MONEY
IN YOUR EXISTING
PROGRAM

TEXTBOOK

NAMS
Novice to Advanced Marketing System

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Introduction

Welcome to "Money In Your Existing Programs".

We're going to take an up-to-the minute look at Facebook Groups, and how to use them to increase your visibility, build your list, and grow your profits.

To help your audience emotionally identify with both your struggle—and your success.

Practice your story *as follows:*

- ***Who you are*** *and* ***what you do***

  ("My name is _____ and I am a _____ coach

  who helps people who_____ to

  _____.")

- ***Tell a story or anecdote*** *about your past that illustrates the benefits of following your example*

- *Let them know where you are coming from—****why you do what you do and how you struggled in the past*** *before adopting and following what you're about to teach them.*

MAKE IT ALL ABOUT YOUR LISTENERS, even though your introduction seems to be all about you*. They should feel as if you are telling the story they are already caught in—with the promise of achieving the same satisfying results as you.]*

We'd all like to add more income to our monthly budget. The most common complaint when it comes to actually doing this is that there's no more time to create new offers or learn new tricks. The good news is … you probably don't have to do this.

Take a moment to look over your existing offers. Chances are you're missing all sorts of easy opportunities to increase your profits on each existing offer. How?

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Well, today we're going to look at seven easy ways to monetize your existing products.

Do it, and see how much your income increases by, every single month.

Step One: Adding Additional Resources

No single program can answer every problem for every student. Consider including a list of related trainings (both yours and from others--along with affiliate links) to help your clients take the next steps.

There's a wrong way and a right way to do this. The wrong way would be to add a whole bunch of loosely related trainings without really putting much thought into whether or not each one enhances your actual offer … or detracts from it. You have likely seen offers like this where marketers throw in everything but the kitchen sink, adding retired trainings they've picked up on final sales or training that duplicates or complicates what's being taught or provided in the main product.

The right way: **Be strategic**. Find training that enhances your product and gives it more depth and value, as well as training that fast-tracks:

a) Those who want to take what they are learning one step further to the next level

b) Specific problematic situations – common sticky spots – that would otherwise result in many emails and questions from certain customers who don't quite fit the typical mold

If you add resources or training for those who want to take it to the next level, the usual way to do this is by creating an upsell. If you are charging a high-end price for your product – and especially if this is the first time you're asking for a significant price increase – consider using this additional training as a pot sweetener and include it in the price of your main product. Remember, when you step out of the price zone your customers are familiar with and into a higher bracket, people will expect a richer value. This is one way to provide it.

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Including high-value trainings might seem counter-intuitive for monetization, and it is … unless you have heavy competition from another similar product (especially one that is better-known than yours). That's where the extra training you provide can tip the balance in favor of your product. And if it gets people to take the leap to the next price bracket with you, you'll make it back in no time.

Before you make a decision like this, you need to decide if your product does need additional resources, as well as why these will benefit your customer.

For example, if you are selling a digital eBook on "Outlining Your Novel," an easy resource you can provide for free – one that might give you an edge over a competitor's outlining book – is worksheets or a free workbook that purchasers can download from your site. But that's not rich enough for a leap higher in our price bracket.

If you are selling a book on "Customizing Your Website," you could make videos showing specific steps or points to accompany your book – a significant benefit for those who are visual learners.

When adding resources, be sure to choose the learning style you get the most requests for or that you've noticed your subscribers and fans seem to choose.

Be versatile and suit the resources to the product. For example, if your membership site consists of private podcasts, offer the book version of your training as an upsell or down-sell (depending on the originality and value of the book). The advantage? Instead of waiting for the next week's installment, your purchaser can choose to read everything at once.

- If you are selling a digital eBook, add a video or audio training.
- If you are selling a video course, add a transcript, audio files, or workbooks/worksheets.
- If you are selling an audio course, add a transcript or PDF, videos, or workbooks/worksheets.

When is it appropriate to add extra resources? That's something you need to make an informed, strategic decision on since there's a **monetary** side to deciding what additional resources to add, as well as a **strategic** side.

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On the monetary side…

- How much will it cost you to supply this extra resource or resources?
- Will it cost you money or time, or both?
- Can you easily repurpose existing material that will be just perfect for your purchaser?
- Are you charging enough for your main product to still generate a satisfactory profit?

