NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #2

HOW TO CREATE & MONETIZE EASY WORKSHEETS

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For this guide, we're going to look at how to make and monetize worksheets, particularly in your info-product business.

Worksheets make for excellent free products, because they can do the following:

1. **Help prospects identify a problem.** A worksheet can get prospects thinking about their problem, which makes it easier for you to pitch a solution to this problem.

   For example, you might offer a worksheet that helps people identify the problems they have in their marriage. This then leads to a product to help them fix those specific problems.

2. **Help prospects solve part of a problem.** Worksheets are also useful to your prospects because it helps them take action and solve part of their problem. In turn, this motivates them to solve the rest of their problem. You can then pitch a product at the end of the worksheet.

   For example, you might offer a worksheet to help copywriters profile their target market. You can then offer a copywriting course to help them create the actual sales letter.

As you can see, a worksheet can be both useful and profitable as a free digital product. Which brings us to the question: how do you make an effective worksheet? Read on...

Section 1: Make it

Now let's look at how to construct your worksheet. This process includes these three steps:

Step 1: Determine Your Offer.

Step 2: Decide on a Topic.

Step 3: Develop Your Worksheet.

Let's take a closer look at each step...

Step 1: Determine Your Offer

The first thing you need to do is decide what sort of offer you'd like to promote at the end of your worksheet. Knowing what you intend to promote will help you create a worksheet that naturally leads to this offer.

TIP: As always, do your market research first to ensure that you're promoting an offer that your audience really wants. Preferably, this should be your own product or service, whenever possible (versus an affiliate offer). And, likewise, be sure the topic of your worksheet is something of interest to your target market.

Once you have decided what you are going to promote, then you can start planning your worksheet. Here's how...

Step 2: Decide on the Topic

You've got an offer in mind. Now you choose the topic of your worksheet based on the offer you're promoting. That's because you want your worksheet to naturally lead to this offer.

The best way to explain how this works is by showing you a series of examples.

Example #1: Suppose you're selling a weight-loss guide. You may create a worksheet that helps people determine how many calories they should be eating each day based on their height, weight and activity levels. You can then sell the guide at the end of the worksheet to help them eat the right kinds of foods.

For this example, your worksheet solves PART of the problem, and the backend offer solves another part of the problem.

Example #2: You are selling a "get out of debt" guide. You can offer a worksheet that helps prospects determine how much they need to pay on their credit cards, loans and other debt in order to be debtfree within a certain time frame. Your worksheet may even offer some tips, such as telling your prospect which debt to pay off first. Then you can promote the guide to create a comprehensive plan for debt management, budgeting and saving.

For this example, the worksheet basically gives people an overview of how to get out debt. After they complete the worksheet, they will have a basic plan in place. The backend offer is designed to help them implement that plan.

Example #3: You are selling an outsourcing guide. You can create a worksheet that helps people decide whether to outsource a task.

In this example, the worksheet helps people identify themselves as part of your target market. It also helps them take the first step, which is deciding what to outsource. Purchasing your guide helps them complete the subsequent steps, such as finding freelancers and motivating freelancers.

Example #4: You are selling business coaching. You may create a worksheet that helps people determine if coaching would be beneficial to them. This worksheet would uncover places where they are "stuck" (where a coach could help them).

In this example, the worksheet helps prospects self-identify as people who need coaching. The next logical step is for them to purchase your coaching offer.

Example #5: You're selling a book about dog breeds and how to choose the right dog for oneself. Your worksheet will help people take a good hard look at their lives, such as how active they are, whether they have children (or intend to), if they have other pets, what their tolerance is for shedding, whether they want dogs who can do certain activities with them (such as hike) and similar. You can then sell a comprehensive dog breed book at the end of the worksheet.

In this example, the worksheet gets people thinking about their lives and how a dog will fit in. The backend offer then gives them a comprehensive look at all the major breeds, so that the reader can choose the right dog for their needs and lifestyle.

As you can see, the overall key to this step is to pick a topic for your worksheet that gets people taking steps towards their goal. Your worksheet should get them thinking and even excited about the process. Because once they are immersed in the worksheet, then purchasing your product to continue what they've started will become the next logical step for prospects.

Many times, your worksheet will help people identify a problem in their lives and/or take the FIRST step towards completing a process or achieving a goal. Your product will then help them complete subsequent steps. Or, your worksheet might give your readers an overview of ALL the steps they need to take to complete a process or achieve a goal, and your information product will give them the indepth details they need.

