NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #11

HOW TO MAKE & MONETIZE Q/A COACHING

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When you think about what type of tool to create in order to build a list and generate sales on the backend, consider types that have the following characteristics:

- Have a high perceived value to attract more subscribers and prospects.
- Solve part of your prospect's problem. This creates satisfaction in your prospect in that they got a partial solution and gives you the opportunity to sell something else on the backend.
- Establish you as an expert in your field. This is important if you sell something like coaching or information products.

The service that possesses all three of these characteristics: a group coaching session (AKA question and answer session).

This type of tool works well when you want to sell coaching services, as it gives your prospects an enticing taste of the quality of information you can offer them. It also works if you sell other types of information product on the backend, as it demonstrates to prospects that you provide high-quality answers that solve problems.

There are multiple reasons why you should offer a coaching session as a tool.

Section 1: Create

The first thing to do is decide what you are going to sell on the backend of this tool. While you can sell anything that's highly related to the coaching session, you will find that it's particularly effective when you sell information products or coaching. That way, you can tailor the coaching session in a way that highlights your expertise and helps you sell the product or coaching on the backend.

NOTE: For the purpose of this lesson, we will focus on creating a group coaching Q/A (question/answer) session in text format (such as a downloadable PDF or even delivered by email).

You can create "live" group-coaching sessions on a webinar platform and then redistribute the replays or recordings as a resource. For this lesson we will focus on text-based coaching sessions, as it's a simpler process that doesn't require you to find a platform, fill your webinar with participants, edit a video, etc.

Step 1: Choose Your Focus

When you determine what to sell on the backend, the next task is to select a focus for your Q/A (question/answer) session that is closely related to this offer. The Q/A session should naturally lead to your paid offer.

NOTE: The reason you are able to laser focus your group coaching session is that you are going to select which questions to answer. In other words, only questions and answers which support your backend offer will appear in your document. This is another reason to do a text-based coaching session, as you retain full control over the final product.

Field questions that do one or more of the following:

- **Give people an overview of the topic of the paid offer.** You can then sell the product as a way for your prospects to get the indepth details they need to carry out a process or achieve a goal.

  If you sell a course on how to get web traffic, then you might answer questions about each of the major traffic methods covered in the course (SEO, paid advertising, blogging, guest blogging, social media marketing, email marketing, etc.).

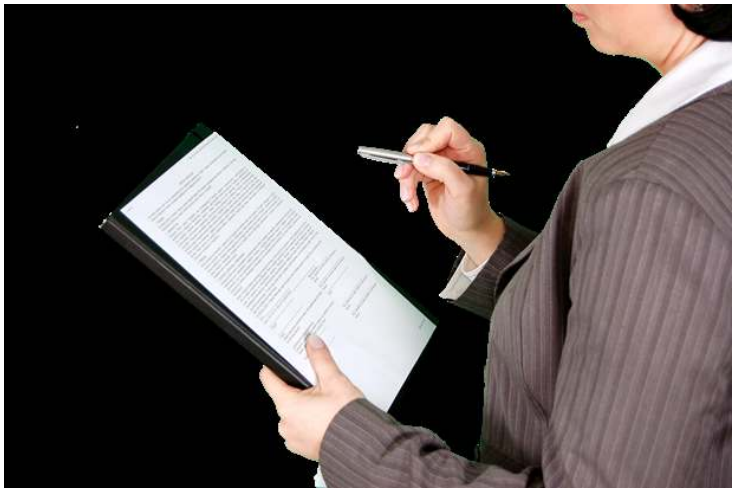
- **Provide tips on the same topic as the paid offer.** You can promote the product or coaching as a way to get more details.

  If you sell weight-loss coaching, then your questions and answers might focus on exercise and nutrition tips.

- **Offer in-depth instruction on ONE part of a process.** You can offer a paid product or coaching to help people with the second part of the process.

  You sell coaching on how to start an online information product business. Your group coaching session may focus on the first step, such as picking a niche.

Step 2: Collect Your Questions



Retain tight control of which questions you answer. Not only does your coaching session lead to the paid offer, but also ensures that you create a high quality, in-demand product.

With that in mind, here's how to collect questions that you can answer for your Q/A session:

Get Questions from Prospects

An obvious way to collect questions for your session is to ask your prospects to submit their questions to you.