On the strategic side…

- Does your product actually need extra resources?
- What will be the specific benefit to your purchaser?
- Will your resources help your purchaser use your product more effectively and easily?
- Does it increase trust in your product – and in you?
- Are the resources a benefit to affiliates trying to promote your product?

And certain offers lend themselves more easily to extra training modules or resources. Consider adding extra training, such as videos when your digital product:

- Is telling someone how to perform a process.
- Has specific steps to be taken, utilizing specific materials or tools.
- Is all about assembling an object.
- Is best shown rather than read about.
- Involves step-by-step methods.
- Offers alternate ways to do what your product teaches.

For example, say you have created a book, “Knit 27 Different Sweaters Using Cable Stitch Patterns” you will have common knitting terminology, such as ‘knit

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one, purl one' that even beginning knitters understand: But when you start creating complex patterns and use terminology that reads like this…

… people who are not linear thinkers may find it hard. Visual thinkers really appreciate short videos or diagrams that show what those instructions mean.

Or even just provide photos or diagrams of what the finished product should look like, like a Purl Avenue infinity scarf pattern.

It's classified as an Advanced pattern, but if you break this complex lacy knitting pattern down by telling people not just how to knit this particular infinity scarf but teach them about the three specific stitches involved, you have shown them new skills they can apply to future knitting projects. When checking out the pattern, they can click on any of the stitches involved and learn and practice each specific stitch separately.

Knitters can additionally print each individual stitch out for future reference. In other words, what Purl Avenue has done is demystify this pattern completely. If you're a knitter, you will probably go back to that blog rather than others for even the most complex patterns. Why? Because Purl Avenue **made learning something complex and new easy**.

By making the process clear and straightforward, Purl Avenue eliminated frustration and gave the knitter confidence, making it easier for her to produce the perfect result – what a feeling of accomplishment (particularly if someone is trying a more complex pattern for the first time).

That's what your additional resources should do – make your offer work better, flow better, or become easier, whether you charge for your additional resources or not!

Apply these principles to your own offers.

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Step Two: One-Click Upsells, Downsells and Order Bumps

Let's look specifically at paid additional resources and offers. With every product you offer, you'll get three different types of potential and actual purchaser:

- Those who would love your product but either aren't at that level yet or who really can't afford it.
- The purchaser who is happy just getting what you've offered.
- Eager beaver types who want even MORE and who want to progress faster.

Make it easy for your buyers to get everything they need by including related products right in the sales funnel—starting at the landing page level.

When you include alternatives or upgrades in your landing pages, you are catering to these three specific types of purchasers.

If you are providing a downsell – for example, a "Do-It-Yourself" book version of your course – make sure that your downsell accomplishes a specific purpose: Namely, getting your not-quite-ready purchaser ready to come back and invest in your course or helping your not-quite-solvent-enough-to-invest-in-your-course purchaser make more money so she CAN come back and invest in your course.

The one big rule is this: With extra resources and products, nothing should ever be added or tossed in with your main offer just for the sake of it. **There should always be a strategic reason for including or adding upsells and downsells** – one that benefits you, as well as your purchaser. Each offering should have a specific brand-oriented goal – even if it is a one-time offer.

Now let's look at the types of upsells, downsells, and OTOs (one-time offers) you can add.

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1. **Upsells**

Upsells are normally geared to purchasers who have one or more of the following characteristics:

- They are extremely serious about learning whatever your product is teaching or going to do for them.
- They are eager and ready for the next level – and don't want to wait.
- They are able and willing to pay for your upsell – right now.

But even when the right purchaser is easily able to pay for your upsell, they often don't. They fall victim to the "I'll get it later" mindset.

A great way to encourage them to purchase the upsell now is to offer a **time-limited** chance to take advantage of a significant discount. This works particularly well when you are introducing as your upsell a high-end, brand-new program such as a training course or membership club.

Think of it as seeding to ensure it takes off and becomes instantly active and visible. Weigh the benefit of this versus the amount of money you want or need to make.

Are you in it for the long haul? Then don't be afraid to try this tactic.

Using a counter, counting down the time your offer is available is one way to encourage people not to delay in purchasing.

There are other ways to encourage people to buy your upsell or new offer: For example, I'm sure you've probably been on a live webinar where the significant discount is:

- Only available while the webinar is live (usually presented several times during the Q & A period).
- Only available for the next XX hours. (Again, a counter is often used.).
- Only make the upsell available to people who fulfill a condition such as purchasing your product or even just signing up for a webinar.

