

Monetize Your Knowledge - Module 5

MONETIZING CONTENT



Module 5 - Monetizing Free Online Content

Making money with free content is so easy, even a child can do it. Or so some may have you think.

Realistically speaking, it's not a matter of putting up the content and the cash comes rolling in, but if you've got a plan...you can definitely profit from free online content.

A Number of Profit Models to Choose From

There are different ways you can make money from free content and it's not likely this module will cover every single one, but it will give you a very good overview of many of your choices and give you plenty of advice and tools to move ahead.

In this module, we will cover:

- **Module 5A:** Selling Advertising on Your Website
- **Module 5B:** Displaying Ad Network Ads on Your Website
- **Module 5C:** Promoting Affiliate Products and/or Your Own Products

Our focus is solely on HTML web content. Free reports will be covered in another module, so we'll leave that for later.

Module 5A - Selling Advertising on Your Website

Selling advertising on your website is one of the most straightforward ways to monetize your content. You simply concentrate on creating great content and building traffic and others pay to have their ads displayed on your website.

While we call it "straightforward", we don't mean easy. Building traffic and getting regular advertisers can be challenging, but content delivery is straightforward as you don't have to "sell" anything in your content.

Challenge #1: Building Your Quality Traffic for Your Advertisers

The more traffic and subscribers you have, the more attractive your advertising opportunity will be.

- **Traffic That Gets Results for Your Advertisers (below):** Read this quick 2-page guide before you create your traffic plan. It will help ensure you focus on effective traffic generation methods that help your readers get a worthwhile return on their investment.
- **Search Engine Traffic Guides:** There are many ways to drive traffic to your website. One of the best sources of targeted traffic for your advertisers is keyword-

based search engine traffic. These guides will help you get started with increasing your free targeted traffic.

- **Search Engine Traffic Checklist (below)**: A handy guide to optimizing your content to build free search engine traffic to your website.
- **Link Building Checklist (below)**: Incoming links are key to building your reputation and increasing your search engines traffic. Please note, not all the items on the checklist will boost your search engine traffic, but help you build more traffic and improve your reputation on the web.

Challenge #2: Selling Your Advertising Opportunity

While you don't have to sell anything in your articles, blog posts and content, you do have to sell your advertising space. Here are some checklists and tools to help you:

- **How Much Should I Charge? (below)**: A quick and helpful guide to figure how to charge your advertisers and how much to charge.
- **Ad Promotion Checklist (below)**: This checklist will give you ideas on how to promote your advertising on your website, how to find advertisers and more.
- **Advertising Media Kit Template (below)**: Use this template to put together a useful package for your potential advertisers. Fill in the blanks to add information about your website demographics, stats and more.

Challenge #3: Automating the Advertising Process

There are a different ways to provide service to your customers. For example:

- **Manual Processing of Orders**: Your customer pays you and then you contact them to set up the ad and you add it to the website. This might be useful if you want to discuss the advertising with your customer first and/or you're only dealing with a few ad placements at a time.
- **Using a Script/Software to Automate the Process**: There are a number of programs out there that will allow your customers to pay for their ads and they can immediately upload their ads. If you're concerned about the quality of the ads (you probably should be), many programs will allow you to hold ads for review, but the process is otherwise completely automated. You can search places like HotScripts.com, Scripts.com, the [WordPress plugin directory](#) or get recommendations from your friends on what to use.
- **Try AdPeeps.com**: While we don't suggest this is the best program to use, we wanted to review it because it offers some flexibility. You can either purchase the script and install it on your server or you can use the web-based service for a small monthly fee. AdPeeps also includes testing and tracking features. You can [find out more here](#).

Module 5B - Displaying Ad Network Ads on Your Website

<http://contentrix.com/wp-content/uploads/2013/10/advertising.jpg>In **Module 5A**, we talked about selling advertising directly to advertisers. This module will cover displaying ads from ad networks. If you're not familiar with an ad network, here's further explanation.

An ad network is a company that works directly with advertisers to provide them with advertising opportunities. The company finds the advertisers, manages payments, approving ads and all the day-to-day business activities.

It's generally free to sign up for an ad network, but there may be an approval process. Once you're signed up, you simply copy-and-paste code onto your site to display the advertisers ads and you get paid when an ad is clicked and, in some cases, when an ad is simply displayed. Most ad networks operate on keywords, meaning that they attempt to display ads most relevant to the content and keywords on your page.

Some larger and more popular ad networks include:

- [Google AdSense](#)
- [Chitika](#)
- [Kontera](#)

Google AdSense is the largest of these networks and often, the most profitable for websites. However, the profitability can only be determined through testing, of course.

Ad Network or Selling Your Own Ads?

You may be wondering whether it's better for you to sell your own ads or if you just display ads from another network. It really doesn't have to be an either or thing and you may find it best to do a little bit of both, but here are some things to think about before you decide.

- By selling your own ads, you keep all the profits. However, realize that when you get all the profits, there are expenses involved with finding, serving and managing your clients.
- By selling your own ads, you have control over the price of your advertising. While that might mean commanding a higher price on your own - it could also mean the ad network might be able to charge more and even pay out more directly to you.
- By using an ad network, you don't have to worry about client service issues and deal with all the administrative work that is involved with managing advertisers and clients.
- By using an established ad network, your ad spaces are often guaranteed to be filled. This may not be the case with selling your own ads, at least in your humble

beginnings beginning of selling advertising. Supplementing your ad sales with ad networks when needed is certainly an option to fill this gap.

So assuming we're moving forward with at least some ad network advertising, let's look at the challenges you might face.

Challenge #1: Building Good Traffic to Receive Good Income Benefit

Just like with selling your own advertising, you want to make sure you build the right type of traffic to click on your ads. If you haven't already, read through this quick guide on [Traffic That Gets Results for Your Advertisers \(below\)](#). We don't really cover traffic in this course, but that guide will give you a good starter and a resource for more traffic tips.

Challenge #2: Getting Relevant Ads to Appear

One challenge you may find with an ad network is getting relevant ads to appear. Irrelevant ads may have a few possible causes:

1. The content on your page isn't focused enough to give the ad network script to determine your page topic.
2. The topic of your page isn't a typically profitable one and, as such, doesn't have advertisers bidding to have their ads appear.
3. The ad network may not have a wide variety of advertisers to display ads over a wide range of topics.

If your problem is #3 (no variety of advertisers), we suggest trying a larger ad network. If your problem is #2 (topic isn't profitable), skip to the next section on *"Challenge #3 Getting High Paying Ads to Appear"*.

If your problem is #1 (content isn't focused enough), it's often a relatively easy fix. Make sure that:

- Your page doesn't have frames or session IDs, if it all possible.
- You have enough text on the page, so the script can determine the content of your page.
- You make proper use of your title tag, headline tags, etc. and increase the keyword density of your page. In other words, mention what the page is about (keywords) a little more frequently.
- Realize your sidebars and full web page template affect what the ad networks script reads. If you have text, alt tags on your images and other off-topic wording, it may affect the ads being served.

Also note, that if your page is new, it can take a little while for the ad network to update and be able to start showing relevant ads. So be patient and check back again later.

Challenge #3: Getting Profitable Ads to Appear

Ads on certain content topics pay better than others. While you may not be willing to change the topic of your website or move to a new niche, you should be aware that certain topics and niches will get you more per click / impression.

Before You Start, Make Sure There are Products for Sale, Relevant to Your Content

This doesn't mean you have to write about products specifically (although that works too!), the topic should lend itself to some type of commercial sale. For example, if you're writing about email marketing tips, ads for autoresponder services may appear. If you're writing about specific golf strategies, golf equipment and golf guide ads may appear.

Ways to Tell What Ads May Have High Payouts

- Do a search on Google for your keywords. If you see a lot of ads on the right side of the page, your chances are good.
- Tool around in your [Google Adwords](#) account (or sign up for one) and see what it costs to advertise on specific.
- Use the [Google Keyword Planner](#) to see the "Advertiser Competition" for particular keyword phrases.
- Use other keyword tools to see the popularity of keyword phrases ([WordTracker](#) or [MarketSamurai](#)), but be aware, popular searches don't necessarily mean high advertising dollars.

Challenge #4: Tracking Your Ads for Best Results

Many ad networks will provide you with tools and resources to best position your ads, choosing the appropriate ad sizes, knowing which pages or sites perform best, etc. Make sure to use those tools and read through those resources. They will help ensure that you maximize your earnings.

Here Are Some Starter Tips for You:

- [Read These Best Practices for Ad Placement](#) provided by Google AdSense. It shows you the ideal placement (based on their data) for your ads. Obviously, you will need to do your own testing, but this is a good place to start.

- Test different sizes and varying positions. Most ad networks provide you with varying ad sizes and the ability to test groups of ads. This will help you determine the ideal placement for your ads.
- Try blending ads with your content. Match the colors and put the ads in context with your content.
- On the other hand, you also want to test ads that stand out from your content to see if that improves performance.

Again, make sure to use the tips and tools with the ad network you are working with. It's in their best interest that you succeed and deliver valuable advertising opportunities to their advertisers...so their advice is valuable.

Module 5C - Promoting Affiliate Products and/or Your Own Products

Over the past couple of lessons, we've been talking about monetizing content you make freely available to your readers. We talked about selling advertising and displaying ads from advertising networks.

Now we're ready to switch gears slightly and talk about promoting products. So instead of getting paid to display ads or have ads clicked, you're ready to get paid for RESULTS. The good news is, if you do it well, it can be much more lucrative than being paid for impressions or clicks.

Whether you're promoting your own products or products you recommend as an affiliate, this lesson will help you ensure you're selling more products with your content.

Using Banner & Text Ads

If you're using banner or text ads to promote products, I recommend you review:

- **Traffic That Gets Results for Your Advertisers (below)**: Read this quick 2-page guide before you create your traffic plan. It will help ensure you focus on effective traffic generation methods that help you get the right type of visitors to view your ads.

Now, for this module, we'll move our focus to promoting products in the context of your content...rather than displaying ads.

In Context Product Promotion

If you're looking for the best results for your product promotions, you will almost always find the best results by including the promotions in the context of your writing. This means mentioning relevant products in your content and/or creating content designed to promote products.

For example:

- If you're creating a how-to tutorial and certain tools are required, you can recommend them in your tutorial.
- A case study or personal experience that shows results using a certain type of product.
- A product review that discussed the pros/cons and other considerations for buying a product.
- A product comparison that compares the features and benefits of two or more products.

The key here is to be natural, honest and straightforward. It **IS** possible to sell products, without sounding like a used car salesman. :-)

Resources:

- [Copywriting Terms Glossary \(below\)](#): Even though we're writing CONTENT, we need to understand how to sell and have a good grasp of copywriting terminology. This glossary will give you a good overview.
- [Selling in Context Style Guide \(below\)](#): Here's a guide to help your grab your readers visually with your content and increase your conversions too.
- [Selling in Context - Being Persuasive \(below\)](#): A guide that shows you how to be more compelling with your words and get more readers to take action on your recommendations.

