THE U.B.I. CONTENT MARKETING GUIDE

SIMPLE SMART
SALES

"Discover The Simple Smart Sales
Strategy That Builds Trust And
Credibility For Autopilot Profits"

DIGITAL DOWNLOAD EDITION

Simple Smart Sales

U.B.I. CONTENT MARKETING GUIDE

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Simple Smart Sales

One of the smartest ways to sell just about anything online is to distribute 'freemium' / preselling content...

... Marketing your products and services this way builds trust and credibility, it helps you connect with potential customers and it builds relationships, which lead to sales.

Plus when you craft and distribute this type of content the right way it can increase traffic to your website or blog, minimize or eliminate the need to spend on advertising, boost your social media, drive brand awareness and deliver a ton of valuable insight about your business and your audience.

Huge benefits all round!

But... the key is <u>BALANCE!</u> Get this right and you'll see a massive boost to your bottom line results (it can even completely turn around a failing business) – but get it wrong and you risk the complete opposite.

One of the biggest keys to getting it right is to ensure your freemium / preselling content is **U.B.I.**

"useful, but incomplete."

I cover all of this in depth inside "[Freemium Secrets](#)" and you should definitely study that course, but in this guide I wanted to give you an overview and some pointers to get started with.

Let's start by unpacking the term **"useful, but incomplete."**

Specifically:

- *Useful.* When your content is useful, it keeps readers engaged and reading/watching right to the very end. Offering useful info impresses your audience and helps you build a good relationship with them. In turn, this makes the reader more receptive to your offers. **Your presell content should be genuinely helpful to the recipient.**

- *Incomplete.* When your content is incomplete, it means it doesn't do everything that is possible in helping the readers solve their problems, reach their goals or better enjoy their interests. This gives you an opportunity to promote a related offer that does solve the problem. **Your presell content should lead to even more help for the recipient.**

Or said a different way...

*Free content that is intended to presell should **provide a real benefit** to the prospect by itself (useful) that can **be further explained or enhanced** (incomplete) through the purchase of a paid product or paid service.*

That's the aim of free content that presells a paid product.

You are in business to both help people and make a living; useful, but incomplete content enables you to do both.

That's why it's essential to your business and should be a mainstay of your content creation plan.

The Two Outcomes You're After And How This Strategy Achieves Them Both

The first thing we need to talk about is WHY you're in business.

Said simply, here it is...

To bring benefit to your audience
and profit to your business.

In fact, you want to **maximize both of these outcomes**, right?

To make the biggest difference in the lives of those you serve while making the most money that you can.

No matter what you're selling, no matter what niche you're serving, these are the two reasons you're doing what you do...

1. **The first reason for being in business is to help others.** This is where you help your market solve their problems, reach their goals, or better enjoy their interests.

For example:

- Solve problems, such as helping a couple restore their marriage and live "*happily ever after.*"

- Reach goals, such as helping a marathon runner beat her personal best time in her next race.

- Enjoy interests, such as helping a classic car enthusiast choose his next project car.

2. **The second reason for being in business is to help yourself.** Here we are talking about funding the things that matter most to your life. This is everything from turning a part time side hustle to a successful full time business of your own, saving for your kids' college fees, buying a new property, enjoying family vacations and nights out on the town, to being able to just take time off any time you want to enjoy what matters most to you with complete financial peace of mind.

This is why you **need a strategy that merges those two objectives into one seamless plan.**

How do you strike that balance so that you can be generous in giving away free content that will help a lot of people... while also generating an income for your own business so that you stay in business?

The answer...

You create a lot of "useful, but incomplete" content.

Let me again briefly explain what I mean by this. But, this time, I want you to think about it from a **different perspective** than you probably did before. This time, I want you to specifically think about how "*useful, but incomplete*" content **can be a means to the end** of generating more benefit for your audience and more profit for your business.

Let's go...

If you're putting out lead magnets, blog posts, newsletter articles, videos, or any other type of content that's designed to presell an offer, then your content should be *"useful, but incomplete."*

We can break it down like this...

Creating *useful* content means that the content solves part (or even all) of your prospect's problem.

> *That's the benefit for your audience.*
> **It helps them.**
> *This is how you <u>make a difference</u>.*

And yet the content is *incomplete*, as your prospect will want to seek out additional solutions in order to further explain or enhance the free content. You can then presell the paid solution.

> *That's the profit for your business.*
> **It helps you.**
> *This is how you <u>make money</u>.*

Let's look at this from another perspective... Another advantage of creating really useful content is that it **impresses and satisfies** your readers or viewers.

