NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #7

HOW TO MAKE & MONTIZE AN EASY EMAIL MINI-COURSE

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A great many marketers who offer free digital product tend to hand out ebooks and reports. But you know what? There are so many ebooks and reports floating around that your prospects are getting a bit numb to them. They see “ebook,” and they think of some lowquality rehash of information.

That’s why you’ll want to think about offering different kinds of free digital product. And one of the options you’ll want to consider is a fiveday mini-course delivered by email.

This free digital product is just what it sounds like. Instead of giving someone all the information at once, you break it up into five parts that you deliver via email over a pre-determined length of time. You might send the course with one email going out each day for five consecutive days or depending on the topic you might spread them out a little more.

There are some very powerful reasons for creating mini-courses. Here are the three big ones:

1. **Your calls to action get exposure.** Not only do your subscribers see your initial links and calls to action five times during the mini course, but they’ll see your promos for other products that you recommend in future emails.
2. **You get to develop a relationship over time.** People do business with those they know, like and trust. And one really good way to build this trust is by sending a series of high-quality emails like this mini course.
3. **You train your subscribers to open your emails.** If you’ve ever handed out a free digital product in exchange for an email address, then you know what often happens: people give you their “throwaway” email addresses. Or they simply collect their free digital product and never open any of your emails. Offering a five-day mini course overcomes this problem, because over five days you show your subscribers that you offer high-quality information via email, which trains them to open all your future emails too.

As you can see, there are plenty of good reasons for offering email mini-courses to your prospects.

Which brings us to this two-part question: how do you make and monetize a mini-course? To find out the answers, read on...

Section 1: Make It

At this point, I'm going to assume that you've already picked out a product to promote within your mini-course. If you haven't done so yet, do it now. That's because your entire course is going to lead to that offer. In other words, you can't write a single word of your course unless you know what you're selling.

Once you've picked an in-demand offer to sell, then let's get down to the business of creating your mini course...

Step 1: Detail the Five Parts

The first thing you need to do is determine what you'll share in each of the five parts of your mini course. This could be five steps of a process, five tips, five ways to do something, five tools or resources that prospects need to complete a task, and so on.

In order to decide what you're going to write about, take a look at what you're going to sell. You want your mini course to provide part of a solution so that you can then direct subscribers towards the paid offer to get the rest of the solution.

Let me give you an example...

Let's suppose you're selling a diet guide. Here are different ways to construct your mini course in a way that lead to the paid offer:

Create a mini course that details the five steps to losing weight. This works particularly well if the paid product includes five steps. That way, you can offer a direct overview of the diet guide. You tell your subscribers what to do, but they'll need to buy the diet guide to get details on HOW to complete each step.

For example, one step might discuss "eating clean." The email will give an overview of this step, but readers will need to buy the guide to get meal plans, recipes and in-depth details.

- **Create a mini course that goes into depth on one step.** Then the subscribers will naturally want to know the rest of the steps, and for that they'll need to purchase the paid product.
    - For example, your mini course may go into detail about how often to exercise and what sort of exercises to do to lose weight. Readers will then need to purchase the diet guide to get details on the second major part of weight loss, which is good nutrition.
- **Create a mini course that shares five "secrets" or tips for losing weight.** These will be good tips that readers can put to use immediately to help them lose weight. You'd then point readers towards the diet guide to in-depth instructions and even more tips.
- **Create a mini course that shares five common dieting mistakes.** You'd then point readers towards the diet guide to help them avoid other mistakes that will derail their weight loss goals.
- **Create a mini course that offers recipes and shopping lists in each email.** You'd then point readers towards the diet guide to get even more recipes, meal plans, and in-depth instructions for losing weight safely and effectively.

In all cases, the point of each email is to offer something useful yet incomplete. You want each email to help the reader solve their problem. And yet your mini course shouldn't completely solve the problem, which is why you point readers towards the paid product.

For this example, we looked at selling an in-depth information product on the backend. Naturally, you can use a mini course to sell other types of products and services too.

Let's stick with the weight-loss example, except in this case let's imagine you're selling a meal-planning app. You could create a mini course that goes into depth about how to eat right to lose weight. You'd then promote the meal-planning app as a quick and easy way to create healthy, balanced and low-calorie meals.

Another example: you'd could share five tips for good nutrition, and then sell a physical product on the backend, such as prepackaged meals. Once again, the idea is to make it quick and easy for readers to put to use the weight-loss information they've just learned.