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2. **Downsells**

   Downsells are a great way to:

   - Give people who aren't ready for your main offer a less expensive or less complex way to sample what you provide.
   - Create even more extra monetization.

3. **OTOs**

   One-time offers are offers that are usually available only with one email or in one main offer, such as a new course or new software. And yes, you could easily classify the sort of significant discount in the Upsells we looked at as OTOs—that is, the course itself may not be a true OTO, it's definitely an upsell – but it also doubles as an OTO because the discount is only available that one time, for that limited time period.

   The 'Retirement Sale' OTO: This is a great way to monetize products that you are retiring. It's also a great way to give a final burst of monetary life to products that are well past their prime and are no longer making you sales. Be upfront about the fact that you are retiring the product. Sell it with Master Resale Rights, and let people know that after the time period you set, they will never see that product again, and now is their chance to pick it up for a really low price and turn it into their own product.

   Bundle related products together to create a really powerful OTO all on its own, unattached to any other program.

The important thing is not just the type of offer you create but **getting into the mindset of always looking for opportunities to increase monetization on every offer you create**.

Order Bumps:

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The last type of monetization addition we'll look at is the "order bump", a term many people first became familiar with when viewing or creating ClickBank order forms.

This strategy is straightforward monetization at its finest, where you add additional specific options right at point-of-sale, using buttons and/or checkboxes to entice people into clicking and purchasing more. There has to be a clear benefit for the customer to choose to spend more money, such as:

- A significant discount on the additional option, if chosen – exclusive in that it is only available with that particular purchase.
- A really irresistible, high-end bonus gift or product, only available with that particular purchase.

There's no limit to the additional offers you can include to "bump" your purchaser's order into a higher bracket, but again, be highly selective. Make sure that whatever you add is totally relevant and helpful; that it will add extra depth; give them a powerful extra advantage or benefit; and make their whole experience with your product or membership significantly richer and more satisfying.

Here's a look at how ClickBank displays order bumps on a typical sales checkout:

Order Bump is an actual ClickBank feature that has been widely adopted. Why? It's a strategy that works!

Step Three: Behavior-based Email Follow-ups

Target subscribers who show interest in other products by tracking their behavior and sending them relevant sales emails. There is nothing unethical about tracking interactions they have with you – especially when you are doing it for their benefit, sending them only offers that ideally suit them: Ones they may really appreciate, to help them with their goals.

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These types of emails simply ensure that your subscribers receive only the emails containing offers and news of special interest – the ones they're most likely to appreciate.

A behavior-based strategy can be as simple as getting your autoresponder to automatically migrate a subscriber who buys from a Subscriber list to a Previous Buyer list. The benefits to you are obvious: The benefit to your brand-new purchaser is that she no longer gets emails urging her to buy the product she just bought from you, which you probably know from experience can be annoying.

And if you don't know how to segment lists in your Autoresponder yourself, get your VA to do it for you. (Hire one who has experience with your Autoresponder SaaS.)

But first, you need to know what particular behaviors your subscribers repeat the most. You'll be looking for behaviors such as:

- Which offers, emails, and pop-ups have they already responded to.
- What content they viewed.
- Which buttons and links they selected.
- Which offers have they completed.
- Which live chats or webinars are they engaged with in real time.
- Which posts they shared.
- How many benchmarks and conditions do your subscribers and purchasers have in common.
- Where they leave your funnels – repeated, common exit points.
- Which list do they belong to if you've already segmented your lists.

If you access this type of data, it becomes easy to create exactly the content and products they need. In fact, it can make you look like a miracle worker, always coming up with what they need next and what they most want.

You can gather quite a chunk of this type of data by paying attention to your social media groups and pages, and particularly by regularly and diligently

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checking your Facebook Insights, but this type of monitoring can be time-consuming, and only gives you a part of the picture.

Think of it like a window with the blinds partially drawn. You can only see the bottom third of the window – and you can see details quite clearly that give you big clues as to who's standing right outside your particular window, but you can only really guess at exactly who it is. There's a good chance it's Cousin Courtney because whomever it is has the right build and is wearing a cherry-red sweater like Courtney's, but you're taking your best guess. You can't see the face.

So, don't waste time (and work yourself to death) playing guessing games with monitoring social feeds and insights alone: Bite the bullet and invest in a powerful content marketing system or app that will lift that blind completely, and gather the behavior-based data you need quicker than you can drink your morning smoothie. Your paid marketing system will do all the heavy lifting for you, gathering data accurately and quickly.