Content You Distribute

For content you distribute to other sites, you may not be able to do any in context product promotion. If that's the case, you might be limited to a byline or resource box at the bottom of your content. If that's the case, you want to make sure you get the best results possible.

Here's a guide to help you:

- [Byline Blueprint \(below\)](#): This blueprint shows you how to craft your content AND your bylines for best results.

Content Templates

To make it easier to craft content that is meant to be monetized, these templates might help.

- [Case Study Template \(see templates folder\)](#)
- [How-To Template \(see templates folder\)](#)
- [Product Review Template \(see templates folder\)](#)

- Product Comparison Template (see templates folder)
- Resource List Template (see templates folder)

Review:

- If want to get an overview of the monetization models we have covered and some of their potential drawbacks and benefits, refer to [Lesson 2: Delivering Your Knowledge](#).
- If you need ideas on how to get help with creating your content, review [Lesson 3: Recruiting Others to Deliver Knowledge](#).

Traffic That Gets Results for Your Advertisers

Before you start selling any ads, let's get one thing out there...

If your traffic is crap, so is your advertising opportunity.

Sure you've got a lot of visitors and advertisers should advertise with you, but when the website visitors don't click the ads...or if they do click, but don't buy, why would an advertiser continue to shell out cash?

In short, you've not only got to deliver traffic to your advertisers...you've got to provide results.

Not all traffic is created equal and if you want satisfied advertisers...you may need to switch your focus.

If you want quality traffic that is responsive to advertising, here's where you might focus your efforts (I have attempted to list them in order of effectiveness - your results may vary):

- 1. Keyword-Based Search.** That means referrals from search engines where people are looking for specific information related to your advertisers offers. Put effort into targeting money phrases. i.e. Phrases that indicate someone is looking to buy something. For example, product-based searches, reviews and comparisons
- 2. The Targeted Buyer.** If you've put all your focus into simply getting traffic from people who are interested in a certain topic...you may be missing your market because having an interest in a topic, doesn't imply an interest in buying a product. Even though you may not be selling products yourself, you want to reach people who are willing to whip out a credit card when they see a compelling offer. This might mean creating content based around products (reviews, product comparisons) or routinely recommending products in your content, so readers are accustomed to seeing and hopefully, taking action on offers.
- 3. Regular and Faithful Readership:** It may seem surprising to list this as #3 on the list, but think about it. Our faithful readers are there because they want our content or the experience our site provides. They aren't so interested in the ads. Of course, it increases the ongoing eyeballs on the ads and regular readers have benefits (word-of-mouth, good reputation, linkability), but in terms of value directly to an advertiser...it may not be as high as targeted search traffic specifically looking for something.

5. **The Social Media Drive By:** Everyone's Stumbling, Digging and Sphinning. Then they tweet and post to Facebook...potentially bringing a lot of traffic back to a site. But let's face it, this is largely drive by traffic. For the most part, they aren't buyers (which is what advertisers are looking for, right?). They're just curious about what's on the other

side of the link. Sometimes social media traffic falls into the category of targeted buyer or faithful readership, but most times they're there for a looky-loo and then they're gone.

****AN IMPORTANT TRAFFIC SOURCE**:** Links from other Sites

This source of traffic isn't numbered because the value of links will vary. They also have benefit beyond direct traffic (ie. improved reputation with search engines). The value of the links depends on the source, the reason for the link and other factors. By all means, you should build and encourage links. It just doesn't fit into a precise chronological order on this list.

Overall, you need to find a way to balance numbers with results. While large numbers will draw advertisers in, the real money in advertising comes from regular advertisers buying advertising space from you on an ongoing basis.

Your Practical, Easy-Reference SEO Checklist

Free search engine traffic is an amazing thing. It can grow your targeted traffic, bring you new subscribers and, best of all, increase your sales. But the thing is, you have to work at it. If you want to improve your search engine rankings, keep this checklist handy to steadily growing traffic.

For Your Off-Page SEO

These are things that will affect your search engine rankings from outside of your web page. These are very important for growing the overall popularity of your site and make it easier for you to rank well for your chosen keyword phrases.

- **Create excellent content because it affects the following:**
 - How much your content is shared on social media...this provides important clues to search engines about the quality of your content.
 - How long a search engine user stays on your site. If searches on a search engine and finds your site, but clicks back right away, it will tell the search engine that you may not be very relevant for that phrase.
 - How often your content is linked to. If you have good stuff, people will link to it...but beware, search engines can detect quality links, so old self-linking practices are dead.
- **Ways to ensure you've got quality engaging content that attracts users and search engines:**
 - Each page should be on one unique topic.
 - Your navigation is clear and all your content is easily found by humans and search engines.
 - Use attention-getting headlines to grab your visitors' attention and so they know they're in the right place.
 - Make your content easy to read by using short sentences and paragraphs. Keep your words simple.
 - Break up your copy with subheads and bullet points, so viewers can scan it easily...instead of having them click away.
 - Use images to draw the eye in and tell a story with your content. Humans are visual creatures and photos and other images can help retain their attention.
 - Don't forget to connect with other website owners in your niche. Friends tend to share the content of others, so this is just a win-win for all of you.

For Your On-Page SEO

In addition to the big overall picture of creating great content that makes its way around the web, there are things you can do on each page you post to your website. Here is a list of quite a few things that can affect your rankings, but remember...don't overdo it. Keep your optimization natural and make sure it makes sense. Otherwise you might alienate your visitors and search engines can sniff out attempts to game the system.

- Make sure your content is at least 300 words long.
- Conduct keyword research to find a highly targeted phrase that gets decent traffic, but doesn't have too much competition. Try a tool like WordTracker.com.

The image shows the homepage of the WordTracker website. At the top left is the WordTracker logo, which consists of a white 'W' inside a blue square followed by the word 'Wordtracker' in a white sans-serif font. Below the logo is a dark blue navigation bar with four white buttons: 'OUR TOOLS:', 'KEYWORDS TOOL', 'LINK BUILDER', and 'STRATEGIZER'. The main content area has a light blue background. It features the headline 'Find the best keywords for your business' in a large, bold, white font. Below the headline are three lines of smaller white text: 'Save time - get thousands of keywords instantly', 'Attract more website traffic - create Google-friendly content', and 'Rocket your site to the top of the search engine results'. At the bottom of this section is a large orange button with the text 'Take a free trial' in bold white font, and 'no minimum term, cancel any time' in a smaller white font below it. At the very bottom of the page are three links in a small white font: 'Find out more | See plans and pricing | Reviews'.

- Use your keyword phrase in the title of your post and in the title tag, but make sure it will be appealing to website visitors.
- Use your keyword phrase in the description tag for your post. Make sure the description not only includes the keyword phrase, but is interesting enough to make people want to click.
- Incorporate the keyword phrase into the URL of your page. For example: fun-family-vacations.html
- Add the keyword phrase and other useful description to your images with the use of ALT tags.

- Employ the use of H2 and H3 tags. They make your content easier to scan and are also a good place to include your keyword phrase and variations of it.
- Include the keyword phrase and variations of it in a few places in the body of your content. Try to include it in the first paragraph as well.
- Show you are a hub of useful information and link out to a related page on another website.

Keep track of your rankings and tweak things as you go along. Just remember, it can take a bit of time before search engines update their listings, so give your changes time to come into effect.

Link Building Checklist

Links, links, links. Everyone says you need links to your website and they're right. Here are just some of the benefits. Links allow:

- Websites to reference information on another website (hopefully, you're website!).
- Website users to tell friends about the products they use, funny videos, interesting blog posts and favorite websites.
- Search engines to find your site and the quantity and quality of those links help them rank your pages.

Links can do a LOT and that's just scratching the surface. As the links to your website accumulate, they can grow exponentially. Once a few people are talking about you...more and more will start talking and that's exactly what you want. But first, let's talk about:

Search Engines & Links

You may already know that search engines put significant weight on the links that point to your various website pages. They look at a few things in evaluating those links:

- Quantity:** Generally speaking, the more links you have, the more authority search engines will see your site as having, given you more weight in the search engines.
- Quality:** But in addition to quantity, quality is crucial. Search engine bots are smart little critters and they know when people try to game the system for links (like reciprocal links farms, for example). To be an authority site, the more links you have from other authority sites, the better.
- Text Matters:** Search engines look at the text that appears in the links that come to your website. For example if links to your site say [best darned website in the world](#), search engines will tend to believe it. Of course, this linking **needs to be *natural***. If every link pointing to your site says [best darned website in the world](#), this will look suspect.

But a word of caution: Not all links, even if they are quality, count toward your search engine rankings. For example, search engines know that people comment on blogs and forums for the purpose of building links, so they may not give these much weight – but that shouldn't keep you from using these methods. In addition, some authority sites use a “no follow” link which means that search engines won't count the links at all...but they can still drive traffic, build your reputation and more.

Link building serves many purposes, gets your website seen and drive traffic...plus the most important of all...links breed links, so go build them!

44 Ways to Build Quality Links to Your Website

1. **Write guest posts on blogs that are related to your field.** Many bloggers will be glad to allow you to provide some fresh content for them in exchange for a link back to your site. Just contact the blogger with a post ready to go and ask.
2. **Answer questions on sites such as Answers.Yahoo.com, AllExperts.com and JustAnswer.com.** By providing quality advice on subjects related to your site, you link to your pages as related information. Just understand that sites like this frown on website owners simply linking to their sites. You can link when it's relevant, but you don't need to say it's your own site.
3. **Apply as an expert at About.com, or as a blogger, at a site such as B5Media.com.** These sites have lots of traffic, and you can link to your site on your profile page and within articles when appropriate.
4. **Post lists on your blog and submit them (or better yet, have someone else submit them) to social news and media sites such as Digg.com.** Items such as "20 Ways to Get the Most Out of Your Browser" and "Top Five Reasons Reading Is Good for You" are simple enough to come up with, and they tend to get lots of votes and links because they're both informative and easily digestible.
5. **Write and distribute press releases to media websites (PRWeb.com for example) and to on-topic blogs that share news.** Write about new developments, special events and accomplishments.
6. **Submit articles to free article directories with your link in the resource box.** Placement in the directory alone will give you a free link from the directory, plus other webmasters can use your article on their websites, giving you more links. Try ezinearticles.com, for example.
7. **Look for "In the News" pages on sites of companies in your industry.** These provide links to news stories and blog posts about the company, so write about them and let them know. They might put you on their "In the News" page.
8. **Submit your site to DMOZ.org.** This is one of the most respected directories online, and getting listed with them can boost your traffic and search engine rankings. It's also free, although there is no guarantee of inclusion.

