini-course that you'd like to have them answer one question for you to include as a lesson In exchange, you'll include a reference to their website (which, you'll code with your affiliate link, of course :o)

So, you ask the expert -- for my example -- what do you think is the least known secret for converting website visitors into paying customers?

They provide an answer to the question -- and you've got content for your day 3 lesson.

> **A little know secret for converting website visitors into paying customers is to use a popup window with a twist.**
>
> **Well known marketing consultant Jimmy D. Brown shared this idea with me during a recent interview...**
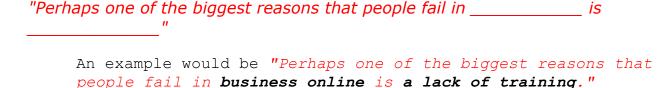>
> **Insert the content here**

Finish up by making some additional comments yourself that relate to what the expert said and you've got another lesson completed.

See how easy this is. :o)

By The Way: We'll talk about getting free content from "guest experts" in a future edition. I just wanted to introduce the idea to you here to let you know you can use "interviews" throughout both your free and paid content.

The **FOURTH** day of your mini-course.

"Perhaps one of the biggest reasons that people fail in _____ is _____ "

An example would be *"Perhaps one of the biggest reasons that people fail in* **business online** *is* **a lack of training.**"

I'd then explain how critical training is to success online, and you've already figured it out, I'd let them know exactly where they can get the training that they need -- which is going to earn me a profit if they take me up on the offer.

What I really like to do here is conduct a survey. For my example: I'd either send a mailing to one of my lists, or I'd post a message on a high traffic message board and ask the question *"What do you think is the biggest reason that people fail in their online business?"*

Whatever the most offered reason was, that's what I'd go with for my day 4 theme. And I'd open my lesson up with...

Perhaps one of the biggest reasons that people fail in doing business online is a lack of training.

I recently polled my newsletter subscribers (www.XYZsuccess) and the members of my ListAndTraffic) site and that's exactly what I found.

In fact, 72% of those surveyed agreed that a lack of training is the prevailing reason why most folks fail.

Did you see what happened here? First of all, I subtly promoted am XYZ Success list and my membership site as I mentioned them in WHO I polled.

But, even more than that, I have built credibility here. I did a poll. This isn't guesswork. I'm not making this up and it's not even my opinion. I got this from the folks that matter the most, the people themselves. Those who know what the most difficult challenges are. They told me what they are facing.

See what this does? I've brought things into a very personal setting for the reader. This is for them and about them.

Another thing I would do here is quote those who responded to my poll. I'd include 3-4 quotes from those who sent in their answers to the survey question....with their permission of course.

What this does is give further credibility because I'm giving specific feedback, but it also builds more content. 3-4 quotes = a few more paragraphs in the content that I didn't have to write.

I'd make a few more remarks about the biggest challenge, a solution to the problem, a recommendation and some results. You know the system by now. Use it over and over.

And you're ready for day 5...

The <u>FIFTH</u> day of your mini-course.

"What is takes to succeed in _____ is _____"

> `An example might be` `"what it takes to succeed` **`in web marketing is a plan`**`."`

Again, you want to build your content upon that opening template sentence. Share what it takes to succeed. Again, you can use an interview, you can use a survey, you can do research yourself. It doesn't matter. Just let 'em know what it's going to take to succeed.

There are three kinds of things that I like to use in sharing "what it takes to succeed" that I recommend you weave into your own content as you write...

1) Tips. What I love about tips is the fact that they don't need to be lengthy in order to be beneficial.

Tips are short ideas, suggestions, tactics, strategies, methods, techniques or ways.

The emphasis is on the word SHORT. Tips generally are one paragraph in length.

And they are great for sharing "what it takes to succeed." Offer some helpful hints or suggestions. Share some short ideas or strategies.

I'd weave in 3-4 tips for the lesson.

2) Tutorials. This is my favorite writing technique of them all, and especially for mini-course lessons.

And that is to create a step-by-step "checklist style" tutorial.

What I mean by that is simply this: walk your reader through each step in a logical, systematic order.

If you are explaining how to bake a cake, then give your reader the precise steps to take in order to actually bake a cake...

> *Step 1, mix the ingredients*
> *Step 2, preheat the oven*
> *Step 3, etc.*

Each "step" of the tutorial needs only be a paragraph in length. Just briefly describe as many steps as needed in order to complete the project.

NOTE: You can easily weave in your TIPS into the tutorial as well. For example: In the "mix the ingredients" step mentioned in the above example, you could provide a hint on substituting ingredients to lower the fat and calories of the cake.

3) Tools. Anytime you are going to explain to someone HOW to do something, you should always include the necessary tools in order to achieve the goal.

This is especially true of "how to succeed" in something.

What makes this a wonderful section of your mini-course is the fact that it is a GREAT way to promote ADDITIONAL offers, because you are letting the reader know WHAT they need.

➔ Does it take an autoresponder service to succeed? Then recommend a provider.

➔ Does it take web hosting? Provide a link to a great web host.

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➔ Does it require a product? Let the reader know where they can get a product to sell.

Whatever it takes to succeed in the particular topic you are discussing, give them resources in order to find that success. Give them content mind you -- that's always the key, useful information they can apply, but here is your big chance to also weave in product recommendations, especially when you can say *"I use this service myself and here is how useful I have found it to be."*

Weave tips, tutorials and tools into the mini-course lesson and you'll easily have it written in a short amount of time.

Remember, each tip or step or tool usually only requires one paragraph of information.

Or two if you're generous. :o)

Congratulations. You just completed your five-day mini-course!

Once you've written it, load it to your autoresponder, test your opt-in form and begin getting new subscribers.

This Week's Assignment

1) **Write and load your mini-course**. Choose your topic and title. Determine your five biggest benefits. Build one lesson around each of the "benefits" by using one of the templates. Proofread it. Load it to your autoresponder. Join the list through the opt-in form. Verify you received the first lesson. Congratulations!

That's it for this lesson.

See you sometime next week.

Coming Up Next ...

Lesson #15: *"Lessons From The Field"*

In this lesson I'm going to profile some case studies of fixed term membership folks just like you who have successfully setup their FTM sites.

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