



Build A Profitable Online Business

Session 12: How To Sell Nano Products & Courses

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Okay, so welcome back, everyone. Brilliant to see you join us again, we are going to go keep the momentum going.

This week we are talking about how to sell things because as we mentioned last time, when we looked at different options for what you can sell in your online business, we mentioned that depending on what you sell, there are different marketing tactics or different strategies that you can use.

That's what we're going to be exploring, basically in this session, and next session. What we're not going to cover, and I just want to set expectations for this week, right now, is we're not going to cover traffic, because traffic is always the separate issues, very important. Of course, it's the lifeblood of any online business, but we'll cover that separately probably next week. So that's all to come. Right. We'll go through that probably starting next week.

But this week, this session, and next, we're just really going to be focusing on basically how to sell things using different marketing strategies.

So, with that said, let's switch over to the slides here and hopefully let me know if you can, you can all see this. That was that'll be great and then we'll kick off and get into business today.

The first thing is we're going to look at nano products and online courses. If you remember, a couple of sessions ago, we looked at how to build these, what they're about, when to use them, and so on. But now we're going to look at some marketing strategies to actually get them sold online.

First of all, let's look at nano products. Now, what we're really talking about here, you can expand this to any budget product really, so it doesn't have to be just nano products.

If you're selling a book, we talked about books before, or even a cheap, online course, right, that's sells for, you know, hundred bucks or a couple hundred bucks, or really anything at a lower price point, this kind of process tends to work very, very well.

As with all of these marketing strategies that we're going to go through, there's no fixed boundaries for what you can and can't use, you can merge these you can use different strategies for different products, you can blur the boundaries between them, borrow strategies and tactics from other types of marketing systems and so on.

You can get very, very creative with this but as always, we're just going to go through the core understanding of what you can do what is possible, and what I've found to work extremely well in my business over best part time of 10 years, but also in my clients and customers, businesses as well.

With relatively small budget priced products, so typically less than \$100, but you know, can be more. The simplest method generally speaking is using a written sales page.

This doesn't mean it's the only option. You can do many other things as well, but this is typically, this is the simplest way of getting something sold.

Now, what we mean by written sales page is something like this. You've all seen this before. You go to a page with a big headline at the top, maybe there's a video, there's but there is a load of text with bullet points, sub headlines and so on. Right at the bottom, usually at the bottom, there is a Buy button.

The purpose of that page is not to collect opt ins or to share content like you would do on a blog post or a social media post. The purpose of this page is to sell a product. It's a conversion page and we talked about conversion pages before.

So that's what we're going to explore first of all. So, let's go on to the web and we'll look at a couple of examples. Again, these are from my business. You will recognize this format, you will have seen its traditional format that originally came really from direct mail, direct response marketing, which has pre-existed the internet for decades and decades, probably for hundreds of years, really. You can trace the origins back. So, this is a long-time tested formula, all we're doing is using the medium of the internet to deliver this this approach.

Let's go and have a look and pull this across. All right.

What we've got here is one of my sales pages and this is a written sales page. There's no video at all on this at all, whatsoever. I'll show you a video one with a video version to begin with, and it's a rather unusual headline. Okay, so we're not going to get too bogged down into why we really want to just look at the structure of this page.

Now almost always there's a headline at the top, which is here and then you've got lots of text, you've got sub headlines like this. You've got some bullet points we can see. Oh, there's a picture. So, images, you often see days don't Yep, so let's just eye up this page and see what we've got, what kind of elements and components are in here. That's the first thing to understand.

There's a logo, so more effectively like bullet points or feature points.

Some, okay, so this is testimonials. So, feedback from customers, there's a bit about a bonus, a guarantee.

Again, these are common elements that you will have seen many, many times and finally we get down to the good old Buy button. When people click that, as you would expect, you're going to go through to a checkout page.

So that's the first thing to understand about these pages. They can look very, very confusing, and overwhelming. If you're starting out and you think, Oh, great, I'm going to create a book or a nano product or an online course or whatever it is, and then you think, Okay, how am I going to sell this, you can start thinking, Oh, my goodness, like, where do I even begin with a page like this? What's going on?