9. **Submit your site to reputable paid directories such as Dir.Yahoo.com and Best of the Web (BOTW.org).** These directories charge a review fee, and inclusion is not guaranteed here either. But these sites are well respected, and getting your site listed can boost your search engine positioning.
10. **Find and join organizations that link to members' websites.** For best results, choose ones related to your niche.
11. **Set up pages on Squidoo.com and HubPages.com.** You can place your links on these pages, and if they are informative, readers will link to them or your main website.
12. **Join and participate in forums.** Add links to your site to your signature, where allowed. Some forums may allow you to link to your site in your post...depending on the circumstances. Read the rules, of course.
13. **Set up a profile and review books and other products on Amazon.com.** You can add a link to your site to your profile page, and the more products you review, the more exposure it will get. Try other review sites like Epinions.com and Yelp.com.
14. **Submit your blog to Technorati.com.** Add tags to your posts to have them appear in more places and make them easy to find.
15. **Find quality sites to exchange links with.** *Quality* is the key here – trading links with any old site won't provide much value and could get you into trouble with the search engines. And the links should appear in a natural way (ex. in an article, in a product review, etc.), not as part of a "Links" or "Resources" page.
16. **Donate and raise money for charity.** Charitable websites might thank you by linking to your site. Visitors to your website may tell others about your fundraising efforts. You get links AND get to help a good cause.
17. **Have a prize drawing on your website or blog.** Submit your contest to contest sites like online-sweepstakes.com, contestguide.com, contestalley.com, etc.
18. **Have a referral contest.** Whoever refers the most people to your forum, blog or email list wins. Participants will often post invitations for visitors to join on their websites.
19. **Give away information products.** Ebooks, special reports and audio are simple and inexpensive to create, and if you're giving them away, they can attract lots of traffic and links.
20. **Give away free samples or inexpensive products.** You can get your giveaway listed on freebie sites (ex. AbsolutelyFreebies.com, TheFreeSite.com), and fellow webmasters will link to it as well.
21. **Sponsor giveaways on other blogs.** You supply the product, and the blogger holds the giveaway. You'll get a link from the blogger, and you could also request that entrants be required to link to your site.

22. **Give webmasters or bloggers exclusive coupon codes to offer their visitors.** You'll get a link and some new prospects, and they will get to offer their visitors something of value.
23. **Offer useful tools on your website.** Many real estate websites, for example, offer mortgage calculators. These applications encourage both traffic and linking.
24. **Give away stuff.** Free icons, clipart and other small graphics, with the requirement that those who use them link to your site.
25. **Create profiles on popular social networking sites, and link to your site from them.** Some of these will be "no follow" links, but when link building, don't worry about this...just build good, quality links.
26. **Comment on other users' social networking profiles.** Any comment will link to your profile. Only link directly to your site if you can do so in a very relevant manner.
27. **Link to your site from your blog and other sites you may have.** But don't place links to it on every page, or you could turn off both visitors and the search engines. Link just like you would if you were linking to an external site.
28. **Make sure you have good site navigation in place.** This means having links to your most important pages on every page of the site. Good navigation makes it easier for your visitors to get around and gives each page more links. Use keywords in your links.
29. **Comment on blogs whose subject matter is related to your site.** If you take the time to read the post and write a good, relevant comment, the blogger is unlikely to consider this spamming. Be respectful, keep your link in the space provided for your link.
30. **Start an email newsletter and fill it with quality content.** Offer an online version that readers can link to, or include some articles that you are willing to allow them to reprint in exchange for a link.
31. **Create viral videos and upload them to sites such as YouTube.com, and include a link to your site in the description or profile.** Visitors will often click the link in search of more information or entertainment. You can also gain links from those who use the video on their own sites. Not everyone who embeds the video will include a link to your site, but some will.
32. **Make yourself available for interviews, not only online, but with offline media.** Most media outlets have websites, and they often post transcripts of interviews there along with relevant links.
33. **Post a quiz on your website.** It doesn't really matter if it's serious or silly, as long as it fits with your site's theme and makes sense. Internet users love to test their knowledge (or be entertained, as the case may be).
34. **Send promotional items to bloggers in your industry.** They may write a post thanking you for them.

35. **Are you a good photographer?** Offer free stock photos through sites such as Stock.Xchng (sxc.hu). You can require those who use them to link back to your site.
36. **Buy aftermarket domain names that have inbound links and redirect them to your site.** This can be expensive, but it's a quick way to get lots of links. But realize, if you don't develop the website, the benefit of those links will be effective for a limited time.
37. **Check Google Trends (google.com/trends) and see what keywords are hot at the moment.** Try to find a logical way to work a post about one of them into your blog. If you use Technorati and social news sites to promote it, there's a good chance that fellow bloggers and webmasters will see it and link to it.
38. **Stir up some controversy.** Everyone won't agree with you, but you will almost certainly get some links out of the deal.
39. **Give out awards for site of the week or month.** Have a simple graphic created that recipients can display on their sites, and send them the code to display it along with a link back to you.
40. **Start a Yahoo group (groups.yahoo.com).** It's free, it allows you to build a community, and it's another place where you can add links to your site.
41. **Write instructional articles for sites such as eHow.com.** Make them relevant to your site's content and include it as a resource.
42. **Get your hands on some exclusive content.** If you can get an exclusive interview with a prominent figure in your field, it will almost certainly bring you traffic and high-quality links.
43. **Make it easy for visitors to link to you.** Create a "Link to Us" page with HTML coded links that they can copy and paste.
44. **Comment on stories at popular news sites.** Try to find stories that are related to your blog posts or specific pages on your website, and cite them in your comments.

So...the next time you feel like you don't know what to do to promote your website or build links, you've got a big fat list here. Just take them one day at a time and build those links for very long term results.

Ad Pricing Checklist

One of the most important, but often difficult, decisions to make about selling advertising is how much to charge. This checklist will help you explore your options and come up with your own pricing appropriate to your advertising opportunity.

Ways to Charge:

- **Flat Rates:** This means that you set a price for advertising in a certain spot on your website and the advertiser must pay that amount to have the space for a week, month, year, etc.

This method can hold more risk for the advertiser as they won't be guaranteed any type of exposure or response to their advertisement. On the other hand, if you offer a great advertising opportunity, a flat rate might very well be attractive to your advertisers.

- **Per Impression:** Advertisers pay for the number of times their ad is shown on your site. They pay for a certain number of impressions and as they receive those impressions, they need to pay to get more.

This method may be attractive to your readers because they know that they are being to have their ads seen. The drawback can be sites with multiple impressions by single users. For example, a forum where users are posting a message and view multiple screens on your site just to post the message. In that case, each screen is an impression of the ad. On the other hand, if your advertising opportunity produces a good return on investment for your advertiser, this won't be an issue.

- **Per Click:** In this situation, advertisers pay for each click their ad receives. This puts more risk in your hands because not all ads will receive the same number of clicks. If you don't have control over the ads and can't tweak them for increased click throughs, you have no guarantee of the amount an advertiser will pay you.

How Much to Charge

There is no hard and fast rule for how much to charge, but here are some suggestions to help you come up with a pricing structure for your website.

- **Look at other websites targeting a similar niche and how much they are charging.** When comparing, take into consideration the websites' traffic, ad positioning, etc.
- **Test with Google AdSense ads:** Test the effectiveness of ad positions on your site, using Google AdSense or another ad network. Then look at the average cost per click (labelled as "CPC" in AdSense) and payout per 1000 impressions (Labelled as "RPM" in AdSense) to help you come to a determination about the value of your advertising.

Ad Promotion Checklist

On Your Website

- Create an “Advertise with Us” page/section on your website dedicated to selling your advertising opportunities. This will be where you direct potential advertisers.
 - Include the information directly on the website. Include information about your website statistics, include screenshots of the various ad positions, etc. You might even include a screen capture video to show how advertising on your site works.
 - Provide the information in downloadable format as well. Make a PDF document from the Advertising Media Kit Template we provided in this module.
 - Make sure you include your contact information, in case potential advertisers have questions.
- Add a “Advertise with Us” link in appropriate places on your website:
 - In your website navigation menu
 - In your page footer
 - In your email newsletter
 - Under the ads on your website. Ads should be labelled as advertisements and you can include a link that says “Advertise Here” that links to your “Advertise with Us” page.

Finding Advertisers

If you have a high traffic and well-known website in your niche, you may have advertisers coming to you. If you have lower traffic or are just getting started, you will likely have to be more proactive in finding advertisers.

Companies/Websites to Approach

- Websites that advertise on Google Adwords, targeting keywords you rank well for.
- Websites that advertise through Google Adwords content network. In other words, advertisers that appear in Google AdSense ads on websites targeting your niche.
- Local businesses that could benefit from your online exposure.
- Look at websites reaching a similar market and see who is advertising on them.
- Check who is advertising on networks like BuySellAds.com, etc.

- Facebook advertisers who are targeting a related niche to yours.

How to Approach Them

- Phone calls work best.
- Sending a media kit with a quick covering letter by post can be effective, but may be expensive. Be sure to track your expenses and results.
- Email is likely the least effective, but gives you the ability to contact the largest number of potential advertisers.

What to Approach Them With

- A quick introduction of yourself, your website and why you're contacting them.
- Why you thought they might be interested.
- Details about your site: traffic, ROI of other advertisers, etc.
- Advertising options and pricing, if they ask for it.

Advertising Media Kit Template

Brief Overview of the Company

Give a 1-2 paragraphs synopsis of why someone should advertise with you. It should be just long enough to pique the interest of potential advertisers.

Potential questions to answer:

Why should someone advertise on your site? What kind of crowd does your site attract? Why pick your website over someone else? Do you have examples of success from other advertisers? What about your site will likely give an advertiser a positive ROI? How will advertising on your site reflect on their brand?

Information on Website Visitors

Give your future advertisers basic information they'll want to know about advertising on your website.

- **[Number of Pageviews Per Month]** – Ex: 800,000 pageviews per month.
- **[Average Age of Visitor]** – Ex: Target a crowd of users primarily 30-45.
- **[Any Other Demographic Info]** – Ex: Most of our visitors are highly involved in the financial industry.
- **[Sites They Can Advertise On]** – Ex: Advertise on XYZ.com, ABC.com and/or YYY.com
- **[Basic Information on User & Community Behavior]** – Ex: Our visitors are loyal and trust our websites as a resource for the latest, most up to date information on IPOs and interest rates.

Platform Information

- **[How it's tracked]** – Ex: Get real time data on impressions and clicks.
- **[What platform]** – Ex: We use the AdPeep platform, which allows you to easily manage your ads and view your advertising results anytime you want.
- **[How is the support]** – Ex: We offer 24/7 support by phone or email to all our advertisers.
- **[Minimum Buy Information]** – Ex: We have a minimum order size of \$1,000.
- **[Targeting Options]** – Ex: Options to target only investment bankers, venture capitalists or CEOs are available.

Advertising Units They Can Purchase

List out what ad sizes are available for purchase along with the price in CPM.

- **[728x90 Leaderboard, Front Page]:** \$15 CPM
- **[160x600 Skyscraper, Front Page]:** \$15 CPM
- **[336x280 Rectangle, Front Page]:** \$15 CPM

- **[728x90 Leaderboard, Any Page]:** \$9 CPM
- **[160x600 Skyscraper, Any Page]:** \$9 CPM
- **[336x280 Rectangle, Any Page]:** \$9 CPM
- **[Remnant Space, Site Wide]** \$5 CM

Contact Information

How can they contact you to place an order? Generally there should be both a phone number and an email.

