NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #12

HOW TO MAKE & MONETIZE AN ARTICLE LIBRARY

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Your prospects are seeking information. If you can provide the information they want, you are going to grow your mailing list, expand your other online platforms, and generate sales on the backend. Yay!

Here's a way to do that - provide an article library.

The article library is a set of articles all focused on a single topic.

For example:

- An exercise library, which instructs fitness trainers how to perform a set of 50 different types of exercises that they can add to their fitness circuits.
- An "A-to-Z" marketing library, which defines and discusses 26 marketing related terms (e.g., Affiliate, Backlinks, CTA, etc.).
- An organic gardening pest identification library, which helps gardeners identify and eliminate 17 common garden pests.

The length of the article library will depend on the topic. You may have as few as five or ten articles, all the way up to 100 or more.

Prospects really like article libraries, because it gives them a fast and easy way to locate the information they need.

Take the gardening example: if a gardener suspects they have a problem with aphids, they can go to the aphid article to confirm the problem. They'll then receive information on how to eliminate the problem.

Article libraries make great tools for you too.

Prospects tend to refer to them repeatedly. That means you get multiple exposures to your links and calls to action, which leads to higher conversions and more sales.

How do you put article libraries to work for you? Read on to find out how you can make and monetize article libraries by giving them away as resources.

Section 1: Create

You will find out how to make an article library in three easy steps:

1. Choose Your Topic.
2. Collect Information.
3. Create Your Article Library.

Step 1: Select Your Topic

Before you write for your article library, you need to know upfront what you are going to promote from within this library. The article library should naturally lead prospects to the order button for your paid product. If someone is uses and enjoys your article library, they should be just as interested in your paid offer.

Think about what you want to promote, which could be a product, service or coaching.

Will you be able to create an article library related to this product?

Can you think of several sub-topics that you can discuss within a series of articles?

For example:

- If you sell a weight-loss guide, you could create an article library of the top metabolism-boosting foods. For each article, name the food, discuss its benefits, and offer tips on how to add more of this food to one's diet.
- If you sell an autoresponder app, you might create an article library around email marketing topics such as creating a lead page, creating a lead magnet, designing an initial autoresponder series and more.
- If you sell copywriting coaching, you may create an article library that offers an overview of copywriting topics such as creating headlines, handling objections, and more.
- If you sell a bodybuilding program, you might provide an illustrated article library of common lifts.

Is an article library a good fit for this paid product?

Does the article library have the best way to sell a product? If the answer is "no," then you may consider creating a different type of tools for this product (such as a content video, checklist guide, or other similar item).

Once you've decided on the product or service you are going to sell on the backend, the next step is to decide the overall topic for your article library. Generally, what you're looking for is a topic where you can create at least 10 articles with subtopics.

Let's go back to the example where you are selling a bodybuilding guide. This product would be a good fit for a few different article libraries, all of which give an overview of some component of bodybuilding. For example:

- An exercise/lift illustrated article library, which names particular lifts, tells readers which muscles those lifts target, and explains (with illustrations) the correct way to perform the lift.
- A supplement library, which names common bodybuilding supplements (such as whey protein and creatine) and describes what each type of supplement does for the user.
- A muscle library, which names the major muscles in the body and talks about which types of lifts best target those muscles.

Another example is if you're selling an organic-gardening guide. This type of product would also give you an opportunity to create a few different types of article libraries, including:

- A pest identification article library. Each article would address a different type of pest, how to identify it, and how to eliminate it without using harsh pesticides.
- A plant-disease identification library. Each article would address a different plant disease, how to identify it, and how to "cure" or prevent these diseases.
- An overall article library. Here you might create an article for the top types of vegetables a gardener might plant, with each article offering tips for the care and maintenance of the particular plant being discussed.

Step 2: Collect Information

Now that you know what you are going to write about, it's time to plan your article library. This means researching and collecting the information you need.

