NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #8

HOW TO MAKE & MONETIZE SWIPE FILES

NOTICE: You DO NOT Have The Right To Reproduce Or Resell This Course!
You Also MAY NOT Give Away, Sell Or Share the Content Herein

Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excepts in a review.

This checklist is intended to provide general information on marketing and business building. Neither the author nor publisher provides any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This checklist does not provide complete information on the subject matter covered. This checklist is not intended to address specific requirements, either for an individual or an organization. This checklist is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this checklist.

TOP 10 TOOLS WE LOVE

NAMS
MyNAMS
INSIDERS CLUB
Build your team and get all the business training and tools you need now!
DISCOVER WHAT INSIDERS ALREADY KNOW!
MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business if their dreams with the support of a like-minded community.
CHECK IT OUT TO GET A
7 DAY $1 TRIAL!
https://nams.ws/TRIAL

Want to help your prospects complete a task or achieve their goals quicker? Give them a swipe file or a list of tips as a tool. In other words, give them opportunities they can put into action immediately.

What sort of tools are we talking about?

For example:

- ✔ Provide a swipe file of 101 sales letter headlines for copywriters.
- ✔ Compile a list of 50 weight-loss tips.
- ✔ Create a file with 27 wedding ideas.

Your prospects will love this sort of tool because it saves them time when it comes to figuring everything out themselves.

For example, a headline swipe file helps a copywriter create powerfully effective headlines quickly and easily. This type of file helps the copywriter create a headline that they would have come up with on their own.

Others, besides prospects, will love this type of useful tool. It gives you an opportunity to sell other products and services on the backend.

And here's something else...

A swipe files tend to have a high conversion rate. That is because your users will refer to it often, which means they see your links and calls to action often, when you add your links to the swipe files -

A copywriter isn't going to read through a good headline swipe file once and be done with it. Nope. Instead, a copywriter is going to take that swipe file out every single time they write a sales letter. And that means they're going to see your link and call to action every single time too!

Can you see why a swipe file can be an effective and profitable tool for you? Now how do you create and monetize a swipe file?

Section 1: Create It

The initial step to create this type of tool is to determine what plan to sell on the backend. Be certain that your swipe file and backend offer are good matches for one another. This allows for you to create a list of tips, ideas, ways or some other sort of swipe file.

- If you're selling a diet guide, then you can compile a swipe file of 100 of the best foods to eat when you're trying to lose weight.
- If you're selling a marketing guide, you can compile a file listing dozens of ways to get traffic to a website.
- If you're selling a book about building stronger bonds in marriage, you can compile a list of dozens of activities couples can do to grow closer to one another.
- If you're selling a career-building guide, you can give away a swipe file full of answers a job applicant can use during an interview.
- If you're selling a travel guide, you can provide a swipe file full of things to see and do in a locale.

TIP: Ask yourself: Can I create a useful list based on the product am selling?

Step 1: Brainstorm Ideas

For this step, brainstorm two types of ideas:

1. An idea for the swipe file.
2. Ideas to include inside the swipe file.

Let's look at these two separately:

Ideas for Swipe Files

Create a highly related list to the product you are selling. Determine exactly what type of list you intend to create.

One good, solid idea for a swipe file to go along with what you are selling will work. In other cases, you may be able to come up with several ideas, in which case you need to narrow down the best idea.

If you are selling a copywriting product, there are probably a dozen types of swipe files you could create, including:

- Headlines.
- Sub-headlines.
- Benefit statements.
- Calls to action.
- Postscripts.
- Sales letter openers.
- Guarantees.
- Price justifications.
- Objection handling.
- Story-telling selling.

Just to name a few. You can create a swipe file full of complete sales letters.

After you brainstorm for ideas, you may find several types of swipe files you can create for your niche. Pick the best one.

Ask yourself these questions to help narrow down the list:

- **Which one is in-demand in your niche?** Research to find out which of your swipe file ideas interests your audience the most.

  Hint: If your audience is buying a swipe file, then you can bet they'll be interested in getting a similar product for free.

- **Which swipe file can be used alongside the paid product?** What type of swipe files enhance the use and enjoyment of the paid product?

  If you are selling a guide to teach people how to create sales letters, then people can use a headline swipe file and the guide together to create even better sales letters.

  NOTE: The tool should be useful as an independent product. In other words, your prospects should be able to put it to use even if they do not get your paid product recommendation.