Alternatively, if you have a self-serve ad platform, tell them how they can get started.

Online Copywriting Glossary

One of the most important things you can do to improve your copywriting is to understand the terminology. When you understand the various components of copy, it makes it much easier to practice honing your craft.

Above the Fold

The part of a website that is visible without having to scroll. It is an important part of your web page or copy because it is what a visitor sees in that one moment when they decide whether or not to stay at your website. Determining the above the fold space is a little more difficult with people accessing from different types of devices and screen sizes, but the key is that you grab attention immediately, so your visitors want to continue to read your copy.

Benefit

The advantage your customer receives from using your product. For example, how it enhances your customer's life or solves a problem. Some basic and common benefits are to save time, money, relieve pain, etc.

Body

The main text of your copy, as opposed to the other items like headlines, subheads, offer, etc.

Bullet

Also called bullet points, bullets allow you to create a list of benefits or features. They are usually written as short phrases or sentences. They are important for copywriting because they make it easy to scan your copy and help your reader find the exact details they are looking for.

Call to Action

What you ask your reader to do in your promotional copy. Whether it's to sign up for more information, call a phone number or buy a product, what you ask them to do is your call to action.

Closing

This comes at the end of your copy, where you wrap things up and perhaps introduce or remind the reader of a benefit to your product. Copy is like a conversation (even though it is technically one sided) and this wraps up your conversation with the reader.

Copywriting

Copywriting is the use of persuasive words designed to promote a product, service or person.

FAQ

Stands for Frequently Asked Questions and is a great copywriting tool to overcome your customer's objections and make sure all their questions are answered, so they can make an immediate purchase.

Feature

In short, a feature describes a product. It describes things like what it looks like, what it's made of and what function it serves. It is in contrast to a benefit, which is what your customer really gets and wants from your product. While "anti-wrinkle fabric" might be a feature, "always have a professional-looking clean pressed shirt, even if you just pulled it out of the bottom of your suitcase" is a benefit.

Guarantee

A guarantee is the promise you make if a customer is not satisfied with your product. It might be a money-back offer within a certain time frame or some other type of assurance, but it's something that will make it much easier for your prospect to say yes to buying your product.

Headline

This is the text, generally at the top of the page that is used to immediately grab your visitors interest. It's usually in larger, bold font and makes a promise of what will happen if the visitor keeps reading your copy.

Johnson Box

Information placed inside a box or table in your copy. It might include a testimonial, case study, guarantee or some other part of your copy that you want to highlight.

Offer

Your offer is what is included with your product, it's price, etc. Even though it is factual information, it should still be compelling to your reader and really summarize the benefits and value of your product.

Positioning

Positioning is your story or the angle you take with your copy. A compelling story really engages your reader and will help sell your product. For example, if you sell a weight loss guide and you happen to have been a 250 pound person with heart problems, but now weight 135 pounds and have helped 48 clients experience similar weight loss, that's your positioning.

Post Script

Also called the P.S., it's the extra note added to the bottom of the letter. Traditionally, it's like an after thought or something the reader forgot to add. It's used in copywriting, often to show a powerful benefit to convince your prospect as they are about to leave your page.

Power Word

These are words or phrases that evoke emotions or imagery for your readers. Words like amazing, free, love, money and proven are examples of power words.

Proof

People are sceptical and you need proof in your copy. You need believe to believe in you and your copy. Some ways to add proof are through valid and detailed testimonials, photos, screenshots, statistics, facts, research, etc.

Subhead

These are mini headlines designed to break up your copy and make it scannable. They are short headlines that introduce different section of your copy.

Target Market

The group of people you are selling to. The more you know about your target market (gender, income, location, beliefs, problems, desires), the easier it is to sell to them.

Transition

A phrase that connects one paragraph or section of your copy to the next. It makes for a smoother read and keeps your reader focused on reading your copy the whole way through.

USP

Stands for Unique Selling Position and is something that sets you apart from your competition. It is something you do or offer that nobody else does.

Selling in Context Style Guide

It's not only WHAT you say that's important when selling in context, it's how you craft and put together your content. This guide will keep you on track for readable content that converts to sales.

Design & Conversion Style Tips

When designing your website, keep conversion in mind. Of course, how strict you are with the following suggestions really depends on the purpose of your page, so apply these tips according to your needs.

For example, if you're writing advertorial content where you are paying for traffic to the page, you want to stick to these tips very closely. On the other hand, if you're publishing a blog that you want to be seen as a hub of information – some distractions and outside links will work fine.

With that in mind, here are your conversion style tips:

- **Limit navigation:** Complicated navigation just causes confusion. You want it to be easy for your readers to navigate through your website. If necessary, use sub-categories to eliminate the need for large and complex navigation systems.

If you are trying to create navigation that makes it easy for search engine spiders to make their way through your content, use a site map or place the more complex navigation at the bottom of the page, where it doesn't serve as a distraction for your visitor.

- **Limit distractions & keep design simple:** This means limit the number of ads, offers and other bells and whistles. As much as possible, keep the contents of your page relevant to the actual content. This generally means keeping a tidy side bar or not having one at all. And if you do have a side bar, only have one. If your page has more than 3 columns, you just create a whirlwind of confusion and distraction.
- **Avoid multiple pages for each content piece:** Obviously, if you're writing a report, it will be multiple pages. However, if you're publishing a blog post or article, keep each piece on one page. If the content goes really long (over 1000 words), consider breaking it up into Part 1, Part 2, etc.

The problem with breaking up an article into multiple pages is that each time you ask your reader to click to the next page, the less likely he is to do so. It's been proven time and time again through testing that your reader is more likely to finish reading your content if it is on one page.

The one exception to this might be using "excerpts" on your blog or content management system. This is where your home page will only include a small portion of the article and then ask the reader to click through to read more. This is done to simplify a home page or category page, but the actual article/blog posts will be on one page only.

If you do use excerpts, however, do make sure that the excerpt ends in a way that makes the reader want to click to read more. Always manually determine the end of the excerpt, so it makes sense and piques curiosity. Allowing content to be cut off at a pre-determined number of characters or words may make your click through rate suffer.

- **Limit outside links.** If the purpose of your content is to sell something or get someone on a list, limit the number of links you create to other pages or websites. Of course, if you're writing informative blog posts, link freely to content...but if your purpose is to sell, don't muddy the waters.

Content Style Tips

Let's be real and not sugar coat it. Internet users have a very short attention span and most of your visitors will be gone before you can bat an eyelash. All it takes is a click or a search in their browser's search box...and they're gone. It's a sad fact, but there are plenty of things you can do to increase your visitor retention and keep them engaged in your content.

The overriding theme for everything in this section is - ***KEEP IT SIMPLE***. When in doubt, make things simpler, rather than more complicated. Explain things in simpler terms. Break it down into bit-sized chunks. Provide more detail, but make the details easy-to-understand.

- **Get to the point quickly.** While traditional writing calls for the conclusion to be made at the end of the writing piece, you may find it more effective to introduce your conclusion at the beginning and then proceed to prove that conclusion. Once again, short attention span means that your visitors want you to get to the point quickly, so they can decide if they should stick around to read more.
- **Write how you speak.** The Internet is an informal place and as a business owner trying to reach your market, your goal is approachability and connection. Online content is not a Master's Thesis, a PhD dissertation or even a grade 8 essay.

Instead, write the way you speak.

In other words, be casual. Be friendly. Be approachable.

Of course, if you talk like a truck driver complete with expletives and you're trying to convey the image of a sweet homemaking mom who loves to bake, you may need to make some adjustments. The key to take away from this advice is to be casual, rather than formal.

- **It's okay to break a few grammar rules.** It's time for revenge on your grade 10 English teacher. Yippee! Writing for the web means you get to break the rules. You can break the rules where it makes sense to:
 - **Convey a more casual tone.** For example, you might occasionally use words like "y'all" or other slang to create content that is more conversational. (i.e. content that is written like you speak.)
 - **To simplify sentences.** Avoid complex language, sentence and paragraph structure online. This means sentences may actually begin with words like "and", "but" or "or". The horror!
- **Speak directly to your audience:** Say "you" and focus on your reader more than yourself. Remember that short attention span of Internet users? If you're talking about yourself...they tune out. But if you're talking to them and about them, they're more apt to listen.

Of course, if you're telling a story or giving an example, you will likely be talking about yourself. But always turn it around and show that what you're talking about applies to your audience.

In those cases, try phrasing like:

- "I don't know about you..."
- "Have you ever had this happen?"
- "If you've ever..."
- **Avoid jargon:** Consider your audience when using certain terminology and define any jargon that you use. By the way, the word jargon means the specialized language of a certain group, trade or profession.

Keep in mind that the reading level of the average American is at around the 8th grade level; so complicated vocabulary is unnecessary. You'll find similar statistics for other English speaking countries.

Of course, there will be exceptions, depending on the level of education of your unique target market and their level of understanding of your subject matter. But when in doubt, always...you know...keep it simple.

- **Use short and non-complex sentences:** Simple sentences are easier to read, particularly online. If you find yourself writing complex sentences, look back and see how you might break up one long sentence into 3 or more short sentences or even

some bullet points.

For example a sentence like this:

If you've ever tried to bait your own fish hook, you might have run into a few problems you didn't even know you had, including choosing the wrong bait for the type of fish you are fishing for, using the wrong sized hook and too much handling of live bait.

Could be turned into something more readable like this:

If you've ever tried to bait your own fish hook, you might have run into a few problems you didn't even know you had, including:

- o Choosing the wrong bait for the type of fish
- o Using the wrong sized hook
- o Excessive handling of the live bait

- **Use short paragraphs:** Follow the same guidelines for your paragraphs. Have only one very succinct idea per paragraph, but if the paragraph is long, find a way to break it up into 2 or more related ideas. Reading on a screen is much more fatiguing than on paper; so break the rules where it makes things easier to read.

For example; a paragraph like this:

Children aged two and up can sit at the table with paper and crayons. While younger children may not have a long attention span, coloring will help to keep a child entertained when it is not possible to play outside. Cut out some shapes on paper and let the children decorate the shapes. For more fun, break out some glitter markers and some stickers. Foam is also a good option for younger children. Foam does not tear easily and is very versatile which makes it a good material for young children to craft with.

Might be easier to read like this:

Children aged two and up can sit at the table with paper and crayons. While younger children may not have a long attention span, coloring will help to keep a child entertained when it is not possible to play outside.

Cut out some shapes on paper and let the children decorate the shapes. For more fun, break out some glitter markers and some stickers.

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for young children to craft with.

Engineering paragraphs is not just for easy reading, but for visual appeal and impact as well...

Paragraphs Visual Appeal: If you're adding images, make sure there is a bit of white space around the images and don't include long paragraphs surrounding images.

For example:



Most of us know the three R's: reduce, reuse, recycle, but when we work on conserving, we often leave reuse out of the picture. While you can often find tips on how to reuse common products from other people, what you need most is creativity. With a little thought there are many items around your home that can be reused – toilet paper holders can be used to sow seeds for the vegetable patch. And old yogurt containers can be cut into strips to make plant labels. Old food jars can be refilled with homemade foods or can make great impromptu vases.