Determine how many articles you will include in your article library. The number of articles you include is going to largely depend on the size of the topic.

NOTE: just because a topic is big does not mean you need to cover EVERY subtopic. Instead, create an article library of the "best" subtopics within the overall topic. If you do that, then you can create a smaller article library (such as the ten best tools, resources, ideas, etc.).

- The top ten superfoods for boosting metabolism.
- The top 15 ways to get web traffic.
- The top 20 kettlebell exercises every fitness trainer ought to know.
- The top 10 tools every online marketer ought to be using.

Spend time first researching your topic, and then decide how many subtopics you'd like to appear within your article library.

ALWAYS keep your paid offer in mind. Remember, you want your article library to naturally lead to your paid offer. Generally, this means your article library should provide an overview of the information provided in the paid topic.

If you sell a blogging guide, then an article library that covers common blogging terms is a good introduction to the paid guide.

Step 3: Create Your Article Library

You have determined what your article library will be about and have an initial estimate of how many articles you will include in your library.

Now it's time to create the articles.

NOTE: You'll notice above that I said "initial estimate" of how many articles you'd like to include. The reason I referred to it as an estimate is because that number may change as you start to create your library. For example, as you do research on the topic, you may discover additional important subtopics that you'd like to add to your article library.

Research the Topics

There are two pieces of research you want to do at this point:

1. **Research the overall topic.** This will help you decide that you have included the most important subtopics in your article library. If you created an outline of all the topics you'd like to include, you'll still do this research to be sure you didn't overlook anything.

   For example, let's suppose you're doing an article library on the topic of common methods for getting web traffic. Perhaps you brainstorm and come up with ideas such as social media marketing, viral marketing, starting an affiliate program and more. Perhaps your research helps you uncover ideas you had forgotten about, such as writing and distributing press releases.

   To uncover these types of topics, you will need to run a Google search. Example: "List of plant diseases" or "ways to get online traffic."

2. **Research the individual subtopics for each article.** Once you know exactly what articles you want to include in your article library, do the research for each article. The idea is to be sure you don't miss out on including any crucial information in each article.

Design an Outline

You are nearly ready to create your articles. First, you will want to plan the outline/general format for each article.

Since this is an article library, you want all of your articles to generally follow the same basic format. Someone who reads one article should be able to predict what type of information they get in the other articles in the library. The articles should all provide the same type of information, but, of course, that information will be specific to the topic.

Here are some examples. Begin by going back to the example of an article library for organic gardeners which lists common pests.

Here's what the format for each article in this library may look like:

1. **Introduction:** name the pest and explain how to identify it by sight as well as the type of damage it does to the plants. Include photos of both the pest and the plant damage, where applicable..

2. **Go into further detail** about the damage these pests create. Explain to readers why they do NOT want these pests in their garden.

3. **Describe where these pests are most likely to be found.** This includes not only the region of the country (such as naming the states where they're most likely to reside), but also listing what types of plants attract them..

4. **Explain how to get rid of these pests organically.** You might share a recipe and the instructions for an organic pest-control spray that works well for this type of pest. Where appropriate, share information about alternative organic methods in case the reader is unwilling or unable to use the first method.

5. **Conclusion. Recap the article**, and (optionally) point people towards a place where they can get more information. (This is an opportunity to monetize your article library.)

TIP: It's a good idea to keep all your articles roughly the same length. Naturally, you will determine the length based on the overall topic and the outline. In most cases, you can figure on creating articles that are right around 500 to 700 words.
Some articles – such as those in an exercise library – may have fewer words since the pictures or illustrations tell the story. In other cases, your articles may go over 700 words, such as in a marketing library where you give an overview of how to get web traffic.

Th outline above is of course just an example. You need to create your own article outline/format that fits well with your topics.

Create the Articles

You have researched your article topics and included an outline that you intend to use for each article. It's time to get down to the business of actually creating the article.

