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Map #5: The Content Into Cash Module Report

Introduction

You don't create and distribute content online just to fill up space and use up some bandwidth.

Instead, you use content to achieve a very specific purpose. This might be for SEO purposes, to establish yourself as an expert, or—perhaps most commonly—to create movement towards a sale.

That last one is so important. That's because most of the content you create and distribute will be geared towards getting your prospects to your order button. Even if you're using content to help draw in search engine traffic or to build your brand, this content should still be geared towards getting people to click your links.

And that's exactly what this report is about. Over the next several pages, you're going to get a six-part formula for creating effective content. These six parts include:

- Purpose, which is where you choose your content's goal.
- Point, which is where you identify the key ideas you're going to share.

- Presentation, which is deciding the best way to share your content.
- Proof, which is where you select the supporting sub-points.
- Profit, which is about building in elements that lead to a sale.
- Prototype, which is where you use a simple template to create your content quickly and easily.

Let's get down to the details. Take a look...

Purpose

Before you even think about writing a single word of content, you need to start by defining your purpose. That is, what do you want your prospects to do after they read your content?

Here are several examples:

- Visit a sales page. For best results, your content should pre-sell your readers on the solution by presenting benefits and getting them excited about the solution.
- Buy a low-dollar product. Think of a no-brainer, tripwire product. This is one with a low price tag, but high value. The goal is to get people into your sales funnel fast.
- Share the content. This might be an infographic, video, article, contest or something else. You'll get better results if you post on a platform that's built for viral content, like Facebook.

Top Tip: You should also check out our own [social platform IMfaceplate](#) which is targeted at Internet Marketers and also allows group pages & group discussions

- Access a trial. You might offer a free or low-cost trial to a membership site or to software.

- Join a list. The idea here is to direct people to a lead page, where they can fill in your opt-in form to join a list. This might be a newsletter list, a request to get an ecourse, a request for more information or something similar.
- Watch a video. This might be a content video, a product review or even a direct pitch for a product.
- Download a lead magnet. Here's where you send prospects to a lead page, where they can exchange their email address for a freemium. This could be a report, a tool like a checklist or worksheet, a gear list, an app, access to membership site, a webinar, a video, etc.
- Read more content. For example, you might redirect people who are reading "part 1" of an article in your newsletter to your blog, where they can read "part 2."
- Post a response. This might be asking a question, answering a question, or even filling out a survey or completing an opinion poll.
- Listen to a podcast. Here you redirect someone to your blog or other link to listen to a podcast on a topic related to the one they were just reading about.
- Become an affiliate. This works particularly well if you sell marketing information, as many of your prospective customers are also potential affiliates.
- Register for an account. For example, you might give people free access to a membership site if they register for an account on the site. Or you might give them access to a tool, such as software.

So you get the idea—there are lots of ways to use your content.

Every piece of content you create should achieve these two goals:

1. The primary objective is to presell or "warm up" your audience with regards to the product you're promoting.

2. The secondary objective is to elicit a specific response, such as one of those listed above.

Once you figure out what you want your readers to do, then check out the next step...

Point

Now you need to figure out what points you want to include in your content. That is, what are the key ideas you want to share?

You can start by asking yourself these questions:

1. What is the main topic of the product you're promoting?
2. What can you write about that's related to the main topic?
3. What topic will allow you to transition to the call to action?
4. What is the primary pain point your content and CTA solves?

So let me give you an example...

Let's suppose you're selling a diet book that shows people how to lose weight through low-carb eating and strength training. What you're looking for is a topic that gives you an easy transition from the content to the call to action. You also determine that the major pain point is that people want to lose weight quickly because they're tired of being overweight.

Here are two examples of the type of content you might create:

- An article: "Three Tips for Safely and Easily Shedding Ten Pounds Fast!"
- A report: "How To Lose Weight In Three Easy Steps."

In both examples, the goal is to create content that's useful yet incomplete. It gives people an overview of a solution, or it gives them some tips to help them solve part of their problem. But they need to purchase a paid product in order to get the FULL solution.

As you create your content, you want to keep these two points in mind:

1. Create content that strategically minimizes objections. You know that your prospects are going to have objections to whatever you're selling. You can handle these objections in your content before your prospects ever see the sales page.

For example, maybe you're selling premium PLR (private label rights) content, and you think some people might object to the price. You can handle this in your content by talking about how much more expensive it is to hire a quality ghostwriter. Thus you position the PLR as the affordable way to get premium content.

Secondly...

2. Create content that strategically maximizes affections. There are certain triggers that will help influence people to heed your call to action. Your job is to identify these triggers, and then use your content to emphasize them.