- **Which type of swipe file would let you make the most high-quality product?** You will not have a very good product if you only have a few items to list. It is better to choose a type of swipe file where you know you can come up with at least a couple dozen ways, ideas, tips or swipes.

Ideas to Include in the File

Step 2: Research Ideas

Plan to spend a great deal of time to create the swipe file. Time to research the ways, tips and swipes to include in your file.

Your goal is to create as comprehensive and as unique file as possible. Suppose you are creating a headline swipe file. If you do a little research online, you will quickly discover that plenty of people have compiled similar files. A lot of them contain 100 “classic” headlines plus a handful of others.

Make your swipe file stand out. Yours should be so unique that even people who have other similar swipe files in their collection will still want to use your swipe file.

How do you do this?

Use the list of results from your brainstorming session and make it unique to you. Do an extensive research to generate even more ideas.

Suppose you are compiling a headline swipe file. Here are the steps you may take to create an entirely unique swipe file:

- Search for the best sales pages written and include those headlines (or a similar version of each headline) in your swipe file.
- Flip through popular magazines on the newsstand and "swipe" intriguing headlines.
- Do a search for popular products in a variety of niches and swipe compelling headlines.
- Ask your contacts for recommendations of their favorite sales letters or headlines. Then include compelling headlines in your file.

BONUS TIP: WHEN YOU ASK YOUR CONTACTS/LIST FOR THEIR 'FAVORITE' ANYTHING, YOU HAVE BEEN HANDED AN EXCELLENT OPPORTUNITY TO NOTE WHAT IS IMPORTANT TO THEM – AND CREATE IT FOR THEM

- Search for other headline swipe files. (**NOTE**: *In no way, shape or form should you copy these files.* Check if there are "must include" headlines in these products that you should include in yours too. If a headline swipe file includes 100 headlines and you pull out one or two known examples, that's acceptable.)

You get the idea – cast a wide net to discover as many swipes as possible. If compiling a different type of list, do the same thing. Brainstorm, research online, and research offline to create as big of a list as possible.

NOTE: Be VERY careful not to run afoul of copyright laws when you're collecting swipes, ideas, tips, etc. You may not be legally allowed to swipe or copy something word-forword. When in doubt, contact your attorney to ensure what you're doing is legal in your part of the world.

Once your research is complete, set aside another 15 minutes or so to simply brainstorm additional ideas. When doing all that research, it is likely to spark ideas.

Step 3: Create Your File

Next, you need to do two things:

- Organize the ideas.
- Polish them.

Organize the Ideas

You should organize your list of ideas. One way is to create several categories and list the applicable ideas beneath each category.

If you plan create a big copywriting swipe file, organize the swipes beneath categories such as “Headlines,” “Postscripts,” “Guarantees” and so on.

When you create a list of dieting tips, you might organize the tips and ideas beneath the categories of “Nutrition,” “Exercise” and “Motivation.”

If you create a big list of traffic-generation tips and ideas, then you may categorize your ideas underneath headlines such as “Social Marketing,” “Email Marketing,” Viral Marketing,” “SEO” and similar categories.

It is extremely important to organize your files so that those who are looking for a specific idea or tip can quickly and easily find it within your overall swipe file.

Polish Your List

Create an Introduction

Tell your prospects who this file is for, and the best way to use it. Your introduction should provide instructions on how to make the most of your swipe file.

Insert Additional Tips, Insights or Examples

Make your swipe file unique and useful in order to add value to it. Instead of having a list of tips, ways, and ideas, you can insert additional information.

Suppose you have a headline swipe file. For each entry, you can start by listing the headline. You may then offer three examples (in three different niches) of how to use that swipe.

For example, perhaps one of your headlines is this classic: "*Who Else Wants Lighter Cake – In Half the Mixing Time?*"

You can provide examples of how to use this headline in multiple niches, like this:

- Who Else Wants Higher Conversion Rates – In Just Five Minutes Per Day?
- Who Else Wants a Better Trained Dog – Without Using Harsh Methods?
- Who Else Wants to Land a $100,000 Job – In Just One Month?

Add value to your swipe file by providing additional insight or tips for some or even all the entries.

Go back to the "who else" example in a headline swipe file. You might explain WHY this headline works so well. (In this case, it is largely due to the social proof slant along with the strong benefit.) When people understand why a swipe or idea works so well, they'll be in a better position to put that idea to work for them.

Another thing you can do to add value to your swipe file is to add graphics and illustrations, where applicable. If you are compiling a list of wedding themes, then you might show a picture of a wedding that carried that theme, so that your readers can visualize how to put the ideas to work in their own wedding.