By giving it away, people will appreciate it and you. You'll establish your expertise as a trusted source of information. They'll feel more confident about purchasing your paid solutions once they see that your free content is so useful.

When they are ready to buy something, who do you think they will do business with?

Someone they…

1. Know.

2. Like.

3. Trust.

Someone. Like. You.

Because your free content checks all three of those boxes.

So now you know it make sense, let's look at the different kinds of content you should be creating –

Continued…

15 Types Of "Useful, But Incomplete" Content

When you think of content, you might think of reports, articles and videos – but those types of content are just the tip of the iceberg when it comes to distributing free content.

Let's take a look at 15 different types of content you can give away, when to use these types of content, and examples of how to use them.

Let's get to it…

1. Blog Posts.

These are the articles that you publish to your blog which are typically about 500 to 1500 words long. You can use blog posts for providing an overview, offering tips, sharing part of a process, sharing in-depth instruction for an entire process, and providing tools.

Let me give you a few examples:

- Three Surprising Ways to Get Rid of Cellulite (overview)

- How to Plan Your Herb Garden (shares one step of a process)

- 15 Tips, Tricks and Tactics for Getting More Done in Less Time (shares tips)

This method tends to work best for sharing tips, ways, lists and similar.

> *For example, sites like Buzzfeed tend to post a lot of content sharing "X Tips for This" or "Y Ways to Do That." People like this sort of bite-size content on a blog, and it's likely to get shared on social media as well.*

Blog posts tend to help you presell your paid products best when you create a series of them.

> *Take the example article above with three ways to get rid of cellulite. Instead of sharing all three in one article, you might create a three-part series where you share one method per article.*

The reason a series works well for preselling is because it gives you three different opportunities to presell a paid offer, particularly if you use three different appeals. Secondly, an engaging series keeps people coming back to your blog, so it makes your website more *"sticky."*

Now the next type of content…

2. Checklists.

Checklists work well to provide an overview of a process, as typically a checklist lists all the steps without providing any details.

For example:

- You can offer self-published authors a checklist to help them market their novels.

- You can offer people who are going to travel to a foreign country a checklist of what to pack.

- You can offer new homeschoolers a checklist of all the supplies and resources they need to gather before they teach their first lesson.

Here's another piece of content...

3. Cheat Sheets.

Cheat sheets are one-page documents that you stuff with as many steps, tips, and ideas as possible. There is a lot of information packed into a cheat sheet, but there aren't any details, so this is a good format choice when you're selling an information product on the backend.

For example:

- A cheat sheet covering steps, tips and ideas for getting rid of common garden pests naturally.

- A cheat sheet covering steps, tips and ideas for applying to a competitive graduate school.

- A cheat sheet covering steps, tips and ideas for setting up a Facebook ad campaign.

Next…

4.Worksheets.

Worksheets work well when you want to help people with one or two steps of a process and then sell an in-depth info product on the backend.

For example:

- A debt-management worksheet might help people list all their debt and start to develop a plan for paying down that debt. You can then sell a debt-management guide on the backend.

- You might offer aspiring affiliate marketers a worksheet to help them select a niche and a product. You can then sell a guide that shows them how to set up their affiliate marketing businesses.

- You might offer would be dog owners a worksheet to help them select the best breed of puppy for their family. You can then sell a book about how to raise a happy, healthy puppy.

5. Videos.

Videos tend to be really popular and have a high perceived value, which makes them valuable lead magnets. However, you can certainly make your preselling videos freely available on your blog and across your social media platforms.

Videos can take many forms, including:

- Talking head videos, where you look at the camera and share your information.

- Slide-share videos (basically PowerPoint™ style presentations).

- Doodle or animated videos.

You can also use videos to cover most of the content methods you learned about previously including sharing an overview of steps, sharing tips, providing instruction on one-step, or providing instruction on a complete process.

For example:

- A video where you share five tips for remodeling a kitchen.

- An overview video where you share the steps for creating an info-product.

- An in-depth video where you share one step in the process of starting a blog, such as choosing a niche/topic.

Next...

6. Templates.

This type of tool makes it faster and easier for people to complete a process. Typically, templates work best when someone knows as much as possible about completing the process (IE they can best use the template with this additional information), so this content lends itself well to preselling related info-products.

For example:

- Give away a sales letter template to help you sell a copywriting course.

- Give away a resume template to help you sell a career-building guide.