One of the most powerful CRM platforms if you're engaged in ecommerce is Kissmetrics. If you plan on selling multiple products and programs, a CRM such as this can really help you increase your profits with behavioral tracking and targeting.

If you have a professional, reputable autoresponder, this is another great resource for accurate tracking data. Two that have great reputations and are soaring ahead in popularity right now are:

- Mailchimp
- ConstantContact

While it's true that most paid autoresponders nowadays offer tracking analytics, the key is to choose the service you need; not necessarily the most extensive but the autoresponder that:

- Fits the size of your list and budget right now.
- Will grow with you without breaking the bank in extra charges.

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- Is the easiest for you to implement and use.

The more attention you pay to tracking and the more you utilize behavior-based emails, the better your results will be. It's also a good idea to pay attention to changing trends as the internet evolves – but according to Ecoconsultancy-Adestra's 2017 Email Industry Marketing Census, cites segmenting lists as the top strategy, with mobile optimization only slightly behind.

According to SmartInsights.com, behavioral targeting lags behind at 24% -- but when you consider that most of the strategies near the top of the 2017 Email Industry Marketing Census are actually all parts of behavioral-based tracking, one can see the importance of email in marketing.

The one thing you should not do, when it comes to tracking and tailoring your emails? You should never ignore this aspect of your sales funnels and campaigns.

Step Four: Offer Additional Help

Relationship-based marketing is stronger than ever in an internet-mobile culture where competition is relentless and never-ending. "Who do you trust" becomes the number-one question for customers, clients, subscribers, and members.

Creating and/or providing resources and ongoing help is a powerful way to create that solid, loyal base from which you can convert subscribers to customers and paying customers to recurring members and clients.

Here are seven of the most powerful strategies, when it comes to being the person your ideal customers and clients turn to for help.

- **Create a group coaching program as a paid upsell for a self-study course**. One hour each week on a Q&A call requires very little prep work on your part but provides a great deal of value to your subscribers.
- **Offer additional coaching packages**, to suit differing needs, levels, and budgets.

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- **Create a closed Facebook Group and offer your members regular Facebook Live Q & A sessions**. Better yet, when a member reports a struggle with some aspect of your Group topic, and other members respond with similar stories, jump right in with a Facebook Live "how-to" session, aimed at helping them solve their problem or make the right choice.
- **Create high-quality and useful content-based resources** and release them exclusively within your Facebook Group or membership site.
- **Provide regularity and consistency to your additional-help strategies**. For example, if a Facebook Live Q & A does particularly well on late Friday mornings, then turn it into a regular thing. Remind people just before every Friday and invite their questions and concerns.
- **Make podcasts or videos** – whichever your members like best, and whichever you find easiest to do – that mirror their progress along their journey, dealing with timely topics.
- **Create polls and surveys**. Ask for input: Then – most important of all – act on that input!

In addition, consider providing extra rich resources in member areas. You can easily add anything you've recorded; critiques, case studies, and training sessions, as well as resources such as:

- A contractor list
- Workbooks
- Worksheets
- Templates
- Checklists

Any resource that will enrich their experience with you and help them achieve the sort of success they will be only too happy to publicly thank you for.

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Meanwhile, put out your paid products, offering your subscribers and group members perks and discounts, to let them know how much you value their loyalty.

Take care of giving your subscribers, customers, and members ongoing, additional help, and you'll create people who buy from you automatically, happy whenever a new offer appears.

Step Five: Showcase Related Offers on Member Pages

Another way to provide additional help: Include related offers on member pages and in member emails.

This works especially well if you have created a JV with a desirable partner whose product or webinar you know your members will really prize and value. (It also pleases your JV partner too!) Don't worry about your members jumping ship: Why should they, when YOU are the one bringing in exclusive, expert guests or exclusive, high-end offers at special prices – just for them?

This might be a strategy you haven't considered before, but it's like any other strategy: Don't focus so much on this that you miss other opportunities to present related offers.

Include related offers on your sales pages too – but put an offer right on a sales page only if it's a downsell, so that you give yourself one last chance to capture income from a prospect who was about to jump out of your sales funnel anyway. Don't put it on your landing page. If you're doing a downsell, you only want to offer it AFTER your cash-strapped visitor has clicked through from your landing page to your sales page and discovered they really can't afford your main offer.