You have multiple options here, including:

- Do it yourself by writing the articles from scratch.
- Hiring a freelancer to create the content for you.
- Using high-quality PLR content to save yourself time and money.

TIP: Check your existing blog and newsletter articles. You may be able to repurpose some of them to start building your article library.

Your end result should be a high-quality article which follows the format you outlined in the previous step.

Once your article is complete, you need to title it. You may use a similar title for each of the articles in your library (which would help readers connect that they are all part of a set).

For example:

- The Secrets of _____. E.G., The Secrets of Using Facebook Advertising to Drive Traffic to Your Website.
- How to _____ and _____. E.G., How to Identify and Eliminate Aphids.
- Everything You Need to Know About _____. E.G., Everything You Need to Know About the Plant Disease Blight.
- The Correct Way to _____. E.G., The Correct Way to Do Dead Lifts.
- A Crash Course in _____. E.G., A Crash Course in the Supplement Creatine.

Once your articles are complete, you can package them up in a zip file to make them available for download. Another option is to include all the articles in one PDF, though your readers will have to do a lot of scrolling if they'd like to skip around within the file. Alternatively, you might create a password protected site with links to all the articles in your library.

You know how to create your articles and the article library. But the question is, **how do you monetize this tool?**

Section 2: Monetize

To monetize your article library, you will want to include a link and call to action in each article. But this isn't always the case. Here are two points to consider when developing your monetization strategy:

Will prospects read every article?

Depending on the topics covered in your article library, not everyone is going to read every single article. If a gardener has a few different pests in their garden, they are probably only going to read the articles that talk about the pests they have. For instance, someone who isn't even growing tomatoes isn't going to read about tomato hornworms.

On the other hand, a bodybuilder probably WILL read every article in an exercise/lift library, as they are likely to perform every lift at some point in time.

Think about whether your prospects are likely to read every article in your library, as your monetization strategy may change slightly depending on the answer. If your prospects are likely to read every article, you do not need to include a link in every article (otherwise your tools may look overly promotional, as a prospect will be reading an ad every 500 or so words).

Will you be promoting different products?

This is one type of tools where you may be able to promote multiple products or services.

Be careful: you should only try this strategy IF it naturally flows from the structure of your article library. Otherwise, if you try to promote too many different things across your articles, your prospects are going to get overwhelmed (and/or turned off by the promotions), which results in them simply not purchasing anything at all.

What do I mean by "naturally flows" from the library structure?

Suppose you have an article library that covers the top 10 or 15 supplements that bodybuilders may use, such as creatine, whey protein, a vitamin supplement and similar. Since each article covers a different supplement, you can drop a sales link to that specific supplement at the end of each article.

Another example: let's imagine your article library covers tools and services that online marketers use. You may cover payment processors, autoresponders, membership site scripts, domain registrars, web hosts and similar. Again, it would be natural to promote specific services within each article (such as promoting Aweber at the end of the autoresponder article).

So, the bottom line here is that if your individual article is referring to a very specific type of product or service, then yes... you can promote multiple offers throughout your library.

On the other hand, if your article library is structured around broader ideas, concepts or definitions, then focus on promoting one overall product.

If you have an article library that focuses on lifts for bodybuilders, then your article library should promote one product, such as a guide to bodybuilding. In this case, the promo can appear in multiple places, such as in the introduction to the library as well as at the end of some of the articles. (Since this is a case where the prospect is likely to read all the articles, you don't want to promote at the end of every single one. Instead, sprinkle a promo in every five or ten articles.)

Conclusion

You have discovered an article library makes a great tools. That's because it provides an overview of an overall topic. Your prospect will find it useful in that they're going to get a lot of information across a variety of related subtopics. And you'll like giving away this resource, because you have plenty of opportunities to sell a product or service on the backend.

The best way to find out just how well this tool works to build your list and generate backend sales is to put it to work for you as soon as possible.

So, go ahead and get started building your article library today... because the sooner you do, the sooner you'll start reaping the rewards!

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