- Give away a meal plan template to sell a weight-loss guide.

Next...

7. Trials.

Here you let people sample your content by giving them a limited-time free trial. This tends to work best for subscription or membership offers.

Once they see the quality of your sample, your audience will rush to purchase the full offer.

For example:

- Offer a one-week free trial inside a marketing membership site.

- Provide a one-month free trial for software, such as a landing page builder or autoresponder.

- Give people a one-week free trial to use your collection of weight-loss tools.

Next...

8.Reports.

You can offer reports as lead magnets, distribute them freely, or even offer rebrandable reports for your affiliates to give away. Your report can offer tips, an overview of a process, in-depth instruction on one step of a process, or complete instructions for a process.

For example:

- Your report provides in-depth instruction on how to set up a mailing list (then you sell an autoresponder on the backend).

- You offer a report covering 27 tips for selling a home (then sell the in-depth guide on the backend).

- You give away a report covering one-step in detail, such as instructions for character development (then sell a novel-writing guide on the backend).

9. **Slide-Shares.**

Here you present a PowerPoint™ style presentation (or Prezi.com), which you can then load up to a site like SlideShare.net, offer on your own website, or even use as a webinar.

Slide-shares work well to present all the content methods we've talked about, such as offering tips, an overview, or in-depth instruction on all or part of a process.

You can then sell a comprehensive info-product or related tools on the backend.

For example:

- Create a slide-share presentation showing people how to teach a dog to sit, and then sell an obedience training video course at the end.

- Distribute a slide-share presentation about home security, and then sell a home security system at the end of the presentation.

- Distribute a slide-share presentation providing an overview of how to start outsourcing, and then sell an outsourcing course at the end.

Next...

10. Webinars.

This is another high-value format for content. One advantage of a webinar is that you can present the live version (where you may even take questions), and then you have the recordings to distribute afterwards.

You can present your webinar as a slide-share presentation, as a screen-share (if you're showing people how to do something such as install WordPress), or as a talking head video if you're sharing information.

This format works well with most of the content methods, including sharing tips, sharing a process overview, or presenting in-depth instruction for all or part of a process.

For example:

- Create a slide-share webinar where you provide housetraining information, and then sell a guide about how to raise a puppy.

- Host a talking-head webinar where you share productivity tips, and then sell a productivity app.

- Create a demo webinar where you show people in real time how to replace the steering wheel on a classic car. You can then sell a car-restoration toolkit on the backend.

Recommendation: If you plan on creating webinars I do recommend you first check out our Webinar Profits Toolkit that will show you exactly how to impress your audience, fill your webinar seats, and generate loads of post-webinar sales!

11. Email Mini-Courses.

These are multipart courses, typically with about five lessons, that you send out by email over five consecutive days.

You can share a set of five tips, a set of five steps (in-depth or overview), or even a set of five tools. As such, this content works well with all the methods we discussed, but it works best when you share steps (as then your prospects will need to read all five lessons to get the complete process).

For example:

- You can share a five-step process for plotting a novel and then sell a novel-writing course on the backend.

- You can share a set of five meal plans and recipes and then sell a dieting guide.

- You can share five tips for getting better website conversions and then sell a tracking and testing tool.

Recommendation: Minicourses have generated hundreds of thousands of dollars on autopilot for our business over the years and they can be a true "Set and forget" revenue stream for you too – Check out the "5X Formula" for a real in depth look at how these work.

12. Consultations.

Offering a consultation works best if you're selling high-ticket items, such as personalized coaching. You can give people a sample of your coaching by offering a free 15-minute consultation.

Alternatively, you can offer critiques or feedback on a method and then sell training.

For example:

- Provide a free 15-minute consultation for people looking to start their own businesses and then sell business coaching on the backend.

- Offer a free sales letter critique and then sell copywriting services on the backend to "fix" their letter professionally.

- Provide feedback on a beginning writer's opening chapter for a novel and then sell a novel writing course on the backend.

Next...

13. Licensing.

The idea here is to offer the private label rights or resell rights to a piece of your content. This works best when you're selling licensing to related content or if you're selling marketing information to beginners (as you can give them a product and then teach them how to sell it).

For example:

- Offer free PLR (private label rights) licensing to a lead magnet and then sell a membership site where people get two lead magnets every month. (We've recruited thousands of members this way at AutomatedListProfits).

- Offer PLR licensing to a sales funnel (lead magnet report, tripwire report, and a course as a core offer along with sales letters) and then sell additional funnels on the backend.

