NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #1

HOW TO MAKE & MONETIZE CHEATSHEETS & INFOGRAPHICS

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Cheatsheets and Infographics pack a big punch in a little package.

Cheatsheets provide a lot of information in a single page. This includes tips, steps, best practices and other information. This is not an in- depth item, but it gives readers a good overview of a particular topic. A cheat sheet typically also includes graphics to make it more eye pleasing.

Like the cheat sheet is the infographic. Like the cheat sheet, the infographic provides a lot of information in overview form. The difference is that an infographic (as the name suggests) offers the information in a more graphical format. This is an ideal format for data-heavy content.

An advantage of this type of content is that the items are easy for your prospects to download, consume and even share. Another advantage is that since the content provides a great overview of a topic, this content naturally lends itself to inserting backend offers.

Section 1: Create

Determine What Content to Include

Follow the two keys to remember:

1. **Provide an overview.** You may have a lot of information that is not in-depth. Think about the type of information you can include in short steps (just one or two lines), tips, lists, best practices, questions to ask, examples, and similar items.

   For example, if you're create a weight-loss cheat sheet, you may include steps (such as how to calculate calories), lists such as what ingredients to substitute to make a recipe healthier, a list of super foods, and tips for eating clean.

2. **Keep it short:** A cheat sheet should fit on approximately one page. An infographic may be longer, however it works best as one page (as that makes it easier to consume, as well as forward on social media).

Decide what type of content to include.

Step 1: Brainstorm.

What sort of information you would like to include? Prepare a preliminary list, then you can move onto the next step.

Step 2: Research.

Research to help discover other information that you did not include in your brainstorm.

Where to find this information:

- **Check blogs.** Look at what your competitors are writing about on this topic. Pay attention to those blog posts that seem popular, that gets a lot of discussion and social media shares. Pay close attention to cheat sheets and infographics, as this will give you an idea of what's popular in your niche.

- **Browse social media.** Check out sites like Facebook, Twitter, and LinkedIn to get a feel for what sort of information is popular in your niche. Pay attention to content that gets "liked," "shared" and commented upon. If you see a piece of information being shared across multiple platforms and competitors – and this information is getting a lot of interaction on social media – that's a good sign that the information is something your prospects want.
- Review products. Get great content ideas by browsing popular products in your niche. You do not need to read the actual product; sometimes the sales letter or table of contents will give you plenty of ideas of what to include in your cheat sheet or infographic.

Keep in mind that you are primarily looking for information in any form that is already popular and in-demand. You may see an article on a blog that is popular. Take these ideas and turn the information into a cheat sheet or infographic.

Step 3: Narrow the focus.

With your research, you should have a lot of ideas of what to include in your cheat sheet or infographic. Have more ideas than can fit on a page? Narrow down your focus.

To help you accomplish this task, ask yourself these questions:

What information is crucial to the topic? If you will teach something about this topic, what steps, tips and other information are crucial to their understanding of the topic?

Which information is unique? Your cheat sheet or infographic will be more powerful when you include information not found anywhere else. This doesn't mean your entire cheat sheets needs to be full of never-before-seen information, but you should certainly include a tip that's rarely seen elsewhere.

What information would work well alongside some sort of graphic? This question is particularly important if you're creating an infographic.

Does your information focus on just ONE targeted topic? If you have a lot of information, narrow the focus of your cheat sheet even more. Suppose you create a weight-loss cheat sheet. Since this is a huge topic, you may want to split it into multiple focused cheat sheets, such as one that focuses on nutrition, one that focuses on exercise, one that focuses on supplements, and one that focuses on motivation. You can narrow your focus even more, such as by creating a cheat sheet that focuses on one type of exercise, such as high intensity interval training.

Decide What Graphics to Use

Once you have determined the information to include in your cheat sheet or infographic, it is time to decide what sort of graphics to use.

NOTE: In all cases, be sure the graphics possess these qualities:

It's a professional graphic. If you have some graphic skills, you can use a platform such as Canva.com to create quality graphics. If you do not have these skills, then it's a good idea to leave this task to the hands of a professional. You can find graphics designers by searching Google, asking your network for recommendations, and posting on freelancing sites such as Upwork.com or even Fiverr.com.