Use environmentally friendly products. When you go to the grocery store, you probably see more and more "natural" or "eco friendly" products every time. There are generally two big problems with these products: 1. Just because they're more natural than regular products, doesn't mean they're entirely natural. 2. They're often expensive.

If you want inexpensive, natural, safe products, why not just make them yourself. Vinegar is a great way to clean and disinfect glass and other surfaces. Need to remove stubborn stains? Just add some baking soda to your vinegar cleaner. Some quick searching online will lead you to hundreds of other natural safe home-made cleaning products.

We all know that going green means better for the environment, but it's also better for you. Conserving resources also helps save you money, which is something most of us are happy to live with.

...is not as visually appealing or inviting as:



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While you can often find tips on how to reuse common products from other people, what you need most is creativity.

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We all know that going green means better for the environment, but it's also better for you. Conserving resources also helps save you money, which is something most of us are happy to live with.

And that is just for paragraph formatting. There are still other style elements we can use to make the content more readable.

Paragraphs for Impact: Sometimes you can single out sentences or even sentence fragments to emphasize certain things for your readers. Here's an example:

So you're ready to potty train your toddler. You're armed with the potty, a book about potty training and you've got the pull ups.

Wait a minute! Pull ups?

Using pull ups is the number one obstacle that parents create for themselves when trying to potty train their children. If you've decided to train your child do it all the way and ban the diapers completely.

- **Bolding, Italicizing & Emphasis:** Simple formatting like bolding, italicizing and even underlining key text can make content much easier to scan, read and your message can be communicated in a much clearer manner.

Here's some plain text:

Although there are a multitude of destinations considered kid-friendly, here are the top 5 you may want to consider on your next family vacation.

1. Disney World. This ultimate family vacation has been the source of great joy for adults and kids alike. Whether you stay several miles from the theme park or enjoy the onsite amenities, this vacation affords you an endless array of activities designed for the entire family.

From Epcot Center to Sea World; from Disney Village to Universal Studios; Water parks to Wildlife parks; no time is wasted at this world-famous resort.

Moreover, many online travel sites are offering special packages to Disney World as well as Southwest Airlines and others. In addition, you can save quite a bit of money by selecting hotels that offer free stays for children, as well as free meals for the little ones.

This is one destination where you can easily book a trip based on your budget and stick to it.

Now, let's add some formatting for emphasis:

Although there are a multitude of destinations considered kid-friendly, here are the **top 5** you may want to consider on your next family vacation.

1. **Disney World.** This ultimate family vacation has been the source of great joy for adults and kids alike. Whether you stay several miles from the theme park or enjoy the onsite amenities, this vacation affords you an endless array of activities designed for the entire family.

From Epcot Center to Sea World; from Disney Village to Universal Studios; water parks to wildlife parks; no time is wasted at this world-famous resort.

Moreover, many online travel sites are offering special packages to Disney World as well as Southwest Airlines and others. In addition, you can **save quite a bit of money** by selecting hotels that offer free stays for children, as well as free meals for the little ones.

This is one destination where you can **easily book a trip based on your budget and stick to it.**

Of course, you don't want to overdo it with emphasis, but you can see that adding a bit of formatting makes the text more interesting, more appealing and seemingly more easy to read.

A few of the things that we have done in the above example:

- Strong emphasis on power words like “multitude”.
- “Top 5” is emphasized because the article (only part of the article is shown here) has the top 5 family travel destinations.
- “Disney World” is bolded because it acts like a subheading. The article is divided into 5 sections, with each destination being a section.
- “And” is often a good word to emphasize. In this case, the point we are illustrating is that adults AND kids will enjoy this trip.
- Other keywords like “save quite a bit of money” and “easily book a trip...” are of benefit to the reader, so they are emphasized.

A few rules of thumb – and your mileage and preference may vary:

- Just use bold for longer phrases. Using bold, italics and underlines on short phrases or sentences makes it difficult to read.
- Use multiple emphases on single words or very short phrases. For example:
“She loved her new iPad, but she felt she was addicted to the technology”
- Use multiple emphases on power words. For example:
“He felt he wasn't a very talented knitter. **Nonsense!**”
- Be careful with underlined text, as it might appear to be a clickable link. Make sure the website's theme has a different color for links, so that it won't be confusing.

- **Illustrate with images:** Images can be extremely valuable to content. They can draw the eye in and capture attention. Images like charts and screenshots can illustrate concepts, show statistics, steps in a procedure and make content much more valuable. Images can also create an atmosphere for your content.

Here's an example of a blog post that is nicely formatted and has some visual appeal without the use of any images:

Build Confidence for Better Content



Written by Kathryn Lang · [Print This Article](#)

Confidence can be the single ingredient that marks the difference between remarkable content and unmemorable words. Developing that confidence as a writer does not come easily to most people. It all starts with the right attitude.

Developing an Attitude of Confidence for Content

1. **Profess your position.** I had the chance to attend a writer's conference where the keynote speaker had the audience speak aloud the phrase "I am a writer."

Let's take a look at the same post with an image added. Doesn't that little guy just **exude confidence**...something the author is trying to make the reader feel?

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Hearing those words come out of my mouth was weird at first, but after a few times they began to be more comfortable. It was not long before I was

- **Headlines:** The headline is a critical part of your content. It's what they read first and if it doesn't grab attention, you may as well pack in for the day. Headlines deserve plenty of attention and their own lesson, so we will be going to more depth on them in Lesson 6, but for now, keep these tips in mind:

- **Capitalize the first letter of each word** – making it easy to read and to command attention.

For example, this:

How to eat 12 hot dogs in 2 minutes.

...is not as noticeable or readable as:

How to Eat 12 Hot Dogs in 2 Minutes.

- **Use a large, bold font so the headline is immediately apparent.**

Like this:

How to Eat 12 Hot Dogs in 2 Minutes

- **Focus on your target readers** – What will get their attention? What do they

want to know? What will make them curious?

- **Make a promise or offer a benefit** – Let them know what they will receive if they spend 5 minutes reading your article. What will they learn? What will give them an edge? How will they solve a problem?

Become a Champion Eater: How to Eat 12 Hot Dogs in 2 Minutes

Side note: Don't ask me about whether you should write out numbers or use numerals. Traditional advice states you should write out smaller numbers and use numerals for larger numbers. I say use whatever makes it easier to read your content and emphasizes what you want your reader to focus on.

In short, use **your** judgment.

- **Subheadlines:** If you've ever looked at a page of plain text paragraphs on a page, it was probably pretty hard to stay focused on reading them, wasn't it? A subheadline is simple a smaller headline for a specific section of your content. Subheadlines are your key to getting people to keep reading your content all the way down to the end.

Divide your article, blog post or other piece of content into smaller bite-size sections and include a bold subheadline at the top of each section. That way, people who skim your page can be drawn back into reading your content. Subheadlines might be descriptive, pique curiosity or offer a benefit.

For example, here's an article without subheadlines:

#1 Cut back on sugar. There are both good and bad bacteria that live in our bodies. And some bacteria, the kind that can cause acne, thrive on sugar. Additionally, sugar affects your hormone levels and blood sugar levels both of which can cause a strain on your body. This strain makes it difficult for your body to fight any kind of infection, even a small pimple.

Cutting back on sugar helps balance your body's systems and it eliminates the food bacteria thrive on. If your diet is particularly high in sugar and starchy carbohydrates (think white bread and baked goods) then going on a sugar elimination diet will show dramatic improvements in your skin.

There's a reason chocolate is so often linked to acne, because it's high in sugar. It's also high in dairy and if you have a dairy sensitivity, which many people do, it can cause acne. Additionally, dairy is often full of hormones added to the cows to help them produce more milk. These hormones can wreak havoc on your system. Common foods that can cause acne include sugary foods, dairy, alcoholic beverages, fried foods, meat treated with hormones, and common allergy causing foods like nuts.

#2 Exfoliate and moisturize. Exfoliation of your skin keeps the pores from being clogged. Clogged pores are the precursor to a blemish. However, beware of harsh abrasives. Many facial scrubs are just

With the addition of subheadlines (and no other formatting at this point), it makes it easier to follow along:

#1 Sugar is Your Enemy

There are both good and bad bacteria that live in our bodies. And some bacteria, the kind that can cause acne, thrive on sugar. Additionally, sugar affects your hormone levels and blood sugar levels both of which can cause a strain on your body. This strain makes it difficult for your body to fight any kind of infection, even a small pimple.

Cutting back on sugar helps balance your body's systems and it eliminates the food bacteria thrive on. If your diet is particularly high in sugar and starchy carbohydrates (think white bread and baked goods) then going on a sugar elimination diet will show dramatic improvements in your skin.

There's a reason chocolate is so often linked to acne, because it's high in sugar it's also high in dairy and if you have a dairy sensitivity, which many people do, it can cause acne. Additionally, dairy is often full of hormones added to the cows to help them produce more milk. These hormones can wreak havoc on your system. Common foods that can cause acne include sugary foods, dairy, alcoholic beverages, fried foods, meat treated with hormones, and common allergy causing foods like nuts.

#2 A Simple Solution: Exfoliate & Moisturize

Exfoliation of your skin keeps the pores from being clogged. Clogged pores are the precursor to a blemish. However, beware of harsh abrasives. Many facial scrubs are just too abrasive for sensitive skin. Instead, use products with alpha hydroxy acids, retinols and salicylic acids to remove dead skin and debris from your face gently and consistently.

- **White Space:** Consider the blank white space on a page to be one of the very best friends to your content. As we've been saying throughout this lesson, reading on a screen is fatiguing and the white space around your content and between each section is key to making it easier to read.

If your page is crammed with ads, long paragraphs and images jammed into the text...it is not going to get read. Be liberal with your white space and you can't go wrong.

- **On the Use of the Passive Voice:** The passive voice is when the object is the recipient of the action (verb).

For example, "The car was driven by the woman" is passive.

Traditional teaching suggests you use the active voice so your message is clear and the action is direct. So instead, the above sentence becomes:

"The woman drove the car."

However, there may be times when you want to employ the passive voice and the [logic has been explained very well](#) by copywriting teacher, Michel Fortin.

In short, he says this:

If the object of your sentence is the important part of your sentence, bringing it to the

beginning of your sentence might be a good idea. While people scan, this will show them the keywords they need to see right away. This is particularly effective for headlines, subheadlines, bullets, etc.

For example, if you're telling a story about the lady driving an Enzo Ferrari and what's important to the story is the Ferrari – it might very well make sense to list it first.

He also applies the same logic to title tags and description tags – which will be discussed in more depth in our Lesson on search engine optimization. Basically the idea is to keep your keywords at the beginning of these important tags, as they will be given more consideration by search engines.

- **Lists / bullets where possible:** Just like white space is one of your content's best friends, lists and bullet points are its good buddy. It is easier to read through a bulleted list of ideas or tips than it is to read long paragraphs.

Tip: If your bullet points are longer than a short phrase, include a space between each bullet. This extra white space makes it easier to read.