- Provide free commercial licensing for a set of graphics you created for web developers and designers to use, and then sell licensing to a searchable database of high-quality graphics.

Next...

14. Excerpts.

The idea here is to splinter an existing product by pulling an excerpt from it and offering it to your audience for free. This method works particularly well to sell multipart courses, as well as big packages of content and tools.

The big advantage of this method is that it naturally sells the course or other product. If people like what they see in the excerpt, they'll want to get their hands on the rest of the modules, lessons, tools, or pieces of a package.

For example:

- Pull one module from a self-defense video training course and offer it to prospects for free, and then promote the full course at the end.

- Give away the curriculum to a coaching course and then sell the personalized coaching on the backend.

- Offer prospects access to part of a membership site such as the private support forum. Then sell paid memberships on the backend.

And last (but by no means least)...

15. Interviews.

There are two ways to use this method:

1. Someone interviews you. The advantage of this method is that it positions you as the expert.

2. You interview someone else. One reason for doing this is if you're selling an affiliate offer. You can interview the vendor and then promote their product at the end using your affiliate link. A second reason for doing this is to interview an expert in your niche.

    For example, if you're selling information to dog owners, you might interview a veterinarian to talk about how disease can affect a dog's behavior.

Interviews work best for providing tips, ways, or an overview of how to do a process.

For example:

- You interview a product vendor in order to get an overview of the steps people need to take to set up a professional photography business, and then you sell the vendor's photography business course at the end of the interview.

- Someone in your niche interviews you to extract your top ten tips for getting more engagement on social media, and then you sell your social media marketing guide.

- Someone in your niche interviews you about how to plan healthy meals, and then you sell a meal-planning app at the end of the interview.

Take note that your interviews can take the form of an email interview, a telephone interview, or a video interview. Whenever possible, do a video interview since it has the highest perceived value. You'll then also have the ability to distribute the audio for the interview as well as the text transcript.

So, as we've covered so far:

- There are multiple methods you can use to create **"*useful, but incomplete*"** content that sells a paid offer.

  And...

- Within that framework, you can create many different types of content, from articles to courses to tools and everything in between.

Okay... there's certainly plenty of options for you to try this out for yourself and by now you should be raring to get started, but let me sign off on this quick guide with one final and super important tip...

*This will make the **biggest** difference:*

Create and Cross-Promote <u>Multiple</u> Free Pieces of Content for Each Paid Product You Want To Sell!

Creating "*useful, but incomplete*" content for a paid product is not a "one *and done*" strategy. Instead, you want to create multiple pieces of free content for each paid product and then cross-promote all these pieces.

This is the #1 way to put this strategy to work
for your business to get GREAT results.

Creating multiple pieces lets you reach further into your market, it boosts your conversions due to multiple exposures to your calls to action, and it helps establish you as an authority in the niche.

And at this point, you may be wondering just how you're going to find the time to create (or afford the outsourcing costs) for all of this?

Well there's an answer for that too... *Keep Reading*

When You Use Content To Get More Subscribers, Site Visitors And Sales You're Going To Need Plenty Of It...

Here's The Ultimate Collection Of Content Creation Checklists For Getting Things Done Fast!

"With a whopping 50 checklists covering 250 pages of actionable tasks, you'll go from content rookie to content rocketeer."

**Grow Your List. Grow Your Traffic. Grow Your Income.
Steps And Strategies To Grow Your Brand And Business With Content.**

Do you know what increases productivity and profitability? Systems.

Duplicatable, repeatable processes that streamline and simplify getting from where you are to where you want to be.

Everyone from pro athletes to surgeons to kindergarten teachers to auto mechanics to fry cooks all have them, use them and succeed by them.

All things being equal, the better the system, the better the success.

For you as a business owner that now knows my Freemium Secret, perhaps the most important system you can develop and use is your content creation system.

Why is this one so critical?

Because everything you do depends upon creating good content.

Content is at the center of your email marketing, traffic generation, product development, marketing, branding, conversion, list-building, authority-building,

relationship-building, partnerships, credibility, social media presence, revenue generation and everything else that you do to generate benefit for your audience and profit for your business.

Not only is it important that you have a good system in place for creating content because your income and influence depend upon it, but also because you need to get a lot of things done through content.

With so many moving parts, being efficient is essential. You want to get maximum results from minimum effort... *and I'm about to help you with that.*

There Are Many Different Pieces For Large-Scale Content Creation. The Good News Is, You Don't Have To Figure Out Any Of Them On Your Own.