The graphic is simple. You don't want to create "busy" graphics that have viewers spending time trying to figure out your graphic. It should be so simple that the viewer instantly grasps what the graphic is all about.

The graphic is relevant/supports the content. Do not add a graphic just to add a graphic. Instead, every graphic you add should support and enhance the text content.

Specifically:

- ☑ **Charts/tables.** These are a great way to represent data in a visual format.
- ☑ Illustrations. These add visual interest to the cheat sheet or even clarify information. If your cheat sheet refers to doing an exercise, you might provide a simple illustration showing the right way to perform this exercise.
- ☑ **Icons.** These are simple graphics to add visual interest to the cheat sheet or infographic. If you share a tip, you might insert a lightbulb icon next to the tip. Or if you're sharing a warning, you may insert an exclamation point (or even skull and crossbones, depending on the nature of the warning).

Step 4: Develop Your Cheat Sheet or Infographic

Ready to put together your text content and graphics to develop your cheat sheet?

Follow these simple tips:

Determine the layout of your cheat sheet or infographic. Generally, a cheat sheet is going to have at least two columns of information. That is because a cheat sheet has a LOT of information, so you need to make the most of the page.

Most viewers will read the left-side column first (top to bottom), and then move onto the right-side column (top to bottom). If it is important for viewers to read certain pieces of information in order (such as a set of steps), then arrange your cheat sheet with the first steps in the upper left side of your cheat sheet, and the last steps appearing in the lower right side.

Here is a popular way to arrange your cheat sheet or infographic:

The very top (header) should be the title of your cheat sheet alongside some branding (such as your company name).

Introduction: Give your reader an overview of the topic. You may define a term, state the benefit of the information they're about to learn, or in some other way introduce it.

First column of information (tips, steps, etc.).
Second column of information.

Closing statement. This may be a recap, or you may share a special tip or important note centered at the bottom of the page.

Promo at the end (in the footer). This is generally also centered at the bottom of the page so that it's emphasized. This is where you provide a link and call to action.

How to order the information.

Check out these guidelines:

- **Order chronologically.** If you provide a step-by-step how-to information, this information will be in the order of the steps. Obviously, if you have any tips, best practices, examples or other notes, these tidbits will appear alongside the relevant steps.
    - Order beginning to advanced. If your cheat sheet does not have chronological steps, then order from beginning- level information to more advanced information.
- A cheat sheet on weight loss may include easy information at the top, such as reducing calories. The bottom may cover advanced information such as macronutrient balancing.
- **Order quick/easy to longer/harder.** For example, if your cheat sheet is looking at traffic generation methods, you might put guest blogging at the top, so your viewers can literally implement that method right away (today). You might put something like search engine optimization at the end of the cheat sheet, as it takes longer to implement and get results.
- **Order with the primacy and recency effect in mind.** If you give people a list of information, they tend to remember the first and last items on that list. That is why you may consider ordering the information with the **BEST** content right at the top and bottom of the cheat sheet.
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Note: *Start with your best information "hooks" readers and keeps them engaged.*

- ☑ **Pick the order that makes the most sense to your content.** Once you select the order, you can begin to lay out your cheat sheet with your content and graphics.

Best practices:

- ☑ **Use short, concise text.** You may not use full sentences. The idea is to pack in as much information as possible into the relatively small space.
- ☑ **Utilize lists whenever possible.** A cheat sheet should be easy to read, so avoid paragraphs of information, and use lists instead (such as a list of tips).
- ☑ **Underline important text using graphics.** Your reader's eyes will naturally be drawn in by graphics, so be sure to highlight your most important content with graphics. For example, insert icons or graphics next to your best tips or warnings.

If you don't have a good eye for design and layout, then hire someone for this task. You can search Google for someone skilled at layout and design, or you can post a project on a freelance site such as Upwork.com. .