Go ahead and take some time to brainstorm what sort of worksheet topic will not only help your prospects start taking action and/or identify themselves as part of your target market, but it will also naturally lead to the offer you want to sell on the backend.

Then move onto the next step...

Step 3: Develop Your Worksheet

You know what you want to sell at the end of the worksheet. You know the overall topic of your worksheet and what task it will help your prospects accomplish. Now it's time to develop your worksheet.

Here are the components of a worksheet that you may want to include (note that only necessary component is the "Question" section, but you can add in these other elements to create a more useful and comprehensive worksheet):

Steps. If you're providing an overview of a process, then your worksheet may include the steps of this process. Within each step, you'd have your reader answer questions and do other worksheet activities.

For example, let's suppose your worksheet gives an overview of the three important steps to losing weight: good nutrition, exercise, and getting (and staying) motivated.

Within each of these steps you'd then provide worksheet activities. For example, "nutrition" section would include calculations for eating the right number of calories, as well as worksheet questions to help determine if there are any dietary restrictions.

Thus, the overall worksheet provides an overview of the process so that prospects know what steps they need to take, but to get exact details or other help they'll need to purchase your backend offer.

Now let's take a closer look at how to develop the questions, as this will comprise the bulk of your worksheet...

Questions. Every worksheet should include questions that the reader needs to answer in order to move forward.

Now, there are different sorts of questions you may ask. These varieties include:

Information questions. These are straightforward questions that your prospect will know the answers to without thought or research.

For example, if you've created a weight-loss worksheet, you may start off by asking questions to uncover dietary restrictions and preferences, such as "Do you have any food allergies or intolerances? If so, list them."

- ☑ **Research questions.** These are questions that your prospect may need to research in order to answer.
  - For example, if you have a worksheet helping people pick a target market, then you may ask questions such as "What are the top five bestselling books on Amazon in your niche?" Your worksheet would explain how to get this answer, and then readers would need to do their research.

- ☑ **Thought questions.** These are questions that are generally designed to help people reflect on an issue or to think about their own goals, needs, etc.
  - For example, if your worksheet is helping people save and invest money, then you may ask people to reflect on their investment personality (e.g., their tolerance for risk).
  - Or if your worksheet is about how to become an entrepreneur, you may ask questions to assess whether the person has the personality needed to start their own business.

Next...

Fill-In-The-Blanks/Templates. These sorts of tasks help your prospects take a step towards completing a task.

For example, let's suppose you create a copyrighting worksheet that helps people create a sales letter. One of the steps of creating a sales letter is to create a headline. You might provide templates to help readers start brainstorming headlines.

E.G. "Who wants to [get a good benefit]?"

Mini-Checklist. Here you can provide a mini checklist for one or more steps in your worksheet.

For example, if your worksheet helps people prepare for overseas travel, you might include a mini checklist of items that may not be compatible in certain countries (such as phone chargers, cell phones, etc.).

Lists. A list can help people gather the right tools or information for a task.

For example, if you have a debt-management worksheet, you might start a worksheet by listing all the different possible types of debt and have people circle which ones apply to them. This may include car loans, student loans, credit cards, lines of credit, and similar items.

Tips. You may sprinkle tips and best practices throughout your worksheet to add value to the free digital product.

For example, if your worksheet covers good nutrition for weight loss, you might offer tips for ingredient substitutions to make meals healthier.

Now let's pull all this information together into one example. Let's suppose you've created a copywriting worksheet that's designed to help people write a short sales letter. This copywriting worksheet may include these components:

- **Steps.** The worksheet will provide an overview of required steps, including profiling the target market, creating a headline to get attention, presenting a problem, presenting a product as the solution, highlighting benefits, handling objections, crafting a guarantee, creating a call to action, and closing with a strong postscript.
- **Questions.** Here you'll ask the reader questions such as:
  - What are the main benefits of your offer?
  - What is the price?
  - What bonuses are you offering?

You'd also ask questions pertaining to the demographics of their audience (e.g., age of target market, gender, income, etc.).

- ☑ **Templates.** Here you may provide one or more templates, such as a set of headline templates, a set of callto- action templates, and/or a set of postscript templates.
- ☑ **Mini-checklist.** Here you might provide a checklist for writing a headline. The checklist would include points such as:
  - Does the headline state your main benefit?
  - Does the headline arouse curiosity?
  - Does the headline use "power" words?
- ☑ **Lists.** Here you might provide a list to help readers. For example, in the previous example where it referred to the headline using "power" words, you can provide a list of the top few dozen power words (such as you, secret, how to, quick, easy, etc.).