For example, perhaps you're selling weight loss information. And maybe you know that your prospects are tired of being overweight, tired of having people stare at them, and tired of not having anything in their closet that fits. You can push these emotional buttons in your content, which will help you with your call to action.

Now the next part...

Presentation

This is the step where you decide how you're going to present your information.

Let me give you three popular options and examples:

1. Tutorial

How To [Result] In [Time]

Example: How to Lose 10 Pounds in 10 Days

2. List

X Ways To [Result] In [Time]

Example: 7 Ways to Lower Your Golf Score the Next Time You Play

3. Case Study

How I [Result] In [Time]

How I Started Three New Churches In Three Months

No matter which option you choose, be sure to get clear on your call to action. Then ask yourself which of these presentation formats will best serve your purpose?

Secondly, you'll want to present your content in an easy-to-read format. You can make your content more user-friendly by using these formatting elements:

- **Bullets:** Long blocks of text are very uninviting and hard to read. You can make it easier on your readers by turning long lists into bulleted lists. This list is an example of how bulleted lists stand out and make content easier to consume.
- **Block Quotes:** Whether you're doing something like quoting someone famous or quoting an excerpt from a product, block quotes make the content really stand out.

TIP: People tend to be drawn to quotation marks, and any content within quotes instantly gains a little added credibility. That's why copywriters put their sales letter headlines in quotes.

- **Images:** Good graphics will help break up the text while also strengthening your content. Examples include photographs, illustrations, infographics, graphs, charts, tables, screenshots and other images and graphics.
- **Numbered Lists:** This is similar to the bulleted list, except that it's numbered. For example, if you're listing three steps in a process, you can put these steps in a numbered list.
- **Line Breaks:** Insert plenty of these line breaks in your content. Indeed, create short paragraphs with line breaks between them, which makes the content look easy to read.

And when it *looks* easy to read, people are more likely to jump in.

- **Style Changes:** Elements like bolding, italics, highlighting, font style changes, font size changes and similar elements will make the content more aesthetically pleasing. It also helps you emphasize important text. Just don't over-emphasize, or your content will end up looking like a chaotic, messy circus.

Now let's take a look at the next part of this formula...

Proof

Now that you've selected a format for presenting your content (tutorial, list or case study), your next task is to choose your supporting sub-points. Take a look...

Tutorial: For this format, you'll need to share the steps of the process. This is pretty straightforward: Step 1, Step 2, Step 3 and so on.

For each step you share, do the following:

1. Name or list the step. For example, if you're writing a weight loss article, then your step 1 might be something like, "Determine How Many Calories To Eat."
2. Describe how to complete the step. Now you walk your readers through the process of completing this step. In continuing with the above example, you might give them a formula and explain how to use it to determine their daily caloric needs.
3. Add examples and tips. You can use these elements to help clarify the information you just presented. If you want to see an example of how to add examples and tips, just look at this report. 😊
4. Insert supporting graphics. Finally, you can add images to break up the text and support your content. For example, your weight loss article might include an image of the brand of whey protein you recommend to your readers, or perhaps it's a more general image of someone measuring their waist.

Next...

List: If you're listing ways to get some result, then share the method for these ways. Or at the very least, share an overview of the method.

Let's continue with the weight loss article example, except perhaps this time your article lists three ways to lose weight. These three ways may include, 1) Switching to a low-carb diet, 2) Incorporating strength training and 3) Eating fewer calories. Your article may look something like this:

1. Name or list the way. E.G.. "Switch to a low-carb diet."
2. Explain the method. You might even explain why it works, and then explain how an average person can switch to eating clean and lowering carbs.
3. Add in tips and examples. E.G., "TIP: Choose slow-burning carbs for best results."
4. Insert supporting images or other elements. For example, you might insert a table that lists the glycemic index of a variety of popular carbs.

Next...

Case Study: For this format, you'll need to share documentation and results. Ideally, this should be done with a lot of detail, so that the reader can see how things progressed over time.

Let's continue with the weight loss example, except here you're writing a six-week case study of how you (or someone else) lost 10 pounds by following a low-carb diet. Here's what your article might look like:

1. List the time frame. For example, your article would include Week 1, Week 2 and so on, all the way through Week 6.
2. Describe the results for each period of time. Here you'd break down the results for each week, such as: pounds lost, inches lost, etc.

3. Explain what you did to get these results. You can describe what changed from week to week with your diet and exercise, and how these changes affected your weekly results.
4. Add in supporting documentation and proof. This may include some screenshots from a meal-planning app, pics to show weight loss and so on.

Pretty straightforward, right?

No matter what type of article you're writing, you need to seek to connect with your reader. If they're not "hooked," they're not going to keep reading. And that means they'll never even see your call to action.