You can do this by:

- Ask your newsletter readers to submit questions.
- Request submissions from your blog.
- Solicite questions on social media or other community.

For best results, be clear about the topic of the coaching session so that you don't get unrelated questions. You may even provide a sample question to give prospects an idea of what type of questions you are looking for.

Check Popular Paid Products

The idea is to go to a site like ClickBank.com, search for your niche keywords in the marketplace, and find out what topics are bestsellers in your niche. If people are paying for certain information, you know they will be all over your offer if you distribute this information for free.

For example, your coaching session is going to focus on nutrition tips for weight loss. You see that there are plenty of bestselling weight-loss products that are focused on "'getting rid of belly fat." That tells you that the topic is popular, so it's something to include in your coaching session.

EXAMPLE: you might have a question such as, "How many calories do you need to eat to get rid of stubborn belly fat?"

Search for FAQs

Another way to help you brainstorm questions is by searching for FAQ (frequently asked question) files in your niche. You can go to Google and search for your topic alongside the search term "FAQ" or even "frequently asked questions."

For example:

- Organic pest control FAQ.
- Copywriting frequently asked questions.
- Competitive bodybuilding FAQ.

Check Popular Topics

Another way to come up with questions is by checking what type of topics are popular on blogs, social media and other communities in your niche. Here's how to do it:

- **Blogs.** You can find your competitor's blogs by searching for your topic's main keywords alongside the word "blog." Then check which topics are consistently popular across blogs. In most cases, you'll need to determine popularity by interaction, such as the number of people who commented on the post and/or shared it on social media. Which brings us to the next idea....
- **Social media.** Gather questions by checking out what topics and questions are popular on social media. Check out Facebook Groups in your niche, as this will allow you to see what types of questions come up repeatedly over time (which is an indication that people are hungry for that particular type of information).
- **Q/A communities.** Get ideas for questions is by checking Q/A sites such as Quora.com and JustAnswer.com. If you see similar types of questions coming up repeatedly across these sites, that's a clue that the topic is popular.

Use Keyword Tools

Find what type of information people want in your niche is by using a keyword tool. Simply plug in your topic's keywords, and then check out the actual searches people in your niche are performing.

If you enter "organic pest control" as a search string, you might discover that quite a few people are searching for information about how to make homemade organic pest control sprays to combat aphids.

Step 3: Create Your Questions and Answer Them

Research as outlined above, and you have plenty of topic IDEAS... but they may not necessarily be phrased in the form of a question yet. Turn these topics into questions.

You may have solicited questions from your prospects, that does not mean you need to answer every one of them. And even if you do answer some of them, you do not need to answer them exactly as they were written. You have full editorial control over this process, meaning you can tweak the questions in a way that allows you to control the flow of the answer (with the "flow" eventually leading to your paid offer).

What do I mean by creating a "flow" towards the paid product?

Your questions should give you the opportunity to provide answers that naturally start planting seeds for the paid product.

Suppose you are selling a diet guide that focuses on low-to-moderate carb nutrition to get results. You might include a question in your session such as: “What is the best type of diet for safe and effective weight loss?” You can answer the question and give reasons why low or moderate carb diets work the best. This plants a seed that the reader should look for this type of diet, they already will be primed when you promote your offer at the end of the session.

As you can see, including a type of generic “What is the best _____” question lets you plant a seed for your paid offer. For example:

- What is the best way for beginners to get traffic to their websites?.
- What is the best low-risk way to save for retirement?
- What is the best way to get rid of aphids organically?

In this group-coaching session answer a question that really showcases your expertise. To do this, think about one of the BEST tips you have in your niche (preferably something that very few others talk about). Then think up a question that will allow you to share that unique tip.

If you have a good sales letter trick that you use to boost your conversion rate. You can simply phrase a question such as, “What is your best secret for boosting conversion rates?” This then gives you the opportunity to share your little-known trick.

Another example: you want to sell some type of software or app, such as a social media management tool. You might phrase a question that allows you to sell that tool. EXAMPLE: “What is your favorite social media and why?”

If you want to sell coaching, not only showcase your expertise, show that you can provide custom answers. You might present a “custom” question (but one that’s likely to apply to a broad swath of your audience).

