NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #3 BONUS

HOW TO MAKE AND MONETIZE TEMPLATES

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If you're a smart marketer, then you've no doubt spent some time thinking about what sorts of free digital products to offer your prospects and visitors. Here's an idea for you: **a template.**

Just as the name suggests, this is tool that makes it faster and easier for your prospect to complete some task. Generally, all a person needs to do is fill in the blanks or otherwise tweak a template in order to use it.

Here are examples of templates:

- **A sales letter template.**
- **A resume templates.**
- **A legal template for creating a freelancer agreement.**
- **A Facebook ad template.**
- **A blog article template.**
- **A web design template.**

TIP: Although I used a legal template as an example, keep in mind that you should NOT be creating legal templates if you don't have the necessary qualifications to do so. However, you can certainly hire an attorney to create a legal template for you.

The reason a template makes such a powerful free digital product is because they tend to be in high-demand. People love templates because they make tedious, time-consuming tasks easier. Indeed, a template tends to be regarded as a high-value tool.

The reason why you'll like offering templates is because you'll get a lot of downloads (because they're in demand), plus they lend themselves well to pitching an offer at the end.

For example, you might offer a sales letter template for free, and then offer a copywriting course (or even a copywriting service) at the end of the template. People will realize that in order to make full use of the template, they need instruction or additional tools, which is where your backend offer comes into play.

So, how do you make and monetize a template? That's what you're about to discover.

Section 1: Make it

Let's get down to the business of making your template. Check out these simple steps...

Step 1: Select Your Offer

As always, your first step before you even thinking about creating one word of your template is to determine what you want to sell on the backend. That's because you want to create a template that works in conjunction with your backend offer.

For example, if you're selling a guide to building a big, responsive list, then you might offer a lead-page template that includes both the design and the sales copy. All a user needs to do is fill in the blanks about their lead magnet, and then they can upload the template to their website. This saves a user a lot of time, money and/or frustration.

However, this obviously only solves part of the prospect's problem. A prospect who truly wants to build a profitable mailing list will need a whole lot more than a lead page template to achieve their goals. That's why promoting an email marketing guide turns this free digital product into a very profitable giveaway.

Determine what you'd like to sell on the backend. Once you've done that, then move onto the next step...

Step 2: Set Up Your Template

Now that you know what you want to sell to those who take advantage of this free digital product, the next step is actually composed of two steps:

- Decide exactly what sort of template to create.
- Develop your template.

So, let's start with the first step, which is to decide exactly what sort of template to create.

Decide on a Template

Time for some brainstorming. Look at the product you want to promote, and then brainstorm all the different types of templates you could offer as a free digital product.

For example, let's suppose you're selling a copywriting guide. You can create any number of templates to offer as a free digital product, and you can even offer a set of templates. **Examples include**:

- A set of headline templates.
- A set of benefit-statement templates.
- A set of postscript templates.
- A set of guarantee templates.
- A set of call-to-action templates.
- A complete sales letter template.
- A sales letter design template (web design).

(And that's not even an exhaustive list – this topic lends itself to several different sorts of templates!)

Here's another example...

Let's suppose you're selling a guide for affiliate marketers. You might offer the following sorts of templates:

- **Email templates** for a fear-logic-gain series which affiliates can use to sell just about any sort of product.
- **A lead-page template** affiliates can use to help build their list.
- **Social media blurb templates** for affiliates to use to promote offers.

And one more example...

Let's suppose you're selling a guide to creating high-quality ebooks. You might offer a Word template that your prospects can use to make the interior of their ebooks look professional.

As you can see, depending on what you're selling, you may brainstorm just one type of template that makes sense – or you may end up with several ideas that you need to narrow down. If you end up with several ideas, then ask yourself these questions:

- **Which template would your prospects want the most?** You may need to do some market research in order to figure out what your prospects want. You can find out what sort of similar templates they're already buying, and/or you can survey them to help uncover their wants and needs.
- **Which template is the best fit in your sales funnel?** Think about not only what you're selling on the backend, but also what other products and information you have in your sales funnel.

  For example, if you have a blog post that leads to your free digital product, then figure out which template best matches that blog post. For instance, perhaps your blog post is about writing good sales letter headlines. In that case, it makes sense to offer a free set of headline templates as a free digital product (and sell a copywriting guide on the backend).

Use the questions above to select the best template for your needs, and then move onto the next step...

