NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #6

HOW TO MAKE AND MONETEZIE A BUYERS GUIDE

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Savvy consumers are always look for information to help them make better buying decisions. In fact, they actively seek out information, then spend hours poring over reviews, product specs, consumer reports and similar bits of information.

Therefore, a buyer's guide makes a powerful resource. As the name suggests, a guide helps puts buyers in the right position when they make a purchase decision. It saves the buyer time by putting all the information needed to make a purchase into one place.

The big benefit for you is that a well-constructed buyer's guide tends to have higher conversions. That is due to everyone who reads your guide is a buyer who is on the verge of making a purchase, and your guide will help them decide (and then make their purchase through your links which equates to a new stream of passive revenue).

Section 1: Create

Get into your mind that a buyer's guide is NOT a "salesy" piece of content.

The ultimate goal of your guide is to create a sale – and it works like clockwork when done right. However, your buyers are not looking to read an advertisement. If your language is heavily sales driven, then at best buyers are going to put up their "anti-advertising shields," which means they are not going to be as open to what you are telling them. At worse, they're going to delete your buyer's guide without even reading the whole thing.

The point is to create something with an educational and authoritative tone -- NOT salesy. You'll learn more about that in the steps below.

Step 1: Determine What Type of Guide to Create

Now that you know what you're selling, your next step is to figure out what sort of document or form would be a great match to the paid product. This is a matter of brainstorming.

Here are the top options:

1. **A buyer's guide that examines two or more products.** You can create a "Buyer's Guide to Web Hosting," in which you tell buyers what to look for when purchasing hosting, and then go over and pros and cons of the top web-hosting companies.
2. **A buyer's guide that focuses on just one product.** Here you give buyers an overview of what to look for when purchasing a product or service, and then guide readers towards the product or service you want to promote.

If you sell affiliate products, the first option is an excellent choice! You can link to and promote multiple products from within the guide. This format also allows you to guide the buyer in the best way, based on their needs.

Suppose you are selling weight-loss guides. Perhaps one of the guides is better for those who just need to lose a quick 10 pounds, while another guide is better for those who need to lose 50 pounds or more. You can guide your readers to the best guide for them based on their needs.

If you're selling your own product, you will lean toward option #2 (where you point readers towards your product). However, if you choose this option, you must be very careful about appearing too biased or using salesy language. If your product is a clear winner in the field, then go with option #1 (which reduces the perception of heavy bias).

Another thing you want to consider is how specific to make your guide. Of course, this depends on what you are selling. In general, it is a good idea to create a targeted guide. For example, “how to select the best low-carb diet” is better than the broader topic of “how to select the best diet.”

Step 2: Devise an Outline

Determine what to include in your guide. For the purposes of this discussion, we look at how to create a buyer’s guide with multiple products represented.

Here’s an idea of what your outline may look like:

1. **Introduce the topic**. Summarize what your guide is about, who can benefit from this guide, and why. You can build anticipation for what is coming to keep readers engaged and reading.

   To build anticipation you might say something like, “Only one [type of product] [possessed a certain type of feature/benefit] – read on to find out which one!”

2. **Give the features and benefits they should be seeking.** This is important if you create a "first-time buyer's guide." A first-time buyer not only doesn't know what to purchase, and they may not be sure what features and benefits they really need. This section should go through the top "must have" features and benefits.

3. **List the top products, and review each one individually.** Share the price, specs, benefits, and anything else (such as case studies or other research) you can to support your conclusion.

   Note: Don't just share the features (AKA parts) of a product. Share the benefits of what feature. Share what each feature does for the reader.

   feature of a tablet is a non-glare screen. The benefit is that users can use it in multiple lighting conditions (under office lights, outside, low-level light for bedtime reading, etc.).

   Important: List if any of the products or services have a distinguishing feature that makes them stands out from the competitors. Your readers are looking for reasons why they should choose one option over another, so be sure to note any differences between the options.

   Also, note any undesirable parts of any of the products or services in your guide. What makes a product or service stand out from the competitors in a BAD way?

4. **Let readers know the best product based on their needs.** There may be a "one size fits all" product that's right for everyone. That's why in this section you'll make recommendations based on the readers' needs, preferences and budget.

5. **Conclusion.** Summarize the guide and provide a call to action (where you reiterate your "verdict" on which product or products are best for the reader).