For this example, let's suppose you're talking about traffic-generation strategies. You know that a good chunk of your market is just starting out, so they don't have a whole lot of money to spend on advertising. You might phrase a question to directly appeal to your audience like this: "I'm just getting started out with my online business. A lot of guides suggest I use paid advertising to start getting traffic, but I don't have much of an ad budget. What can I do to bring in targeted traffic on a shoestring budget?"

Another approach to help showcase your expertise is to list how to avoid mistakes. Create a question that lets you list mistakes: such as "What are the top three mistakes people make when they're trying to lose weight?"

Present anywhere from about five to ten questions. This gives you the opportunity to answer a range of questions to show your depth of experience, and yet the product is still at a decent length so that it can be consumed quickly.

To recap, you want to phrase your questions (and the Q/A session as a whole) with these goals in mind:

1. **You want to plant a seed for your paid offer.** Ideally, one of your answers should present your paid offer as the solution to the prospect's problem (even if you don't yet NAME your paid offer).

2. **You want to showcase your expertise.** People generally buy from those they know, like and trust. You'll begin to develop that trust if you answer the questions thoughtfully and thoroughly. When people see what type of high-quality information you offer in this group coaching session, they'll be eager to find out what type of information you offer in your paid products or coaching services.

3. **Present some unique information.** This doesn't mean every answer needs to include information that's never been seen before. Present at least ONE good piece of information that's likely to be new to your audience. They'll be impressed, which will make them eager to get their hands on more of your products or other offers.

Section 2: Monetize

You can construct your questions in a way to naturally lead to your paid offer. You can them promote this offer in two places:

1. Within a related question.
2. At the end of the Q/A session.

Promoting Within a Question

As you've already discovered, you can create or phrase questions in a way that let you promote a product or service. Let me give you a few more examples of how this works:

Question: What do you look for in a third-party email service provider?

Answer: [Insert answer that discuss what characteristics to look for, such as reliability, good reputation, built-in stats, templates, etc.]. If you'd like to see an example of an email service provider that meets all these qualifications and gets my highest recommendation, check out Aweber.com.

Another example...

Question: What's the quickest and most affordable way to create a lot of content?

Answer: If you do all the content creation yourself, then it's going to take a lot of time. If you hire someone else to do it, then it's going to take a lot of money.

So, here's a solution: purchase high-quality PLR.

This is a great solution because private label rights content costs just a fraction of what you'd pay if you hired a ghostwriter. And time-wise, it takes minutes to tweak private label rights content... versus the hours, days or weeks it takes you to create content from scratch.

The key is to choose high-quality PLR from a reputable vendor.

In the examples above, we directly promoted the offer right within the question. Depending on what you're promoting, you may plant a seed within the question. That is, you start leading people towards your paid offer, even if you don't necessarily name it yet.

For example:

Question: What is the best way to get joint venture partners?

Answer: *A lot of marketers make the mistake of approaching "cold" partners. If someone has never heard of you – and if they can't even find out anything about you online – you can bet they're not going to be rushing to do joint ventures with you.*

So, here's the secret: ideally, you need to develop relationships with a potential partner. At the very least, you need to at least get on your potential partner's radar. This means they should recognize your name and know who you are BEFORE you ever approach them.

This seed planting is then harvested at the end of the document, where you pitch an information product that promises to share the secrets of landing the super affiliates and other top joint venture partners in any niche.

Promote at the End

The other place you can promote your offer is at the end of the coaching session. You may turn your last question/answer into a complete promo.

Even though it's an obvious promo, people are going to still read it… because it looks like part of the coaching session.

Here are examples of how to turn the last question into a straight promotion:

- Do you have a product that can help me lose weight?
- Do you offer any coaching to help small business owners take their business to the next level?
- Can you recommend a talented copywriter who can create high-converting copy for me?
- Where else can I get more information about organic pest control methods?

In all cases, you can answer the question by directly advertising your product, coaching or service. Be sure to include a call to action (e.g., "click here to learn more") and a link.

Conclusion

Offering a group-coaching or question/answer session by text is not only an incredible way to establish your expertise in your niche, but it's also a powerfully effective way to sell information products, tools, done-for-you services and coaching on the backend.

Your prospects will love the useful and high-quality information they receive from you, and you'll love the backend sales. So, go ahead and start compiling and answering your questions today. Because the sooner you do, the sooner you'll see why this is such an in-demand and profitable tool!

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