Here is an example of an article without bullets:

Website Hosting Checklist – How To Find The Right Provider

Choosing a website host is an important decision. You want a host that is affordable. However, you also want a website host that offers the features and functions you need. Here's a quick checklist to make sure you're finding the right provider

Is their control panel user friendly? Many hosts offer free demonstrations or tours. Take advantage of these to make sure it's a control panel that makes sense and is easy to use

Building your own site or looking for a website builder too? Some website hosts offer site building tools. These can be wonderfully useful if you're not interested in getting into the technological side of building a website. However, if you are building your own website using any number of software programs or languages, make sure the host has FTP transfer. This is the system you'll use to upload your web pages to your host's server

Can you upload your files easily? Some website hosts are only compatible with certain file types. Make sure your website builder of choice works with your host before you pay for their services

And then the same article excerpt with bullet formatting. It's much easier to scan and read along:

Website Hosting Checklist – How To Find The Right Provider

Choosing a website host is an important decision. You want a host that is affordable. However, you also want a website host that offers the features and functions you need. Here's a quick checklist to make sure you're finding the right provider.

- **Is their control panel user friendly?** Many hosts offer free demonstrations or tours. Take advantage of these to make sure it's a control panel that makes sense and is easy to use.
 - **Building your own site or looking for a website builder too?** Some website hosts offer site building tools. These can be wonderfully useful if you're not interested in getting into the technological side of building a website. However, if you are building your own website using any number of software programs or languages, make sure the host has FTP transfer. This is the system you'll use to upload your web pages to your host's server.
 - **Can you upload your files easily?** Some website hosts are only compatible with certain file types. Make sure your website builder of choice works with your host before you pay for their services.
- **Remove unnecessary words:** Never say more than you have to. Your reader's time is valuable. Always read through your content and eliminate excessive words.

Let's edit the following paragraph:

~~Know that it's~~ It's ~~much~~ easier for a child to be aware of his body during the daytime and nighttime accidents can happen well into elementary school. Be prepared. Protect your child's pride and ~~their~~ belongings with a mattress pad, rules about drinking before bedtime and support and understanding.

Or here's another example:

Growing your own herbs, vegetables, greens and fruit can be ~~both~~ ~~incredibly~~ rewarding and delicious. However, many gardeners rely on pesticides, herbicides ~~and~~ fungicides ~~not to mention~~ and chemical fertilizers to help their gardens grow. That's not only unnecessary, it's ~~also~~ unhealthy. All those nutritious veggies pack a ~~much~~ healthier punch if they're sans harmful chemicals.

Note, in the examples above – the edits aren't to correct errors. They are made to make the content succinct.

- **Limit excessive punctuation:** Look professional and eliminate hype by being conservative with your punctuation. Limit the use of exclamation points and do follow the grammar rule of only one exclamation point per sentence.

Never do this!!!

The same goes for question marks. Okay??!!

- **Title and description tags:** This is online writing; so don't forget your tags that affect how your content ranked and how it is viewed in the search engine listings. You want to ensure they include your target keywords and are enticing enough to click.

Your title tag should be up to about 60 characters long and your description can be around 150 characters. Again, these will be discussed in more-depth during our SEO lesson; and our Sell More with Words lesson will help you with techniques for making more clickable copy. Just keep this in mind for now.

Whenever you're creating or editing content, keep your readers in mind. Imagine a person who clicked to your site and is ready to leave at a moment's notice. When you view your content; become that person who is only scanning the page and deciding whether or not she should stay? Does your content grab you?

Selling in Context – Being Persuasive

Content is an incredible vehicle for persuasion and getting your readers to take action. Before you begin, keep these things in mind:

- **Content is meant to pre-sell, not necessarily sell.** A sales page is designed to convert a prospect into a customer. Content may do the same thing, but generally, content is meant to warm the prospect up so they will be more receptive to the sales pitch. You still use persuasive language, but you can provide more information and be more objective than a sales piece might be.
- **Publish content with purpose.** Without purpose, there are no results. Whether your purpose is to get people to sign up for your mailing list, register free software, buy a product or even just warm them up to the idea of buying a product...think about the purpose of each piece you publish.
- **Be passionate about your topic.** Not all topics are naturally exciting, but show some interest in what you have to say. Your enthusiasm will be contagious to your readers.
- **Have an opinion about your topic.** Generic content often produces generic results. When you are certain about your stance on a subject, the more convincing you will be. Don't worry if people don't agree with you; your target audience will appreciate your opinions, particularly if they're backed by strong arguments and supporting evidence.
- **Shape your content around your products.** If you're a writer at heart, this might make you cringe a little, but if you believe in your products...the fit comes naturally. Choose topics that lend themselves to the promotion of your products. Make your angle or opinion on those topics complement your products as well.
- **Speak directly to your audience.** Even though blogs and other content can be personal and are based on your own experience, always relate to your audience. Choose "you" more than "I" or "we". Ask your readers questions and instead of saying things like, "I hate it when," say, "Don't you hate it when?" Where possible, always turn things around toward your reader.
- **Be objective when it comes to recommending products.** Even if you highly recommend a product, you can still remain objective and offer tremendous value to your readers.

Highlight the type of person a product is suitable for...and who it is not suitable for. After all, not all products are right for everyone. Skin creams are suitable for different skin types. Some info products are often better suited to beginners than they are to intermediate users. Give this information to your readers. They will appreciate your honesty and will more likely take action on your offers when a product is right for them.

Not all products are perfect either. If there are some features missing, don't be afraid to mention that or things you think would make the product better. Educate your reader and make sure they are informed about their purchases.

- **A call-to-action is a must:** If you want your readers to do something, don't skirt around the issue. You don't have to put giant "BUY NOW" links or shove anything down your readers' throats, but you do need to tell them what you want or they'll simply do nothing. If you think they should sign up for your newsletter, tell them to do it and give them a good reason why. If you think they should buy a certain product or get more information about it, again, tell them to do it and back it up with a good reason why.
- **Be an example and a role model.** If you talk the talk, you've got to walk the walk. The more you show yourself doing what you say and reporting your results, the more likely your audience is to take action on the advice you give them. As a content provider, people connect to you...give them that inside look that will inspire them into action.
- **Don't wear yourself out at the keyboard.** A lot of content publishers fall into the trap of thinking they have to keep publishing, publishing and then more publishing. They worry when they don't post something on a particular day and volume is their strategy. I'm sure you'll agree - it can be a very tiring grind.

The great thing is, if you follow the advice in this lesson, the need to write day in and day out disappears. If you've been cranking out content because volume seems to bring results – give yourself a break. Taking the time to create a few **persuasive and informative** masterpieces will go much further than a ton of blog posts you wrote just because you felt you had to.

Copywriting Terms Become Content Marketing Terms

In this lesson, we provided you with a Copywriting Glossary that applies to copywriting terms. These terms are crucial for your understanding of selling in context. But because we're talking content here, we may need a slightly different approach. With that in mind, let's go over some of the terminology we included in the glossary and apply it to content.

Target Market – Still Crucial

Everything that you learned about target market in the last lesson is crucial for you to be able to create persuasive content. You **have to** know your audience, inside and out. You have to know their hopes, fears, problems and dreams. And while it may take a while before you have a

complete and deep and meaningful understanding, it's something you should work toward...every...single...day.

How to understand your target market:

- Ask questions of your readers and customers – find out what they think on certain subjects.
- Find out what questions they need answered. Ask them regularly and create a question submission form.
- Pay attention to comments they leave on your blog and forum.
- Pay attention to comments they leave on other blogs and forums.
- Follow their conversations on sites like Twitter and Facebook.
- You can use tools like <http://quantcast.com> to learn more about the buying habits of your audience.
- Track your links to see what your readers click and buy.

There are many places to observe behavior and learn about your audience. Make sure you take full advantage of that.

You need to know who you're writing for if you expect to reach them not only with the information they need, but the product solutions they're craving.

US(selling)P...Becomes Your UC(content)P

The Copywriting Glossary includes USP, which stands for Unique Selling Position. Let's take the same concept, but think about what makes your CONTENT different.

Simply put, your UCP is what sets you apart from other content providers reaching similar markets. Here are a few brief examples of UCPs.

- A light-hearted coffee break for moms (Ex. <http://www.goodbirthcontrol.com>)
- Saving readers time and distraction by summarizing what's happening in the world of Internet Marketing Blogs & mailing lists (Ex. <http://www.IMNewsWatch.com>)
- Tax tips especially for online business owners (Ex. <http://www.onlinebiztaxtips.com>)
- A hip approach to green living (Ex. <http://crunchydomesticgoddess.com>)
- A tech blog geared toward non-tech-savvy Internet marketers (Ex. <http://techbasedmarketing.com/blog>)
- An aesthetically pleasing, very visual blog for women (<http://thepioneerwoman.com/>)

Really take a look at what unique thing you bring to the table that others don't AND your audience is really drawn to? If you don't think you're there yet...think about what you CAN do to achieve those results.

Headlines

Headlines for content do differ somewhat from sales copy headlines, but if you write good copy headlines, you'll likely write superb content headlines.

For your content, headlines are crucial for a number of reasons:

- It's the **first thing** your visitors see when they come to your page and it's how they decide if your content is worth reading.
- It's what your subscriber sees when they **scan the headlines of their RSS reader**. If you don't stand out, your competitors will get read while your blog post stays lonely.
- For email, as they **glance over subject lines**, it's how your subscribers decide whether or not your email is worth opening.

When it comes to headlines, keep the following in mind:

- **Like with copy, capitalize all the words in your headline and make it nice and big and bold to ensure it gets attention.** There may be exceptions...particularly when it comes to email subject lines and we'll get more into that next week.
- **Format your headlines so they looked balanced on the page.** Many times, we'll write a blog post that is a little longer than one line and a little bit of the headline trails to the next line. It looks unbalanced and it's hard to read. It's better to edit the headline so it is more balanced on each line.
- **Fill your RSS reader with a ton of blogs – just for research.** No, I'm not suggesting you read a ton of blogs, but I definitely suggest you should subscribe to plenty of blogs simple for research. Choose some targeting your market, but choose plenty outside of your market too. Look at which get your attention and analyze why.
- **Add your own blog to your RSS reader and subscribe to your mailing lists.** See what others see. Amongst all the noise of an RSS reader and a full inbox, do your headlines stack up?
- **Review your headline before you publish.** If you write your headline first, always review it before you publish. It's amazing how content can end up very different than what we thought it was going to be...so make sure you do that review.
- **Can't come up with a headline to start with?** No problem...write your headline last. Sometimes we need to fully complete and digest our content before the headline comes apparent.

- **Offer a benefit.** One strategy for headlines is to keep your target reader in mind and promise them a benefit in your headline. For example: *“The Secret to Perfectly Creased Pants”* or *“What I Discovered about Finally Losing the Baby Weight”*
- **Pique your reader’s curiosity.** When you’re lost amongst a ton of other headlines, sometimes getting people curious about the unknown can be very effective. For example, *“The Thing I Promised Never to Speak about Again”* or *“Why This is a Really Bad Idea”*.