Develop Your Template

Now it's time to create your actual template.

TIP: You can complete this step yourself, or you can hire a freelancer to do it for you. For example, if you want to create a sales letter template, then it's a good idea to have a professional copywriter create it, which results in a high-quality product.

As mentioned before, if you create any sort of legal template, then you absolutely MUST have an attorney create it for you. Failing to do so risks putting your customers in legal jeopardy. Be sure to also include a disclaimer that recommends users take their final document to their own attorneys for review.

What you're creating is a fill-in-the-blank template. Some people simply create the template on the fly. Other people find it easier to start with an actual complete document, and then create a template from this document.

For example, if you were creating a sales letter template, you might start by looking at one of your own high-converting sales letters. You can then create a template from this proven performer. All you do is remove the specifics from the proven letter and add a blank.

For example, let's say you have a bullet point in your sales letter that says, "*You'll discover the #1 trick for getting rid of belly fat.*"

You can turn the specifics (getting rid of belly fat) into a blank, like this: "*You'll discover the #1 trick for* _____."

Generally, your template will have these three parts:

1. The actual fill-in-the-blank portions of the template.
2. The explanation of what to fill into each blank.
3. An example for each blank.

Let me explain these three parts with an example...

Let's suppose you're creating a set of headline templates.

Here's the actual fill-in-the-blank: "Who Else Wants to _____."

To make this template easier to use, you don't actually want to just include a blank. Instead, you want to include an explanation of what belongs in that blank. E.G., "*Who Else Wants to [Get a Good Benefit or Desired Result]?"*

To further clarify the explanation, it's also a good idea to include one or more examples of what this template might look like after someone has filled in the blank. For example:

1. Who Else Wants to Lose a Quick 10 Pounds?
2. Who Else Wants to Double Their Conversion Rate in as Little as Five Minutes?

Let me share with you another example of the actual blank, the explanation for that blank, and an example for that blank.

In this example, let's suppose you're creating a welcome sheet template for personal trainers to use with their new clients.

An actual blank may look like this: "You'll be expected to _____."

The explanation would look like this: "You'll be expected to [fill this blank in with the #1 thing you expect of your clients]."

Then provide an example: “You’ll be expected to show up to all your sessions on time and be prepared to work.” Or, “You’ll be expected to eat clean in order to support your fitness goals.”

Of course, the above instructions and examples mainly to text templates. If you’re creating a design template or anything else, then you’ll need to do something a little different.

For example, if you’re creating a lead page template, then your template would include items such as:

- An editable HTML file that users can tweak and then upload to their site.
- Placeholders for text. *
- Editable graphics.
- Overall design with editable components (such as the ability to change the font size, font color, background colors and more).

* If you want to create a really valuable template, then insert a text template for the sales copy into the design template.

No matter what sort of template you’re creating, you need to be sure that you’ve created an editable source file. This source file should be in a common format so that everyone can easily access and edit it. Better yet, you may even offer the template in multiple formats so that the user can select the one that best meets their needs.

For example, if you’re creating a text template, then you can offer your template in .txt format (as both Windows and Mac users can access it). However, since plenty of your audience members are likely to use a common word processor such as Microsoft Word to edit the file, you can also offer your template in a .doc/.docx format. That way, users can select whether to work with the .txt or .doc file.

If you're creating a web design template, then you'd offer the applicable files in an editable format, such as the .html and .css files.

If you're creating editable images, then you may want to offer multiple editable formats, including SVG (which is an open-source format) and .PSD (which is proprietary to Photoshop, but preferable for those who do use the platform).

And now the final step...

Step 3: Supply Instructions

No matter what sort of template you're creating, you'll want to provide instructions to go along with this template. These instructions should be packaged in a separate file (such as a text file or .pdf).

Your instruction file should include the following:

- **Thanking the user** for downloading the free digital product. Be sure to list the main benefits of the template, and then encourage users to put the template to work for them as soon as possible.
- **A list of what the user will need** to use the template. For example, if the user needs a specific software platform (such as Microsoft Word), list that in the instructions.
- Instructions for use. Here you provide the step-by-step instructions for using the template.

  If it's a text template (such as a sales letter template), then the instructions will be fairly straightforward with regards to filling in the blanks in the .txt document. If it's another type of template (such as a web page template), then you may need to provide additional instruction, such as how to change colors, fonts, table widths, graphics and more.