That's when you step in like a hero and offer them a less expensive (or less intimidating) alternative: Perhaps a DIY book instead of your high-end course. One that gives them a taste of your teaching and helps them to increase

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confidence or income enough that they DO come back for your high-end course, the next time you offer it. Your message, implied or stated, should give them the idea, “Hey, I know you can’t do this right now but here’s a really good solution I can offer you that will work until you can”.

This strategy also applies when you have created a mini-version or basic-level version of a course or membership. Price alone isn’t always the reason that people hedge and hesitate. Sometimes it’s a question of confidence. Sometimes it’s simply that you are an unknown quantity. They don’t know you, so they are ‘trying out’ your free 7-day or 30-day challenge. So, at strategic intervals throughout your challenge – perhaps even with each module – include related offers and upsells. As their trust in you builds, or as they start to see results, many members will go ahead and accept the upsell or the related offer.

But only if you’ve made sure it’s available, timely, and in plain sight on the right page or offered at the right moment.

Offer exclusive promo codes right on your download pages to create more opportunities for your members to learn from you. In addition to that, make sure the paid offers you present are highly relevant to your members and where they are in their journey.

How to tell if you’re targeting correctly? If you can easily position your paid offer as a resource, tool, or strategy that will provide actionable, significant benefits or advances for them.

And also, if you can detail specifically:

- Exactly what your sales page visitor’s problem is.
- Exactly how it can add benefits to your main offer – benefits unique to that visitor’s situation.

But don’t just add related offers or additional offers: **Pay careful attention to how you present them**.

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Your visitor should feel as if you have read her mind, and thoroughly understand what she needs right now – especially if that something happens to be something extra; something that meets a particular need or goal she has. But don't rely totally on speaking to your visitor. One strange quirk of the human experience is, the more we need something that's new, the more likely we humans are to put off buying or trying it. We tell ourselves we'll do it "later". And we usually don't return.

Another reason for not investing in something – especially if you weren't expecting to be presented with that additional offer – is feeling guilty for going over our budget. Again, we tell ourselves, "Later."

You can prompt your hesitating visitor to say yes by using a sense of **urgency**. Ways to do this include:

- Using an OTO – only making the addition available while they are purchasing your main offer.
- Using a "countdown" on the Sales Page to let your visitor know they have a limited time to think about it. CRMs such as Leadpages® provide countdowns you can add with a click or have them already embedded in their top-quality templates, so it becomes a no-brainer with no tech involved.
- Using an exclusive discount. By exclusive, this means only discounted with your main sales offer or only discounted for people who attend your live training.

Scarcity and exclusivity – these both compel people to think twice before turning down a limited-time or discount-price offer. "Only XX copies remaining" can also catch peoples' attention and spur them to stop and seriously consider clicking through "now."

Bonus gifts offer another powerful incentive on your main offer, but if you use this tactic, sweeten the pot with a bonus that is really worth something to your visitor. Make it really worth their while and give them something with high value for free, just for purchasing your product or signing up for your membership club.

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Pay attention to your **words**. Using adjectives like "easy" and "special" go a lot further than hard-sell tactics. "A very special bonus for you" feels a lot warmer than "BUY NOW!"

Along with your words, pay attention to **tone**. Keep your tone conversational, as if you were talking to your subscriber or visitor in person.

Remove weak words. You can still be conversational and yet go through your copy and remove every word that weakens the impact of what you're saying. "Join me at this just-for-you special rate" sounds a lot more compelling than "Sign up now in order to get a special discount on this amazing but limited-time sales offer". (Hint: It's usually better to rewrite altogether when you have a lackluster or rambling sentence.)

Finally, pay attention to position. No, not just positioning I mean the physical **position** of additional offers on your sales pages.

In fact, they don't have to be on your sales page at all. A great place to add OTOs is either right at checkout, during the actual buying process … or immediately after your visitor purchases. You've probably seen those "Thank you" Pages, where you buy a product, and you're taken to a Thank-you page that immediately says something like: "Here's your chance to purchase an additional pack of 100 Pro Templates for only $47.00" – followed immediately by anchor text that puts words in your visitor's mouth. Words that go like this:

No, Sue, I don't want 100 templates at a 50% savings; just take me to my download, please.