Suppose you're helping your audience choose a payment processor.

You introduce the topic by letting readers know the guide is for small online business owners who're looking for the best payment processor/platform.

Share with readers the top features and benefits they should be seeking in a payment processor.

Examples include:

- ✔ Security and compliance.
- ✔ Ease of use.
- ✔ Ability to choose between onsite and offsite forms.
- ✔ Easy integrations with other platforms.
- ✔ Ability to use an offline card reader.
- ✔ Affordable fees.
- ✔ Affiliate tracking ability.
- ✔ One-click upsells.
- ✔ Similar features.

For each feature, list the benefit and why it is important for small business owners.

Next, review the top payment processors that a small business owner may want to consider. In this example, you'd list options such as PayPal, Stripe, 2CheckOut, and similar options. For each payment processor, list whether the platform offers the top features and benefits you listed in the beginning of the guide.

List any distinguishing features (such as if a platform has unique and powerful reporting features). List any problems or disadvantages with the platforms (such as if a platform is NOT user-friendly).

In our payment processor example, you might talk about how low-volume sellers should use one platform, while highvolume sellers would do better with a different platform. Or how those who need offline capabilities should choose a certain platform.

Finally, write a summary of your guide, and then reiterate your "verdicts" by once again guiding buyers to the best option.

Step 3: Develop Your Guide

Add Pictures

This is important for physical products, as well as digital products, you can take screenshots.

For example: if you're creating a buyer's guide around payment processors, then you'd offer screenshots of the dashboard, the payment forms, and other features that are important for buyers to know about.

NOTE: *If you're creating a buyer's guide for products or services that don't belong to you, you need create your own photos and screenshots where possible. Do not use the manufacturer or vendor photos, as your prospect has likely seen them multiple times. Instead, offer your own high-quality photos and screenshots, especially those that highlight the features you're discussing in the guide.*

As you're creating your photos (and screenshots), keep these points in mind:

- **Use sharp, high-quality images.** Like it or not, people tend to associate the quality of the product with the quality of the photo. If you take even slightly fuzzy or otherwise low-quality photos, you're going to create negative opinions of both your guide and the products you're promoting.

  You need to create high-quality images with good lighting and clean backdrops. If you are unable to do this yourself – due to not having either the skills or the equipment –outsource the task to a competent professional.

- **Take close-ups.** Share photos that your prospects have not seen before. Focus on sharing features that you mention in the text. Take close ups of the product features.

  Suppose your buyer's guide covers laptops. If you're referring to the placement of the different USB ports, then show these ports in your photos.

TIP: *When possible and applicable (if your guide is appearing on a website), consider adding short videos to your guide. A video can show a 360 view of a product and even show a demo in a way that a static image is unable to.*

If your buyer's guide covers blenders, then show a short demo of the blenders doing common tasks, such as making smoothies or milkshakes. If you want to show how tough the blender is, then show how it crushes ice or performs a similar task.

Watch Your Tone

Do not become sales-y sounding. Offer engaging, accurate/factual content with a confident, authoritative tone.

YOU'RE the expert. If your guide is wishy-washy in any way – if you are not able to confidently lead buyers towards the best solution for their needs – they are going to click away. They will delete your guide and find a real expert who can help them.

How do you present yourself as a confident expert?

Point is, once you complete your document or form, then ask yourself these questions:

Follow these tips:

- **Offer the facts only.** Do not exaggerate or engage in hyperbole.
- **Explain (briefly) why you are an expert.** For example, have you spent 10 years working in the field? Whatever your credentials are list them someplace, such as in the introduction. Let readers know why they should listen to you.
- **Show all sides.** Share the good, the bad, and the ugly of every product or service in your list. This helps build trust.
- **Use active, confident language.** Passive language makes your guide weak (and by association that makes you look unconfident and weak).

  An example of a passive sentence: "The phone must be answered."

  An example of that same sentence in a more active form: "You must answer the phone."

  See the difference? The active voice always shows a specific subject (e.g., "you") performing an action (e.g., answering the phone).

Create a Good Title

Just as with the content of your buyer's guide, your title should be factual and straightforward. Do not create an overly "salesy" title. Of course, you want something that captures your market's attention, but you don't want a hyped-up title that screams "this is an advertisement!" (Because if you created your buyer's guide the right way, it should be useful and informative, NOT an ad.)