Go through your swipe file and do a final edit and polish. Run spellcheck and proofread your work. Check for spelling errors, grammar errors, and accidental duplicate entries. Get someone else to proof your work, such as a trusted, knowledgeable friend with a 'fresh' set of eyes review it. You can find a professional proofreader by searching Google or posting on a site such as upwork.com.

Section 2: Monetize

You now have a collection of tips, swipes, ways or other ideas that your prospects can put to work for them immediately. Prior to releasing this tool for publication, there is one last thing you need to do: **monetize it.**

Remember the product you selected to promote? Check out these tips for generating sales...

Promote in the Introduction

A swipe file is different than other types of text-based tools in that your readers aren't going to necessarily read it cover to cover at the same sitting.Sometimes people just scroll through a swipe file seemingly at random in order to help them generate ideas.

If you embed an offer in **the middle of your swipe file**, it may or may not get seen. Put your offer in the introduction, where virtually all readers are sure to see it at least once (and hopefully every time they open and use your swipe file).

Explain how the paid offer will help your prospects **solve their problem**. Ideally, your promo should explain how the paid product and your swipe file will work together.

Refer to the example of the headline swipe file. Suppose you are selling a copywriting guide. You might promote this offer like this:

"This swipe file will help you start writing better headlines, faster and easier than ever before. But if you really want to up your sales letter game, boost your conversion rates, and start generating more sales, then you're going to want to get your hands on [Name of Copywriting Product with link to product]."

Here's why: using a swipe file is a great way to start creating better sales letters. But once you understand the secrets behind creating million-dollar sales letters, you'll be virtually unstoppable. You'll shatter sales records. You'll enjoy more inbox sales notifications than ever before. And you'll enjoy the financial security that a highconverting sales letter brings.

Best of all, you can use this swipe file alongside [Name of Copywriting Product] for even better results! That's why you'll want to take advantage of this extraordinary offer now by clicking here..."

Drop a Reminder in the Conclusion

Promote your paid offer in the beginning of the swipe file. This is a good fit, because the introduction is where you provide instructions for making the most of the file, and purchasing the paid offer is one of those ways to optimize the use and enjoyment of the swipe file.

However, as the promo is in the introduction, the reader hasn't yet had a chance to see the value of the swipe file. As such, they are unlikely to be in a buying mood... at least not yet. Once they read or at least skimmed through the swipe file, they are going to be impressed. And it's at that point that you should mention your offer again.

Now put another link and call to action at the conclusion of the swipe file. Indeed, you do not really need to write a formal "conclusion," since everything that needs to be said about the swipe file itself was already mentioned in the introduction. Simply end the file with a reminder of the offer.

For example: "Don't forget, you can make the most of this swipe file by downloading a copy of [Name of Product] by clicking here(insert the link to purchase). And do it now, while it's still fresh in your mind!"

Another example: "Don't even think about writing a sales letter until you get your hands on [Name of Product]. Say goodbye to mediocre sales letters with dismal conversion rates, and say hello to better conversions, bigger sales, and more money! Click here to get started now..."

Conclusion

Offering a swipe file makes a very effective and profitable tool. That's because a swipe file is so useful that your prospects will refer to it again and again. Every time they open your file and start scrolling, they're going to see your offers, links and calls to action. That means that a good swipe file can produce nice conversion rates for you!

Want to see how well it works for yourself? Then go ahead and put this guide to work for you to start compiling your own useful, in-demand and profitable swipe file. Both your prospects and your bank account are going to love it!

A PERSONAL INVITATION!

And a special 7 day $1 trial to the best business training resource library available

1 Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

2 Monetize

Making money is urgent and important for All business. It's the key to financing your growth...

3 Methodize

After mastering sales and marketing, creating your own products correctly add zeroes to your business...

Click here to start today!

nams.ws/7trial

WHAT DO INSIDERS GET?

NAMS
Novice to Advanced Marketing System

- Weekly Mastermind Call – What's working
- 30-Day Challenges – 12 months essential topics
- Insiders Facebook Group – active peer community
- PLD Articles – articles, report and ecourse each month
- Audio & Graphics Gallery
- Micro Workshops – nearly 2 dozen training sessions
- Tutorial Library – Tech tool & process tutorials
- Custom Tutorials – 18 essential tools tutorials
- Custom Marketing Suite Software including site builder,
- video management, tracking, quiz engine
- And much more...