Introducing: **Content Rocket**

250-Page PDF Available For Immediate Download
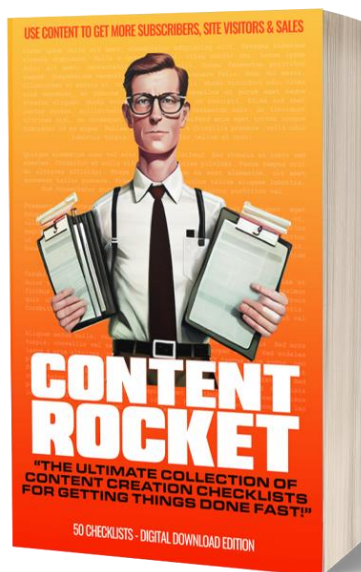
Let's make sure we're on the same page about something.

I call these 50 resources "checklists," **but they're really mini blueprints**. They are "*no fluff, no filler*" systems that are "*easy to understand, easy to use*" **no matter what niche you're in and no matter what kind of content you need to create.**

Each checklist gives you an overview of the steps you need to take, plus offers up plenty of tips, ideas, insights, examples, templates, dos and don'ts, and more to make all of your content creation faster, easier and better.

We'll cover everything from generating ideas to market research to fine-tuning and formatting – and everything in between.

The goal is simple: **to increase the productivity and profitability of the content you create to serve your audience.**

Specifically, here are the <u>fifty checklists</u> included in *Content Rocket...*

- **The Ultimate Checklist** gives you an overview of everything you need to do to create high-quality, highly effective content to grow your business.

- **The Goal-Setting Checklist** helps you decide how to use your content in the most profitable way.

- **The Topic Generation Checklist** helps you quickly and easily generate dozens, if not hundreds, of topic ideas your audience is sure to love.

- **The Brainstorming Checklist** shows you how to expand your creativity to brainstorm topic ideas, content angles and more.

- **The Idea Starters Checklist** helps you generate dozens or even hundreds of content angles and ideas for ANY topic and ANY niche.

- **The Talking Points Checklist** shows you what to include in every piece of content you create so you always have something helpful to share.

- **The Knowledge and Experience Checklist** shows you how to maximize your knowledge and experiences to create unique, highly effective content.

- **The Research Checklist** shows you how to do great research for any piece of content so your audience grows to trust what you say.

- **The "Know Your Audience" Checklist** shows you how to get deep insights into your audience so you can create content they want that really resonates with them.

- **The Surveying Your Audience Checklist** is all about the RIGHT way to survey your audience while avoiding skewed and biased answers.

- **The Titling Checklist** delivers a surefire process to help you create attention-getting content titles that stand out and get clicks.

- **The Outlining Checklist** helps you create a logical order for your content to make it more useful for your audience (which makes them happy).

- **The Organizing Checklist** goes a step beyond outlining to help you organize your content in a way that makes it faster and easier to write.

- **The Writing Checklist** provides tips and tricks for making the writing process itself faster, easier and better.

- **The Opening Checklist** helps you get your readers' attention immediately and builds anticipation so they keep reading.

- **The Closing Checklist** provides instruction for closing your content, including encouraging readers to click on your links or take your other desired action.

- **The Transitions Checklist** helps you create content that flows smoothly from beginning to end so that your audience doesn't get "stuck" anywhere.

- **The Revision Checklist** shows you how to turn your first draft into a high-quality piece of content that makes you look and sound like a pro.

- **The Say More Checklist** helps you decide when you need to expand on parts of your content to make it more useful to your audience.

- **The Say Less Checklist** helps you determine when to cut portions of your content to make it more focused and fluff-free.

- **The Simplify Complex Processes Checklist** shows you how to better help your audience with how-to processes (which, in turn, helps establish your expertise).

- **The Readability Checklist** helps you create content that's so easy to read that your users are more likely to stay glued to the page right until the very end.

- **The Fine-Tuning Checklist** reveals how to do those final tweaks on your content draft to create something your audience truly will benefit from.

- **The Graphical Enhancement Checklist** shows you how to provide extra value to your readers (and increase effectiveness) with a variety of graphics.

- **The Formatting Checklist** shows you how to format your finished content so that it looks professional and is easy to read.

- **The Recycling/Repurposing Checklist** helps you speed up content creation by showing you how to repurpose your existing content.

- **The Using PLR Checklist** provides another way to speed up content creation by licensing other people's content.