Tips. Throughout your worksheet, you can sprinkle in tips to help readers become better copywriters. For example, you might offer a tip in the profiling section on how to research an audience's demographics.

In sum, this example worksheet would offer a good overview of how to write a sales letter. In order to get the full details on how to accomplish this task, readers would need to then purchase your copywriting course.

Which brings us to the next section: how to monetize a worksheet. That's what we'll talk about next...

Section 2: Monetize

At this point, you've developed your worksheet, and you've decided what sort of offer to promote on the backend. Now it's time to embed this offer into your worksheet.

There are two main places where you can promote your offer:

1. **At the end of the worksheet.** In most cases, this is the best place to embed your offer. That's because the worksheet is designed to lead towards the offer. The offer can appear as the last "question" or "task" in a worksheet, or it can even appear in the footer of the worksheet.

   Take the copywriting worksheet example. The entire worksheet gets people thinking about their sales letter and starting to take action towards developing it. However, the prospect still needs the in-depth information on HOW to write the sales letter, so they'll buy your copywriting guide now while they're motivated and taking action.

   Or another example is if the worksheet makes people realize they **NEED** your product. For example, if a "heart healthy lifestyles" worksheet shows middle-age men that they are at a great risk for having a heart attack, they may purchase your heart-healthy guide to avoid heart disease.

2. **Embed within the worksheet.** The idea behind this method is to make purchasing a tool as one of the tasks in the worksheet. You can then reiterate the call to action at the end of the worksheet.

   For example, let's suppose a weight-loss worksheet goes into depth on how to create a custom meal plan for one's needs, goals and lifestyle. Within the worksheet you might offer a tip to purchase a meal-planning app to make this easier (with a link and call to action for the specific app you're selling).

TIP: Some people promote an offer right at the beginning of the worksheet, such as a "featured product." However, the problem with this is that the person isn't yet engaged in the worksheet. They're not yet thinking deeply about their problem or taking steps to fix it. Thus, an ad at the beginning of the worksheet is nowhere near as effective as a call to action at the end or even an embedded offer.

The takeaway here is that worksheet MUST naturally lead to the offer you've embedded within the worksheet and/or at the end of the worksheet. The offer should help users accomplish the same task or goal as the worksheet.

For example, if the worksheet's goal is to help people eat healthier, then you can promote a nutrition guide that's designed to help people eat healthier.

Or if the copywriting worksheet is designed to help people write a sales letter, so too should the offer you're selling on the backend.

Indeed, the worksheet and backend offer should complement and enhance the use and enjoyment of the other. This means they should both be useful separately, but they should be even more useful when you use them together.

The second key point is the offer should include a strong call to action.

A good call to action includes these two parts:

1. **What you want people to do.** This is very specific. You don't assume that people know what to do – instead, you tell them exactly what to do.

   E.G., "Click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters..."

2. **Why they should do it.** It's not enough to tell people what to do – you need to tell them WHY they should do it. This prods them to take action.

   E.G., "Click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters, and you too will discover the secrets of writing million-dollar copy!"

TIP: A really strong call to action also includes a reason why people should take that specific action RIGHT NOW. In other words, you create a sense of urgency.

One of the best ways to create urgency is by presenting a limited-time or limited-quantity offer. The problem with this method is that your worksheet won't be evergreen if the offer is limited. (Such as offering a discount to those who act by a certain date.)

As such, you can create urgency simply by reminding people of the pain of their problem, and how this pain will continue if they don't take action.

E.G. "If you're tired of creating sales copy that leaves your bank account empty, then click here now to download the Complete Guide to Crafting Irresistible Cash-Pulling Sales Letters, and you too will discover the secrets of writing million-dollar copy!"

One final tip...

Don't just use the first call to action that pops into your mind. Your call to action can truly make or break the success of how well your free digital product creates backend sales, so spend some time brainstorming calls to action.

Ideally, you should then test your best calls to action to see which ones create the biggest and most profitable response for you. For example, you can create two identical versions of your worksheet, with the only difference being the call to action at the end. You can then code the links (so you know if traffic is coming from Worksheet A or Worksheet B). Then send out these two versions to your mailing list to see which one performs the best.

Conclusion

As you can see, a worksheet is a useful tool for prospects – and it can be really profitable for you. One of the big advantages of a worksheet is that it gets your prospects "invested" in a process. Once a prospect is invested, they're more likely to continue – and this continuation includes purchasing your product. So, go ahead and start developing your own free digital product worksheet as soon as possible, because you might be surprised by your good results!

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