Once you've decided what to put in your five emails, then move onto the next step...

Step 2: Develop the Content

Now that you know what all you're going to include in your five emails, it's time to develop the content.

TIP: As always, you can write it yourself if you have the skills, time and inclination, or you can hire a competent ghostwriter to do it for you. If you'd rather have someone else create it, then search for a ghostwriter via Google or post a project on a site such as upwork.com. Just be sure to do your due diligence so that you select a professional writer who produces high-quality work at a fair price.

Check out these tips and ideas for developing your content...

Decide on Length

There isn't a one-size-fits-all answer when it comes to length. Some content call for short, others for longer emails. Some audiences will only ever read emails that take 30 seconds or less to read, while others will read 1000-word articles.

So, here's the thing...

The only way to know for sure what your audience will respond to the best is to test, test, and test some more. However, as a general guideline, you can start by offering articles that are right around 500 words. That's sort of your "average" length article, and it's the length that most readers are accustomed to seeing in their emails.

No matter the length of your emails, your goal is to hook readers fast and keep them engaged. The next few tips show you how to do it...

Create a Good Subject Line

Your subject lines can make or break the success of your mini course. That's because if your subject lines don't get attention, then no one is going to even bother opening (much less reading) your emails. That's why you need to create an enticing, benefit-driven subject line. If your subject lines also arouse curiosity, that's even better.

For example, here's a bland subject line: "Golf tip"

Here's a more enticing subject line: "The #1 trick for shaving three strokes off your golf game..."

Hook Readers With a Great Opener

Your subject line engaged your readers enough to compel them to open your email. Now you need to keep them engaged with a good opener. Here are three ways to do it:

- **Tell a story.** Think of the way a great novel or short story hooks readers from the very first line. You can do the same thing, except you'll be telling a story that's directly related to your audience (such as how you or someone else overcame the same problem your audience is facing).

  E.G., "You're not going to believe the trick I used to double my conversion rate…"

- **Share a startling statistic or other fact.** Obviously, this fact should be directly relevant to your audience. E.G., "This year, 610,000 people are going to die of heart disease…"

- **Ask an engaging question.** You want to ask a question that gets your audience to think about their problem. For this example, I'll combine the startling statistic with a question: "This year, 610,000 people are going to die of heart disease – will you be one of them?"

Build Anticipation

Whenever possible, you should build anticipation in two ways:

1. **Build anticipation for what's coming later in the email.** E.G., "In just a few moments you're going to discover the best conversion tool for small business owners – and best of all, it's free…"

2. **Build anticipation for the NEXT email.** The idea here is to close each email by building anticipation for what is coming. This helps boost open rates for upcoming emails.

   E.G., "That's it for this time. But stay tuned, because tomorrow you're going to find out a simple productivity trick that will slash your work days nearly in half. This one is going to surprise you, so check back tomorrow!"

Format for Easy Readability

If someone opens up your email and sees a wall of text, they're going to click away without reading. If you want to increase the chances of your subscribers reading each and every email in full, then you need to format for easy readability. This means creating short sentences, short paragraphs, and plenty of white space.

For example, instead of putting a list in paragraph form, use a bulleted list instead.

You can also do the following to help break up the text:

- **Use enticing benefit-driven subheadlines for new sections.** This helps break up the text, and it can bring a skimmer back into your text.

  E.G., "A surprising way to get web traffic that no one's talking about…"

- **Insert relevant graphics.** This adds variety to your email, and it helps break up long passages of text. A good caption beneath a graphic can also help draw skimmers back to reading your article.

- **Create variety in your text.** For example, alter the length of your sentences. If you use short sentences exclusively, readers may judge you as being simpleminded. If you use long sentences exclusively, readers may view you as trying to talk "above" others (i.e., arrogance). Offer both long and short sentences (and long and short words) which creates variety and keeps readers engaged.

Step 3: Decide Delivery Details

Once your emails are complete, then you need to load them up to your autoresponder and decide the delivery interval.

NOTE: Don't yet have an autoresponder? If not, then choose one of the established, well-respected third-party services such as Aweber.com, GetResponse.com, iContact.com, MailChimp.com or a service of a similar caliber.

In most cases, you'll want to deliver your five-part mini course in five consecutive days. When someone subscribes to your course, they'll get the first part immediately, they'll get the second installment one day later, the third lesson a day after that, and so on.