Which position to use? That depends on your visitor. A good rule of thumb is usually if a CTA in a particular spot irritates you, it will most likely irritate your ideal visitor or purchaser. If you'd be likely to click on a CTA in that spot, so would your ideal visitor.

But don't just leave it to chance: **Split-test** different spots and different wordings on your sales offers. CRMs like Leadpages® make this easy!

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All these principles apply as much to offers you present on member pages as on general sales pages. The big difference is … when you are presenting offers to existing members, you are much more likely to make the sale, because you don't have to go through the process of convincing them. At this point, they already know you deliver. They already trust you.

Step Six: Include Affiliate Links Inside PDFs and Other Documents

Remember what we discussed about including extra trainings, upsells, downsells and member resources? There is no law that says these all have to offer extra training, upsells, downsells or member resources. If a product or resource is exactly what your customer or member might need, they'll be just as delighted as if you created it. In fact, more, if you broker them a deal to something created by a well-known, recognized niche expert.

So, don't be shy about promoting relevant affiliate products – in member pages, within your emails, and in your PDFs and other documents.

This is a great way to make a commission from high-end offers, as well as save yourself time by promoting downsell offers that you didn't have to spend time creating. It doesn't matter whether or not the offer related to your main offer is yours or a JV partners. If it enhances your membership club's benefit or is something your richer or poorer customers can really use – if it's highly desirable – look for the best place and the best psychological moment to include it.

For example, say you've created a mini-training course called "Write a Better Book in 28 Days": You take your members through choosing the right topic, planning their eBook in 12 easy chapters, and writing the content. At this point, just as they are fretting about getting their book edited, you can offer them a deal you've brokered with a decent editor, whereby they get a discount from the editor, and you look like a hero for taking care of this common stumbling block.

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Or right when they're getting up the nerve to format their book, you could offer your own or a JV partner's high-end, easy-peasy Scrivener templates.

The key word, as always, is 'relevant'. Add 'at the right time or point' to that, and you'll have customers and members taking you up on affiliate offers with real delight, but the real secret is where you locate these and in what.

Items you can include:

- Bonus interviews
- Case studies
- Recorded live critiques
- Recorded webinars
- Resource guides
- Comparison charts

And what is the right point to include or offer these? Ideally, right when your reader or customer is asking themselves problem-based questions or beginning to worry about what to do next – or wishing she had the exact product, training, or resource you're going to surprise her with.

For example, if she is saying to herself things like:

- "How am I going to …"
- "I can't afford …"
- "I wish there was more about …"
- "What I need right now is …"

Your job is to remember back to when you were learning this exact system or topic. When did you find yourself saying those things? When along your journey, would it have been perfect to find specific resources, additional products, or training?

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And you will have comments, requests, complaints and questions from purchasers or members in your club or in your Facebook group to tip you off that they've reached that stage.

That makes it easy to put the right link in the right document at the right time. But just be sure you watch for these opportunities and actually include them!

Step Seven: Add Links to Other Programs Inside FAQ and Help Files

And speaking of questions, don't just answer them question by question. Create a Help desk or FAQ page to answer the most common questions clients have and remember to recommend other programs where they are a good fit … right within your FAQs or your Knowledgebase and Help files.

Creating a FAQ section or guide is a great way to prevent yourself from wasting time answering the same questions over and over.

In fact, if there are enough questions, check to see if it is worth your while to create an extra product out of it:

- A new book topic
- An extra course
- A special webinar
- A 'next-level' course
- A 'getting the basics' course or guide

Quick courses or guides grounding people in your niche basics work well for those who have joined your membership club and found they don't have the proper basic training to utilize the course material properly. What your "getting the basics" guide does is help them catch up so that they move forward again with confidence. But putting this type of resource link right in the FAQ or Help file

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dealing with their problem is a perfect way to not only help them in a timely manner but ensure they'll be only too happy to say 'yes' to your offer.

So, are you thinking right now that you've been missing many extra places in your content and offers to add extra monetization options? Affiliate offers? Supplementary products like templates they couldn't create themselves, or companion guide books, or professional services with discounts – or even without discounts, if you've pointed them toward someone invaluable whom they would never have discovered on their own at this stage.

Have you shown your customers and members all the possibilities? Helped them with all the right problems? Answered all the right questions with free resources

These strategies don't just add value and delight customers, they also have the potential to boost your sales. And that means more income (and greater profit) for you, all while adding real value to your products and services. Value that really will delight your people.

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