- **The Engagement Checklist** offers ideas and insights for creating content that engages your readers right in the beginning... and keeps them interested right until the end.

- **The Personality Checklist** shows you how to inject your unique personality into your content, which in turn makes it easier to build great relationships with your audience.

- **The Authority/Influencer Checklist** gives you a list of ways to establish yourself as a niche authority so that when you talk, people listen.

- **The Adding Value Checklist** shows you simple ways to increase the perceived and real value of any piece of content to better secure and serve your audience.

- **The Assignments/CTA Checklist** shows you how to make your courses and similar content more useful by providing assignments at the end of each lesson that help your audience get results.

- **The Evergreen Checklist** is all about making your content "timeless" so that your autoresponder emails, blog posts and other content are effective for months or years to come.

- **The Uniqueness Checklist** shows you clever ways to create fresh, unique content – even if you're writing about an "old" topic.

- **The Storytelling Checklist** shares tips and tactics for effectively using storytelling to capture your readers' attention and make them want to learn more.

- **The Shareworthy Checklist** shows you how to create content that your audience will be excited to share with their friends.

- **The Preselling Checklist** delivers a strategy for helping you make money with your free content so that prospects become paying customers.

- **The Monetization Checklist** shows you a variety of ways to turn content that brings benefit to your audience into content that brings profit to your business.

- **The Content Marketing Checklist** shows you how to get your content in front of as many targeted visitors as possible to grow your subscribers, site visitors and sales.

- **The Content Syndication Checklist** gives you a step-by-step tutorial for making the most of every piece of content through syndication.

- **The Guest Blogging Checklist** gives you another strategy for getting your content published on other high-quality websites.

- **The SEO Checklist** gives you instructions for optimizing your content so that it becomes more visible in Google and other search engines.

- **The Social Media Content Checklist** offer steps, tips and hacks for creating content that gets likes, comments and shares on social media.

- **The Selling PLR Checklist** offers another way to make money with your content by selling private labeling licensing.

- **The Productivity Checklist** shows you how to get more writing done in less time with productivity ideas and insights that are proven to work.

- **The Shortcuts Checklist** speeds up your content creation and gives you another way to get more writing done in less time.

- **The Outsourcing Checklist** shows you how to free up your time by hiring freelancers to create your content for you (or do your research and outlining for content you write yourself).

- **The Calendar Planning Checklist** gives you a strategy for planning an effective, profitable content calendar throughout the coming months.

- **The Overcoming Mistakes Checklist** shows you how to overcome and learn from your mistakes, both big and small so that you get the best results.

- **The Improvement Checklist** shows you how to become a better, more effective writer by up leveling your content creation.

Content Rocket is a completely new, never-before-released set of our mini-blueprints that include only my best field-tested ideas that come from **more than 20 years of personal experience creating content** (and teaching others to do the same).

50 Checklists. 250+ Pages. 1 Immediate Download.

Just so I'm completely clear:

These aren't in-depth guides that provide detailed instructions (you've just read everything you need to know about using premium quality free content in the book you're holding now)... and if you apply what you've learned then your business will grow fast!

But I don't want you to be held up by the process of **creating content**... (*It's the roadblock that derails many marketer's best laid plans*)

So **Content Rocket's** checklist collection is simply a <u>must-have resource</u> for you if you want to learn how to create content that generates benefit for your audience and profit for your business...

... faster, easier and better than before.

If you're after a boost in productivity and profitability, then this set of checklists is for you. It hand-delivers **only the best and most important** "*start to finish*" steps and strategies and ideas and insights to help you with all your content-creation needs.

If you're interested in increasing your productivity and profitability (and who isn't?) while serving your audience well with your content, then **Content Rocket** is going to be a resource you turn to over and over again.
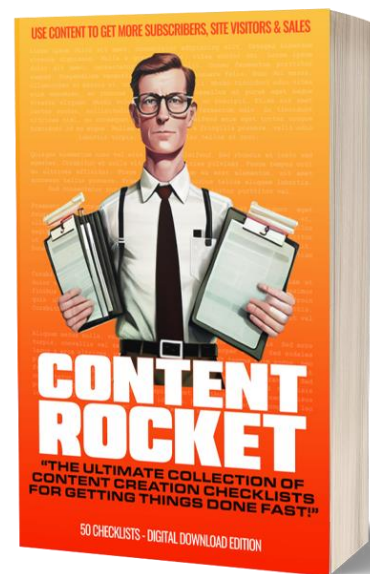
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