This daily interval works well because it keeps your name in front of your new subscribers and helps you build a good relationship with your prospects. Your subscribers are happy too, because they don't need to wait long to receive all five parts of your course.

Depending on the content of your course, however, you may decide to lengthen the interval between lessons.

For example, if you want your prospects to take action in real time – and you suspect it will take more than a day to complete the steps outlined in any one email – then you may space the emails out accordingly. However, since this is your first contact with most subscribers, you'll want to keep the emails as close together as possible (such as delivering them every other day) so that your subscribers remember you and remain enthusiastic about your course.

NOTE: As mentioned, daily delivery is best for MOST courses and audiences, whenever possible and applicable. Under no circumstance should you deliver emails more than one week apart.

Now that you know how to create the content, let's take a look at how to monetize it...

Section 2: Monetize

At this point you know what you're going to sell, and you have a set of five content emails in the form of a mini course. Question is, how do you monetize this course?

As mentioned, the key is to create a mini course that's useful yet incomplete, which gives you an opportunity to sell something on the backend which solves the rest of your prospect's problem. Here are the keys to turning your mini course into a powerful sales tool...

Sell One Product

Some mini-course creators get tempted to sell five different products since they're sending five emails to new subscribers. But don't do this. A new subscriber needs at least three to five (and sometimes more) "touches" with a marketer before they buy something from that marketer. And, in general, people usually need to be exposed to a single product multiple times before they make the decision to purchase it.

Point is, you are going to have a low conversion rate if you promote multiple products throughout your mini course. Instead, promote just ONE product throughout all five emails in your mini course, and you'll see conversion rates rise as your autoresponder delivers each new installment of the course.

Follow the 80/20 Rule

The idea here is to create emails that are part solid content (steps, tips, and other how-to information), and part pitch for the paid product. As a general guideline, you can seek to create emails that are about 80%-90% course content, and 10%-20% pitch for the paid product.

Vary Your Pitch

You are sending out five emails, so you have five opportunities to sell your paid product. Heads up: do NOT pitch it in the same way every time, otherwise your prospect is likely to begin ignoring it.

Specifically:

Do not pitch the product in the same place in every email. For example, don't always place your pitch in the postscript of your email, as your subscribers may begin to ignore the p.s. Instead, put it one time in your postscript, another time at the beginning of the email, and still another time embedded within the content itself.

Do not pitch the product in the same way. If you put the exact same pitch and call to action within every email, then you're not offering your prospect any new information to help them make the buying decision. That's why you want to pitch the offer in different ways throughout the five parts of your mini course.

Let me give you an example of different approaches you can take in each of the five parts (which will appeal to different segments of your audiences and address different needs):

- **Email 1: Gain pitch.** In this email you share the main benefits of the product you're selling.
- **Email 2: Logic pitch.** Here you appeal to your prospect's logical side, such as by showing them a case study or other hard evidence that the product works.
- **Email 3: Objection-handling.** Just about every potential prospect who comes your way is going to raise objections. These objections might be specific to the product (e.g., the product is too long, too big, wrong color, etc.), or they might be more general objections such as the product is too expensive. Your job is to raise and then handle these objections to put the prospect's mind at ease.

For example, if price is an objection, then you can justify the price before you drop the link and call to action. E.G., "If you hired a ghostwriter to create this content, you'd spend upwards of $5500. But order this PLR package now, and you'll spend a fraction of that to get the highest quality content available on the market today!"

- **Email 4: Social proof.** Here you might post one or more strong testimonials alongside your call to action.

  E.G., "People everywhere are loving the results they're getting with this new diet. Just look at what John C. from Kentucky said after losing 50 pounds…"

- **Email 5: Fear.** This is where you appeal to people's emotions by stoking fear. If you have a limited-time offer going on, you can stoke a fear of missing out. E.G., "Click here before this offer is gone for good!"

  If this is an evergreen email, then you can create some fear by letting people know the pain of their problem will continue if they don't order now. E.G., "Don't wait until your computer gets infested with viruses and your bank account information gets stolen – click here to protect yourself now!"

Conclusion

As you just discovered, a five-part mini-course delivered by email makes for a powerful free digital product. That's because prospects are going to give you their good email addresses, and they're going to read your emails. This gives you a chance to not only start developing a great relationship with your subscribers, but you also get to follow up with them repeatedly to close the sale.

But don't take my word for it – create your own mini-course today to see just how well it works to turn subscribers into loyal readers and buyers!

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