Step one is to understand that, yes, this is a fairly long page but all it is, is just a collection of different components or different elements that are strung together. That's it.

Things like the headline, the guarantee, the social proof testimonials, the sign off bit bottom, the story in there, I call that narration, the images, they're all just different elements and you can work on one element at a time, and then build that in.

Let's have a look at the kind of structure that you can give to your page. Now that we understand that all it is just the number of building blocks or components that we put together in a certain order. Let's learn a little bit more.

If we go back to our good old PowerPoint here, there's something I call it the dear friend narration and you will see this. We'll have a look on the pages in a moment, I'll show you this sort of live on the web. But for now, this is the bit you might have seen this, it says, Dear entrepreneur or Dear stock trader, or Dear fellow gardener, whatever it is, it's the Dear friend and it's like a letter. This is where this format originally came from. It's called a sales letter and that what used to be sent out still is often in direct mail, through the through the post, and goes through people's letter boxes.

Here's a great way of doing it. It's not the only way as with all of these things, right? But this is a way that I've used time and time again, and it's really flexible as well and it helps you just mould your thinking around what you actually need to do, instead of just a blank sheet of paper, or a blinking cursor, which can be really overwhelming. Now you've got a structure.

Here's what we do. First of all, we introduce. We talk about the problem. This is the problem that your product or service is going to solve. Establish, we say that this this problem, then we talk about the consequences of that problem, the negative consequences.

Then we talk about the conventional solutions. So, in other words, if people have this problem, what do they typically do?

Then we talk about the problem with those conventional solutions. People normally do this when they've got that problem, but here's the problem with that, right? Here's the trouble, it's not actually ideal and then finally, we introduce our product or service as the solution.

Okay, so let's just do a quick check in let me know, give me a why in the live chat, please, if this is making sense, I just want to make sure that we bring everyone with us at this stage and give me an excuse to have another sip of coffee here. Just type in why if that makes sense, please.

Okay, John was first. Thank you very much, John. All right.

What we're going to do is go back to the web here and let's see if we can spot this this formula, right? Let's see if we can see this happening on the page.

Now, this is a little introduction here. I'm not going to go through this. This is a bit of add-libbing on my behalf here with this sales page but let's get stuck into the main meat of this letter.

You can see straight away we're talking about; there's a subheading here talk alluding to a problem. The number one problem facing internet marketing 2020 and the problem turns out to be if you read this, that people are literally swamped with emails, social marketing ads, almost every minute of the day so it's information overload. Alright, that's the problem.

The next stage, if you remember is the consequences of this problem, because most people live, most people have problems, we've all got problems, but we learn to live with them and we either go into a state of denial, or we mask our minds mask the negative consequences of it and we tend to put it to one side. What we want to do here is get real with the prospect

and say, Look, this is a genuine problem and here's what the consequences are, right? This is why it needs solving.

So, to me, we're not creating pain here but we're showing the prospect the potential negative consequences they could experience if they don't get this problem solved. So that increases the motivation to actually go forward and find a solution.

Right, so in this case, we've got some bullet points, explaining those consequences so things like squeeze page, opt in rates are lower email, open rates and clicks are down, and so on.

That is what's going on there.

Now, the next thing is, what's the conventional solution for these problems?

So how do we fight back?

Well, there's several things you can do to get an edge and we talked about creating better products, working harder, building bigger email lists, you know, increasing your ad budget, again, done with bullet points, which can be very eye catching on your web pages.

The next stage, if you remember, is pointing out the problem or challenges the trouble with these conventional solutions.

The trouble is all of the above takes a lot of hard work, time, or money.

So that's that next stage.

Now, the next thing, the final stage of the narration is to then position our product or service as the solution.

Because by this point, there's clearly another solution required, right? Because we've established the problem, we've brought out the consequences, we've shown what the usual solutions are, and we've shown that those usual solutions aren't enough.