Developing great headlines takes practice and testing. Start by using these tips and you’ll be on your way. Now let’s go through an example.

Develop a Positive Money Mindset

How you think about money is the single most important factor that determines whether you are wealthy or not. So, if you want more money in your life it is essential that you develop a positive money mindset.

However, many of us are taught to think negatively about money. We’re told things like “money is the root of all evil,” and “money doesn’t grow on trees.” No wonder we have such a difficult time thinking positively about money! You may have even been taught that rich people are greedy and as a result are subconsciously avoiding wealth and missing out on the great opportunities having money can provide.

The above headline isn’t bad and includes some important power words. There is even a benefit for the reader, as long as the reader is aware they want to have a positive money mindset. In this case, the headline could be better by finding the “benefit of the benefit”. In other words,

what is the benefit of having a positive money mindset?

We could try things like:

Attract Wealth: Develop a Positive Money Mindset

End Financial Woes: Develop a Positive Money Mindset

Discover the Power of Your Positive Money Mindset

The Amazing Benefits of a Positive Money
Mindset & How to Get Yours

The last one is a little long, so depending on the layout of the page, you may or may not be able to make it work. The first two tweaks above, stated the benefit. The second two were designed to pique curiosity. Either way, they offered something a little more than the original headline.

Subheadlines

We've talked about subheadlines... **a lot**. They make your content so much easier to read, so use them readily. They make your content easier to scan, draw the eye in at key points and make it easier for readers to refer to your content over and over again.

Use the tips in lesson 3 and 4 to use them in your content. And continuing along with our example, let's add some subheadlines. Here's an excerpt from the same article:

As long as you hold on to negative and incorrect beliefs about money, you will never create the wealth you desire or deserve.

To change your money mindset, you must first recognize that money is not good or bad by itself. It is just a tool. In fact, money is more often used to do good than bad. Think about the wonderful charities that have been able to help people all around the world when they are given large donations of money. Appreciate all the good that money is used for. It is an important part of life and is used to make positive changes in the world. Money should be sought after, not avoided.

Recognize that money is abundant. When you were young, you may have been told by your parents that money doesn't grow on trees. If you're holding onto that belief now, your own mindset could be holding you back from attracting money. Money may not grow on trees, but there is an abundant amount of it for everyone, including you. However, if you believe that money is scarce, that belief will keep it far away from you.

Giving money away is another way you can develop a positive money mindset. Wanting to hang onto every cent you have is a sign of a stingy mindset and reinforces the idea that there is not enough of it. Giving reinforces the concept of abundance.

Finally, be happy for those who are successful and have money. We often remember being told that those who have money are greedy and are tempted to think negatively about them. In fact, the opposite is usually true. Rich people often accumulate their wealth by sharing what they have with others and believing in the idea of abundance.

Clearly, there is great information in this article, but how could we use subheadlines to make this content easier to read and take action on? How about something like this:

4 Important Steps to Changing Your Money Mindset

Changing is easier said than done, but when you think about the following four steps, you'll see that they just make sense. The way we've been raised or even the relationship we developed with money in our adult may be creating a negative mindset. Turn it around with the following steps.

Step #1: Money is Neither Good or Bad

To change your money mindset, you must first recognize that money is not good or bad by itself. It is just a tool. In fact, money is more often used to do good than bad. Think about the wonderful charities that have been able to help people all around the world when they are given large donations of money. Appreciate all the good that money is used for. It is an important part of life and is used to make positive changes in the world. Money should be sought after, not avoided.

Step #2: Money is Abundant

Recognize that money is abundant. When you were young, you may have been told by your parents that money doesn't grow on trees. If you're holding onto that belief now, your own mindset could be holding you back from attracting money. Money may not grow on trees, but there is an abundant amount of it for everyone, including you. However, if you believe that money is scarce, that belief will keep it far away from you.

Step #3: Give Money Away

Giving money away is another way you can develop a positive money mindset. Wanting to hang onto every cent you have is a sign of a stingy mindset and reinforces the idea that there is not enough of it. Giving reinforces the concept of abundance.

Step #4: Be Happy for Successful People

In the above example, a subheadline of "4 Important Steps..." is added. This quantifies the process for your reader and makes it seem more attainable. They think – "I only have to do these 4 things".

We inserted an introduction to those 4 steps as it's important to have some transition and the content should flow throughout. Subheadlines aren't an excuse for poor writing, even though they can help us along sometimes. ☐

Then a subheadline was added for each step. The addition of those headlines may pique curiosity because they likely don't jive with what the reader might initially believe. They see "Money is Abundant" and they think..."Is it really?" and may continue to read.

Of course, the hard-headed may not want to believe and won't read...but that's okay...because you want to target people who are receptive to new ideas and who are willing to follow your guidance.

Power Words & Phrases

Power words are definitely not just for copy. They give your content motion and create a vivid picture for your reader. As you get more practice, power words will come to you more naturally.

There is a list of power words in your glossary and you can refer to those until you're more comfortable.

Let's look at an example:

The product shows you how to grow a better rose garden.

...becomes...

The step-by-step system shows you exactly how to grow healthier, more colorful and vibrant roses.

In this example, the addition of "step-by-step" gives the reader the confidence that they will be shown exactly what they need to know. "Healthier, more colorful and vibrant roses," creates a better mental picture than "better rose garden."

It's true that the second may seem more like a sale pitch, but when you incorporate it into a well-written piece that educates the reader...it will seem natural. It is your honest recommendation.

Here's another example:

If you want more information, sign up for the mailing list for weekly tips.

...becomes...

For more easy-to-action strategies, sign up for my [insert exciting publication name]. You'll get my no-holds-barred advice, special offers and more.

The second example provides a more inviting offer and helps your reader imagine what they'll get by signing up.

Or how about transforming some simple statements like this:

It's really easy. -> It's remarkably easy.

She felt better. -> She felt instant relief.

The caterpillar changed into a butterfly. -> The caterpillar transformed into a butterfly.

Can I be honest with you? -> Can I be brutally honest?

It's amazing what a slight edit can do to give more power to your statements.

Transitions

In order to keep people reading through your content, you have to join your ideas. Keep them interested by connecting one idea with the next. It's not necessary to have a transition between every paragraph or section, but always review your content to see where you can add it.

The glossary has some examples of transitions, but to refresh your memory a transition is just a simple phrase that helps connect one idea to the next. Here's one example of a transition, with the transition shown in yellow:

Have you ever been in a situation that brought on sweats, rapid heartbeat and shortness of breath? You probably weren't having a heart attack but an anxiety attack. If you suffer from anxiety disorders, learning to manage it is the first step to overcoming it.

But first, let's take a moment understand what anxiety is...

Anxiety is characterized as extreme reactions to fearful situations. When someone follows you into a dark alley, those anxious feelings of a racing heartbeat and sweaty palms gives way to heightened senses and a rush of adienalin that can save your life. This is the fight or flight syndrome.

Of course, you aren't always going to put a transition on a line of its own as that would make your content a little hard to read if you put a single sentence transition between each paragraph. The above example might be used when you really want to draw attention to a certain section.

Here's another example with the transition highlighted in yellow.

Antioxidants are substances that fight the aging process that goes on in your body. They are not produced by the body so to get the benefit of these power-packed substances you must ingest them. A variety of foods contain antioxidants.

Let's go back to the beginning. The body continually replenishes its cells. Through a process called cellular metabolism, the body produces energy, more cells and repairs any damage. One by product of cellular metabolism is unstable molecules called free radicals.

In the above example, the article introduces a complex concept first and then transitions to explaining it in more simple terms.

TIP: Sometimes subheadlines can work as your transition. If you're stuck with connecting one idea to the next, try a subheadline instead.

Call-to-Action

A call-to-action applies to all content. Use it to:

- Get your readers to click through to read more content.
- Sign up for a list, a teleseminar or other free offer.
- Read a review about a product.
- Buy a product.

To reiterate a key point from last week:

“If you don’t tell people what to do, they are less likely to do it. Even if your copy implies they should buy your product, if you don’t ask for the sale, you won’t make it as often.”

When it comes to calls to action in your content, they may be more subtle and less pitchy than with sales copy, but they still need to be direct.

Here’s an example, that uses a subheadline to draw the reader into the closing and the call-to-action. It acknowledges the reader might need more help and tells them where to get it:

If You Struggle with Your Money Mindset, There Is Help

I know change isn’t easy. I see it over and over again with my clients. They want to change their attitudes toward money, but it’s a process that can take time. But the good news is, the process is well worth it. To get started with your money mindset journey sign up for my **completely free, no-strings-attached, 3-part *Mind Over Money*** call series by [clicking here](#).

Whether you’re just at the beginning of changing your attitude toward money or just need a little reinforcement to stay the course, [get free help right here](#).

Calls-to-action don’t just belong at the end of your content. Many times you don’t get the luxury of having a visitor read the whole way through your content, even though they may very much need your help. Sometimes a little side note in the above-the-fold space of your article can do the trick.

Important: If you use the following trick, make sure you have a stronger call to action at the end of the article to. Those who read all the way through or more likely to take action, but the “Side note” is just to catch those who view the above-the-fold area.

In the following example, you can see the call-to-action, right where it says “Side note:”

How you think about money is the single most important factor that determines whether you are wealthy or not. So, if you want more money in your life it is essential that you develop a positive money mindset.

However, many of us are taught to think negatively about money. We're told things like "money is the root of all evil," and "money doesn't grow on trees." No wonder we have such a difficult time thinking positively about money! You may have even been taught that rich people are greedy and as a result are subconsciously avoiding wealth and missing out on the great opportunities having money can provide.

As long as you hold on to negative and incorrect beliefs about money, you will never create the wealth you desire or deserve.

Side note: If you're serious about changing your money mindset and want help right now, [get free step by step help here](#).

Now let's get back to...

4 Important Steps to Changing Your Money Mindset

The key in all calls-to-action is you have to be direct. You can just say things like:

"In my [Mind over Money](#) series we talk about..."

...and expect that everyone will jump over that. While links like this can add to your call-to-action, they do not replace your call-to-action. You always have to tell your reader what you'd like them to do.

Postscript / P.S.

A P.S. isn't necessarily just for sales copy. They can be used anywhere you sign your name on your content. You may include a signature in your blog posts and then post a P.S. offer or call-to-action. The same goes with email. A P.S. can remind your reader to take action or introduce a call-to-action in a largely informational email.

Here's an example from Lynn Terry's ClickNewz.com blog:

Refer back to the checklist on [How To Create A Podcast](#) for links and additional resources for setting up your video podcast.

Have questions – or want to share additional tips & resources for how to create a video podcast? Leave us a comment below!

Best,



p.s. Subscribe for email notification below so you don't miss a single post in this Podcasting series – which is also where I'll send you the **free report on how to create a podcast**. That report won't be available for free any other way so be sure you are subscribed now if you want to get a copy! 😊

[Subscribe to ClickNewz](#)

Name:

Email:

It's just a parting thought with a compelling reason to sign up for her mailing list. Brilliant!

Being Naturally Persuasive Takes Practice, So....Practice!