So let me share with you three tips for keeping your readers glued to your content:

Entertain: Remember some of those boring textbooks you used to read back in school? You had to fight against falling asleep while you studied.

Don't put your readers through the same torture. Instead, keep your tone light and conversational, and entertain readers with analogies, metaphors, humor, acronyms, stories, editorials and revelations.

For example, don't just say something is "fast." Say it's "faster than a mad cat jumping out of a swimming pool," which creates an entertaining visual for your reader.

Educate: Don't just explain material to your readers. Give them the tools they need to take action on what they just learned. Your content may include action steps, brainstorming ideas, examples, tips, checklists, infographics and more.

Engage: People want to feel like you truly understand them and the pain of their problem. That's why you can engage people by empathizing with them, validating their feelings, personalizing your content, sharing your own stories and vulnerabilities, and working to build credibility and believability in your content.

Now let's look at the next part of this content to cash formula...

Profit

The next step is to build elements into your content that will encourage people to take action. To do this, you need to explain the How, Where, What and Why of the benefits they'll receive if they take action.

Let's continue on with the weight-loss article example we were using earlier. Perhaps you're selling a diet book at the end of the article. Here are examples of ways to encourage your prospects to take action.

HOW: "Here's how I use this to get great results."

For example, "Here's how I used the exercise program inside this book to get great results (and I'm sure it will work for you too)..."

WHERE: "Here's where it is really beneficial."

For example, "Here's where this dieting program is really beneficial: you never have hunger pangs and you never feel deprived. Isn't that one of worst parts of dieting? Now you can eliminate those problems completely by following this guide. Click here to get started..."

WHAT: "Here's what it can do for you."

For example: "This works for me, and I know it will work for you too. Here's what it can do for you: 1) Help you lose up to 8 pounds in the first month. 2) Eliminate hunger pangs. 3) Make you feel 10 years younger! But don't take my word for it. See for yourself by clicking here now..."

WHY: "Here's why this will help you."

For example: "I know you've tried a lot of dieting programs in the past, and none of them really worked. This one is different. Here's why: it comes with a full-year of access to a private members-only support forum.

Most people start off strong with a new diet program, but falter after a month or two because they don't have support. Don't let this happen to you. Order now by clicking this link, and you'll have all the support you need, any time you need it..."

Now the last part of this formula...

Prototype

Now what you'll do is use a simple template to create your document. Here's what to include:

Title/Headline: Your title's job is to get attention. After all, if your title isn't intriguing enough to get attention, then no one is even going to bother reading the rest of your article.

Here are three tips to help you achieve your goal:

- Use powerful trigger words. These words include: you, how to, how, secrets, revealed, amazing, free, guaranteed, discover, fast, quickly, easily... and similar words.

For example: "Now You Too Can Lose 10 Pounds Fast"

- Include your biggest benefits in the title. You want to pull out the big guns to really get attention.

For example: "How to Lose Weight Fast Without Hunger Pangs"

- Arouse curiosity whenever possible. The only way someone can satisfy their curiosity is to read your article, which makes this powerful strategy.

For example: "Discover Three Secrets Hollywood Celebrities Use For Fast Weight Loss"

Next...

Introduction: This is where you pull the reader into the content. Here are three tips for achieving this goal:

- Share the benefits of what they're about to learn. In other words, get people excited about what's coming. Build anticipation so that they feel compelled to keep reading.
- Arouse curiosity. This works just the same here as in the title, in that people who are curious will have to keep reading to satisfy that curiosity.

For example, "You're about to discover which common herb can help boost your metabolism. You won't believe that you'd never heard about this before today!"

- Tell a story. This is a great way to start an introduction, because it engages the reader on an emotional level and really draws them into your content. You can also use a story to show empathy, as well as to start minimizing objections.

Now that you have your readers hooked, here's the next part of your content...

Main Body: This is where you insert the content as described earlier, including steps, ways, tips, examples and images.

Conclusion: This is a summary of what the reader just learned, plus your call to action. Use the tips you received earlier in this report to craft a call to action alongside a good reason why your reader should act now.

Now let's wrap things up...

Conclusion

You now know the exact six-part formula you can use to turn your content into cash. Let's quickly recap the six parts:

- Purpose, which is where you choose your content's goal.

- Point, which is where you identify the key ideas you're going to share.
- Presentation, which is deciding the best way to share your content.
- Proof, which is where you select the supporting sub-points.
- Profit, which is about building in elements that lead to a sale.
- Prototype, which is where you use a simple template to create your content quickly and easily.

So now the ball is in your court. You have a good blueprint—so all you have to do to see results is take action. Go ahead and start working through the steps right now. Because the sooner you do, the sooner you'll turn your content into cash.