TIP: *To save time and money, you may hire a designer to create a template for your cheat sheets. You can then fit all cheat sheets into this template by swapping out content and graphics*

Section 2: Monetize

Before you write the first word of your cheat sheet, figure out the goal of your cheat sheet. What do you want people to DO when they finish reading your cheat sheet or infographic?

Here are some of the more common types of action you may wish your reader to take:

- Purchase a product.
- Sign up for a mailing list.
- Read or watch another piece of content.
- Tell a friend about this content.
- Request a free quote.
- Sign up for a webinar.
- Enter a contest.

The important thing is that you need to **select just ONE primary goal.** If you throw too many options at your reader (such as joining a list AND buying a product), you are going to confuse them. Often your readers will not take any action at all. That is why you want your entire cheat sheet to gently direct your reader towards taking one action, such as purchasing a product.

The beauty of a cheat sheet is that it gives a great overview of how to do something, which makes it easy for you to promote a product in the footer of the content. In other words, a cheat sheet or infographic is naturally "*useful yet incomplete.*"

Here are different ways to set your cheat sheet up to lead readers towards purchasing a product at the bottom of the free content:

- **Offer a step-by-step overview.** Sell an in-depth information product in the footer. Provide an overview of how to generate web traffic, then promote an in-depth traffic-generation course at the end.
- **Provide tips.** This format lends itself well to selling information products on the backend. However, you can also sell tools on the backend.
  - When providing tips on how to eat better, sell a tool such as a meal-planner at the bottom of the piece of content. You may include this as one of your tips (e.g., "Purchase a good-quality meal planner to make it easy to count calories and eat clean.").
- **Offer a "jam-packed" overview.** The idea here is to pack so much information into your cheat sheet that your prospects quickly realize they don't have the skills, time, or knowledge to perform a certain task themselves. You can then offer a "done for you" service in the footer.
  - Offer a comprehensive overview of how to set up an effective Facebook advertising campaign, and then offer a campaign-management service at the end.
- Scare prospects. Provide an infographic with a lot of data, some of which might be frightening. The key is to get prospects to identify themselves as having a problem or at RISK for this problem. Promote a product to help them avoid or alleviate the problem.
  - Offer a product to help smokers quit. Your infographic may touch on all the negative aspects of smoking, including serious health consequences, accelerated aging, the expense, social stigma and more. Offer your product as the solution to reversing these negative impacts.

Many times, you will include your promo in the footer of the cheat sheet. This is not as simple as dropping a link. In order to get the best response, you need to do two things:

1. ***Make sure your cheat sheet or infographic naturally leads to the promotion.*** Follow the guidelines above for different ways to create a useful yet incomplete cheat sheet.
2. ***Provide a call to action.*** You need to provide a call to action, which is where you specifically tell people what you want them to do and why they should do it.

EXAMPLE: "Starting a business is hard... UNLESS you have an experienced business coach to help you avoid the pitfalls and make the very best and most profitable decisions. That's what you get when you join MyNAMS Insider's Club!, so click now to shortcut your success!"

It is a good idea to create a sense of urgency so that prospects take the action now rather than postponing it. Here are two ways to create this urgency:

1. **Create a special offer.** This means offering a limited-time or limited-quantity offer. E.G., "Hurry, because the first 100 people to act now will enjoy a $50 discount. This offer will go fast, so click here to get started..."

   NOTE: This type of offer means your cheat sheet will NOT be evergreen, so use this tactic sparingly.

2. **Remind prospects that their pain will continue if they do not act now.** EXAMPLE: "Do nothing and tomorrow morning you will wake up feeling ugly and disgusted with yourself when you look in the mirror. Or you can make the decision to take control of your health and your body today. The choice is easy, so click here to start getting into the best shape of your life!

Conclusion

You now know how to both make and monetize a cheat sheet or infographic. These tools are powerful because prospects can consume them quickly and share them with friends. They are also beneficial because they are naturally “useful yet incomplete,” which makes it easy to promote a product in the footer.

So, what are you waiting for?

Go ahead and get started working on your cheat sheet tools as soon as possible. You’ll be glad you did!

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