In all cases, be sure to tailor your instructions to your audience. If you are dealing with beginners and technical novices, then you may provide additional instructions. If you're dealing with people who know how to use templates, then you can provide minimal instructions.

TIP: You may also include contact information or a link to a peer support forum for anyone who needs additional support.

Now that you know how to make a template, let's take a look at how to monetize it...

Section 2: Monetize

Like any other free digital product, your goal is to monetize your template. Generally, this means promoting a paid offer to those who use the template. However, the way you do this is different from other types of free digital products.

When you're creating other types of free digital products (such as a worksheet), you generally embed the offer directly into the content. That way, users will see your links and calls to action every time they use your free digital product.

Take note: do NOT embed offers solely into your templates.

The reason is obvious: your users are going to edit the template. Once they do so, your offer is gone. And even if your users use the template again, they may not use the original template – meaning they may not see the intact offer.

Instead, what you want to do is embed your offers into the instruction file that you package with the template. Your users have no reason to edit this file (and indeed, it should be in a format that cannot be edited, such as .pdf), and they'll see your offers every time they refer to the instructions.

Now take note...

If your instructions are really simple, then your users are likely to refer to the instructional file just ONCE... and never again. That's why you need to include tips or other content in your instruction file that your users are likely to refer to repeatedly. In other words, add value to your instruction file so that users keep it handy.

Here are examples of ways to add value so that users refer to your instruction sheet more than once:

- **Provide a step-by-step crash course.** For example, if you're offering a sales letter template, then your instructions might include a crash course in writing good sales copy.
- **Present tips.** If you don't want to provide a crash course, then an alternative is to share a list of tips. For example, along with a sales letter template you might provide ten or so of your best tips for boosting conversion rates.
- **Offer a mini checklist.** Here you might offer a checklist to be sure that people have completed all parts of the template. For example, if you have a sales letter template, your checklist would include items such as "*Did you insert your order button?" and "Did you tweak the headline?*"

Note that you can also offer a link to multimedia within your instruction file. For example, if you're offering a web design template, you might offer a short video that shows users how to edit and upload the template to their own websites.

Point is, you want your users to refer to your instruction file more than once. That way, they see your offer more than once.

One good way to position your link and call to action is by offering a product that helps users make the most of the template that they now have in their possession.

For example, if you offered them a sales letter template and you sell a copywriting guide on the backend, then your promo may look something like this:

> *You now have a proven sales template that you can use to quickly and easily create your own sales letter. But if you want to make the most of this template and get the highest conversion rates, then you need to know the secrets of crafting high-response copy.*
>
> *That's where [Name of Copywriting Product] comes in. This indepth guide will reveal to you the secrets of turning an average sales letter into a cash-pulling super star!*
>
> *[Then go on to explain the top five or so benefits of this guide.]*
>
> *You deserve to know the same secrets that the million-dollar copywriters know, so click here to get your copy today. And do it now, because the sooner you do, the sooner you'll start reaping the profitable rewards!*

If you've read about monetizing other free digital products (such as worksheets), you may have noticed that some of those other formats only give you enough room for a link and call to action. The instruction document gives you more room, so you can really present the benefits of your offer and then close with a strong call to action.

TIP: Just because you have extra room in the instructions to present a promo doesn't mean your instructions should be one big advertisement. If people view it as an ad, they're likely to view the instructions document just once.

Here's a good rule of thumb: make 85-90% of your instructions pure content, and then use the remaining percentage to present your offer.

One final note...

If you are offering a template that your users will publicly display – such as a landing page template – then be sure to include a link to your website at the bottom of the template.

Sure, some users may edit out your link, but others will keep intact. They figure preserving your link is "payment" for the free template. If you look at web design templates online, you'll see this is a common practice.

Again, even if your link and call to action appear in the template itself, it should ALSO appear in the instruction file. That way, you can rest assured that your offer will remain intact.

Now let's wrap things up...

Conclusion

Congratulations: you now know the secrets of making and monetizing a template!

The downside to offering a template is that it doesn't work for every topic and niche. The upside is that it's very powerful in those niches where offering a template is a viable option. And since you present your offer in the instructions, you have more room for a promotion.

Point is, templates can be very profitable free digital products. But don't take my word for it. Instead, see for yourself just how well they work by developing and distributing your own free digital product template as soon as possible!

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