Let me give you a few examples of an informative title that's also likely to capture the market's attention:

- The Best [Types of Products] in/for [Current Year]. The Best Traffic-Generation Courses for 2019.
- The [Current Year] Buyer's Guide to Choosing the Best [Type of Product]. EXAMPLE: The 2019 Buyer's Guide to Choosing the Best Whey Protein.
- What Every [Type of Buyer/User] Ought to Know About the Latest [Type of Product]. EXAMPLE: What Every Small Business Owner Ought to Know About the Latest Accounting Software.

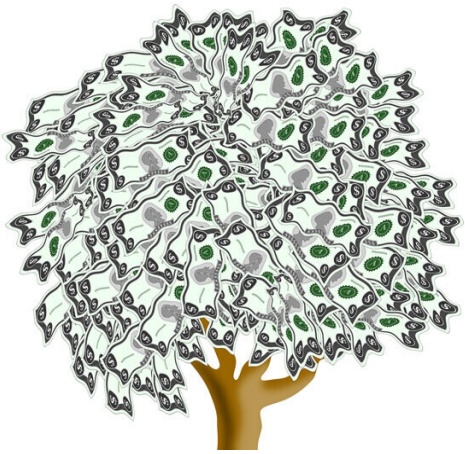
These titles refer to the current year or "the latest" products. That is why your buyers are looking for the most updated information. Your guide is current for this year. You can update your guide every 6-12 months, depending on how quickly new products come to market.

Section 2: Monetize

You may be able to promote more than one product (depending on the type of buyer's guide you create).

If you are promoting more than one product, guide different segments of your audience to the best product which meets their needs.

Because here's the thing...



If you present a lot of information to a prospective buyer and let them make the decision (without offering them any guidance), they may end up overwhelmed. They get analysis paralysis. And they will not take any action or decide. They may end up seeking out even more information elsewhere, which means they ditch your guide and go see what your competitor is offering.

That's why you want to provide information that will help different audience segments choose the best solution for their needs. Let me share with you a few examples across different niches of how to word this:

Example 1: Digital Cameras.

If you need to take action shots – such as at your child's sporting events – then you're definitely going to want to get the [Name of Camera]. That's because it's very easy to use and it captures action brilliantly without the user needing to fiddle with a bunch of settings. Click here to check it out: [link].

If you're going to be primarily using your camera for close ups (macro shots) or night scenes, then you'll want to get the [Name of Camera] at [link].

For everyone else, the best camera for your needs is the [Name of Camera]. This is the best all-around camera for capturing vacation photos, selfies, and day-time videos. See for yourself at [link].

Example 2: Low-Carb Diets.

Both guides are designed for people who have at least 50 pounds to lose, and they both work well in that regard. However, if you consider yourself a picky eater, you want to stick with [Diet A]. That's because it relies on more traditional, mainstream dishes for its meal plans. Make no mistake, the food is delicious. You can see for yourself at [link].

If your tastes are a bit more adventuresome, and especially if you enjoy spicy ethnic food, then you'll be really pleased with the meal plans and recipes included with [Diet B]. Check them out here and see if you don't agree: [link].

Example 3: Blogging Guides.

So, which one is right for you?

If you're not only a seasoned marketer but you also have plenty of technical knowledge, then [Guide A] is your best bet. This guide gives you plenty of advanced information to help you get your blog running and grow your business, but it also assumes that you're coming to the table with a technical and marketing background. Click here to download your copy: [link].

If you don't have that type of background, you will want to download [Guide B] by clicking here now. This is a great guide that provides plenty of instruction to get your blog up and running fast, even if you'd consider yourself a bit of technophobe.

Your buyer's guide should naturally end with a link and call to action.

But don't make it salesy, or your readers will doubt the credibility of your entire guide.

Conclusion

As you have discovered, a buyer's guide makes for a powerfully effective resource. That's because the people who read it are already on the verge of buying. Some of them have already made the decision to buy ONE of the products listed in your guide – they just need guidance to help them select the right one. If your guide can offer them that guidance, then you can enjoy high conversions and plenty of sales!

But don't take my word for it: create and distribute your own buyer's guide as soon as possible, so you can see for yourself just how well it works!

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- Micro Workshops – nearly 2 dozen training sessions
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- And much more...