We've given you a lot to think about and incorporate into your writing. Don't worry because selling naturally does take practice, but it's very worthwhile. One way to get practice is by editing content you've already written. Use the style guide and editing tips to see how you can be more persuasive.

Byline Blueprint – Make the Most of Your Bylines

Bylines, also called resource boxes, bios and author credits, aren't simply to tell the reader who wrote the article. As an online business owner, hoping to generate leads from your content, the purpose is to get people back to your site, but not merely to "click", but to have a genuine interest in what it is they're clicking.

(Side note: If you aren't exactly sure what a byline is, it's the paragraph of text at the bottom of your article that gives biographical information about the author...but this guide will help you see, it can do much more.)

What You Say BEFORE Your Byline is Important

To get your reader interested in your byline, it's important to have compelling content that drives him or her to want more by the time they get to the end of the article. Without that desire for more, they're gone before they even see the "About the Author at the bottom of the article.

We aren't going into article writing specifically in this blueprint, but let's discuss the body of your article before we move on to bylines because your byline strategy will be closely related to your content strategy.

The way you put together your article will obviously depend on the rules and expectations of the website or publication you are submitting to, so use your judgment in each situation. We merely provide suggestions to make the most of your bylines.

Here are some items to consider:

- **Create an article that is a Part 1 on a topic.** To read "Part 2" they have to click a link to your site where they can read it, or better yet (for you), they have to opt in to read. (**Note:** some article directories don't allow this, so always check the submission guidelines.)
- **Create content that is (to borrow words from Jimmy D. Brown), "useful but incomplete".** You might create an article that tells someone what to do, but not how to do it (ex. the benefits of herb gardening). After they read the what, they go to your site for the "how to".
- **Create content to sell the tools.** Show your readers how to do something, but sell them the tools to get the job done. You might show them how to create an mp3 recording for a podcast and use the byline to sell them to software to do it.

- **Create an article that includes links in context.** This may or may not be allowed by the publisher, but where it is, use it to your advantage. In context links (i.e. links that are in the body of the article) are more likely to be clicked on. Use your byline as a follow up to offer in context.
- **Try a short article with an extended byline, making it look like part of the article.** Some article directories allow for short articles and fairly long bylines. In this case, you can make the byline an extension of the article and make your offer appear to be in the context of the article.

Byline Tips

- **Keep the focus on your reader.** Yes your byline can be about you, but make sure it illustrates what you can do for your reader. Forget your marital or parental status and what city you live in. That is a biography best kept for the back of a book, not for when you want the reader to follow your call-to-action.
- **Use keywords links for SEO purposes.** If the place where you are publishing your content allows anchor text and allows search engines to follow the links in articles.

For example, this is a keyword link that uses anchor text:

[angora sweaters](#) - The keyword is “angora sweaters” and the anchor text in the link is also “angora sweaters”

The link below is not a keyword link:

<http://theangorabarn.com> - it just a simple link.

Search engines read the keyword links and assume that the keywords in the link describe what the page is about. Thus, you may increase the chances of a good ranking for the page you are linking to. i.e. Choose keywords that are frequently searched for and that effectively describe the page they link to.

There are some keyword tools listed near the end of this blueprint.

- **Give them a specific call to action.** Keyword links are good for SEO purposes, but also include a link that asks the reader to do something...because readers click calls-to-action more than they do keywords.
 - **For example:** They make wonderful [angora sweaters](#). Make sure to [click here to visit the Angora Barn](#) to see the upcoming Spring collection.
- **Change your byline to fit the article.** One size does not fit all for bylines. Structure your test, keyword link, and offer to correspond with the specific topic.
- **Links in context.** We already briefly mentioned links in the body of your article. Get these in where you can and the closer to the top of your article, the better. Even if your content is

amazing (we know it is!), most people will quickly scan the top of the article and leave. Attempt to get them to click before they go. And for those who read through, you'll reiterate the offer at the end.

An article intro example: Many parents worry about how to best help their children excel at school. If you want to ensure a great school year for your son or daughter, this article includes some easy-to-follow tips.

And as a quick note, to help you even further, you can [sign up for your free subscription](#) to [The Involved Parent](#). You'll get weekly tips to ensure you stay connected with your kids and keep them on the path to success.

- **Try adding your photo:** Adding a photo to your byline not only makes you seem like a "real" person to the reader, it adds a visual focal point and can draw the eye in to read your byline.
- **Use an alternative to bylines:** If you are guest blogging or publishing directly to a website, as opposed to submitting to an article directory, opt for a "More Resources", "Recommended for Further Study" or a similar section to end your article instead of an author byline. Think about what would capture more interest.

"About the Author" **OR**

"Items required to complete this project"
"Further Recommendations" etc.

It's quite likely the second two would be more interesting to a reader who needs more help on a certain topic. We'll have more ideas for your alternative to bylines a bit later in this blueprint.

What to Offer in your Byline

1. Newsletter subscription
2. Webinar/teleseminar (consider evergreen recordings or you'll need to update your bylines frequently)
3. Report
4. Consultation
5. Shopping list (products needed to do something explained in article)
6. Reading list
7. Software download
8. Other tool download to complement the article (ex. spreadsheet, worksheet, template)
9. Sales pitch (i.e. send them to a highly-targeted offer to buy. You might use this type of link for SEO purposes or for a high-converting offer people often buy on the first visit.)
10. Part 2 to the article (some directories don't allow this, but you might convince a blog owner to allow you to do this in return for an original post on his or her blog)
11. A free trial
12. A valuable coupon
13. Audio recordings or transcripts
14. Instructional video visually illustrating the process in the article

15. Step-by-Step instructions not covered in the article

Byline Templates

Feel free to use any of these bylines for your own work. Simply fill in the required info or take bits and pieces to make your own winning byline.

You might also choose to add some extra biographical information, but keeping in mind the reader - and what they hope to get out of the experience.

Ex. 1 - free sign up (newsletter, webinar, teleseminar, etc.)

[Name] specializes in helping you [insert what you do]. Sign up for her highly-acclaimed and miraculously free [insert publication, webinar, etc] and find out how to [enter a specific result] in [x] easy steps.

Ex. 2 - webinar/teleseminar series

[Name] is your host of the [frequency - daily, monthly, etc] [catchy name of webinar / teleminar series] that shows you how to [insert benefit / desired result]. Sign up to instantly download your first lesson free.

Ex. 3 - more advanced guide

For more advanced guidance, sign up for [your name]'s [publication, webinar, etc]. It's absolutely free and will show how to [insert desired result], [insert benefit ex. "All the headache", "in 3 days or less", saving you thousands in fees"].

Ex. 4 - free report

For a free report that shows you [insert specific and main benefit, related to the article], grab a copy of [name]'s [name of report]. It's yours free and will save you plenty of [headache, time, money - be specific].

Ex. 5 - free consultation

For a free, no-obligation consultation, contact [insert name] by completing the quick-response form at [insert location of form]. Set aside just [amount of time for consultation] and discover how you can [benefit of your consultation/service].

Ex. 6 - tool list

For a list of tools required for this project, get your [insert site name/page]. [Name] specializes in help you [insert desired result] quickly and efficiently. Grab your list and get the job done faster.

Ex. 7 - shopping list

Ready to make your own [name of project]? [insert name] offers you a full shopping list of what you need to make your [name of project] a success...the first time.

Ex. 8 - software or tool download

Make the job go [X] times faster with [insert software/tool name] by [name]. It allows you to [what it does + benefit], saving you tons of time. Download yours [free] at [insert location].

Ex. 9 - part 2

Ready for the next step? Read Part 2 by [name], [insert article name]. Find out how to [insert a few points/topics covered in the article].

Ex. 10 - coupon

Save on your next purchase of [product - relevant to the article]. [Name] offers readers of [publication] an exclusive [amount of discount] discount. Just enter coupon code: [coupon code] on check out.

Ex. 11 - free trial

Make the [job, task, project, etc.] a whole lot easier by downloading your free trial of [software name]. [name] is the [creator/authorized dealer] of the leading [type of software] software and your source for reliable [type of support, advice, etc.].

Ex. 12 - instructional videos

Need a little visual? Renowned [subject matter] expert, [name] shows you exactly how to [what you're teaching] [benefit - in 8 easy steps, etc.]. Go to [insert location] to watch a step-by-step video to get started [insert project, task] right away.

Ex. 13 - step-by-step instructions

Need a breakdown, step-by-step? [name], your go-to source for [subject matter / product type], breaks it down for you, making it simpler than ever to [insert project / task]. Go to [insert location] for a complete and easy-to-follow tutorial.

Biographical Credibility Boosters

You'll notice that the bylines above don't really include a lot of biographical information about the author. You may or may not want to incorporate some more (or less), depending on the article, where it's published and its purpose.

For example, if you are making regular contributions as a guest blogger, you may not need to include your biographical information each time - especially if there is a bio page about you already.

If you are trying to gain credibility or professional status, you may want to add a bit more about yourself and your credentials.

If you are submitting to a large directory that receives a large chunk of traffic directly from search engines, you may want to focus more on a call-to-action type of byline. Search engine traffic often goes in to get what they want and moves on...so focus on giving them what they want through your byline link.

In other words, use your judgment. Just like everything else, it's not a one-size fits-all thing. Here are some phrases you might use in your biographical information to help boost your credibility with your reader:

- [name] is the author of...
- [name] has been published in [x] languages...
- [name] is the go-to resource for [x]
- [name] is the host of [x]
- [name] is an in-demand [x] and typically has a an [x month] waiting list for [his/her] services, but...
- [name] is a certified...
- Internationally recognized as [x], [name]...
- [name] has [x] years experience as...
- [name] is a leading...
- [name] is a recognized...

Talk about your credentials and stay focused on how you are qualified to and can help the reader.

Alternative to Byline Subheadline Templates

Note: Some will be stronger calls-to-action, but use your judgment where a more subtle approach may be needed.

Make these a large, bold headline at the bottom of your article and then include the relevant details of you offer below. Here's an example:

...and you can even specialize in formal wear, business wear, lingerie, sportswear, swimwear and more. There are so many options for opening your very own store.

You should definitely [pick up a copy of this guide](#). It includes advice from experienced boutique owners and shows you how to create a business plan, how to decide what type of boutique to open, financing, merchandising, pricing and more.

What to Do Next:

1. **Educate Yourself:** Start by getting a copy of the [Fab Job Guide to Become A Boutique Owner](#). It will show you all your options and how to quickly get started.



2. **Attract Customers:** Find new customers and update existing ones by [creating your own website](#). Even if you've never built a website builder before, [here's an easy way to get started with a free 10-day trial](#).

NOTE: The * and ** in the list below indicate stronger calls to action.

- For Further Reading
- For Further Study
- Further Recommended Reading
- ** Items Needed to Complete this Project
- ** Must-Have Resources
- For More Advanced Study
- *Make it Simpler with these Tools
- ** Required Tools
- Reference Materials
- For More Detailed Guidance
- For Step-by-Step Instruction
- Recommend [type of relevant product]
- Next Steps
- *What to do Next
- For Further Reference
- Have Questions?



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