Now we've got an opportunity to present our product as something the client can use to help them. That's what we do and now we're just introducing the products and all we're doing here is just talking about different benefits of the product and what it will do and how it will help the customer. That's it.

Here actually is a, this particular one is a this is actually social proof, not as a

testimonial, not from a customer or previous client, but actually from a third party from a big company. VW, right. German carmaker. All right who used a classic ad here, with a pattern interrupt in it, that's what this product is all about. It's about pattern interrupts are a bit of an esoteric kind of marketing tactic if you like that you can use.

I'm demonstrating here, this is important. What this is saying is, don't listen to me. You don't have to believe me. All right, you probably don't know me. Why would you trust me? But have a look what VW did, they did it? So now do you think it's important? Do you think it's possibly something that might be useful to you?

We're bringing in more evidence to support a case that we're making and then we can go on and establish and embellish that with all sorts of things.

We're, emphasizing the benefits of it. Where they can use it. Okay, so all these different things right, they can use this product in, it's going to help them.

Then we're into social proof. Now don't get hung up on testimonials. Pretty much every single product I've ever launched. I've done quite a few high price, low price like this one and a lot in between pretty much everything I've launched, without any social proof or customer reviews, or customer comments or anything right from the start, all of these comments I've added in later on after I've started so don't think you're in a chicken and egg scenario here you not.

There we go and then all we doing really is just standard elements, right? So, we see the guarantee that's pretty much the same for any product that you want to do. You can tweak it as different formats but just a guarantee. Call to action.

Bringing people in signing off at the bottom, few images, and we're done.

That's the core structure.

Now we could go on and we could look at, say another product. Okay? So effectively that was just a nano product that we looked at, probably slightly bigger than the average nano product.

This one is, sorry, this one should I say, is a software nano product. So, this doesn't teach anyone anything. All it does is save people time and hassle. I wanted to show you this because it's a little tip on headlines. The last page we looked at had a very weird headline, right? That's not usual. My stuff that that was just a sort of hobby project I did, really on the side, which did pretty well, but it's a bit of a different world, right, a bit of an esoteric kind of project.

This one is a bit more mainstream, in terms of the copywriting at the top so what we've got is a headline and all that for the headline is benefits without objections. Benefits are things that your customer can benefit from that's what it's going to do for them different from the features, right of your product, how it's going actually help them and then the objections or things that they don't want.

Let's look at that.

Instantly discover money making WordPress plugins and themes plus reverse engineer any website. Those are two benefits there. Okay? In fact, three if you think instantly, that implies, says its rapid case that's another benefit and get the benefits quicker. In just a single click of your mouse Well, that's another benefit. It's easy, right? They just need to click once, and they'll get the result and then we say without the stuff they don't want.

These are the objections confusing tech tools, trawling source code or visiting website analysis sites, that is a simple headline you can use for pretty much anything whenever you're selling.

That can work for all price products, or you can use in videos, all sorts of stuff, right? It's not the only formula I've used. I use various other things and as you get into this more, you'll realize more doors open and you can learn more and more and more, but we've just focused on the core stuff, remember here.

So, there's a little video, literally four minutes, it just shows how to use the tool. Okay, so it just saves people time and hassle. So how to use the tool, basically that video. We're not going to dwell on that, again, more testimonials but do not get put off, right, all of the ones came in afterwards, I launched this and many other products that I've done almost all of them without any social proof whatsoever. To begin with.

But then look, here's the letter. This is the dear friend, in this case, Dear web entrepreneur. So, you can see we're talking about problems to start with, okay?

And then the consequences of that problem, all right down here.

And then we say, well, what's the conventional solutions for that?

But that's step three. Well, one way is to read forums, blogs, and newsletters to keep up to date. You can download expensive software, etc, etc, right? That's what a lot of people do. But here's the problem with those conventional solutions. It's very expensive and time consuming. There's a much easier way.

Now we're introducing the product equals solution, your product equals the solution. So, do you see that?

Come back in the live chat or just touch base with you again, and make sure that that's making sense. While you're responding, just say yes or, yeah, that's great. Or if you've got a question, let me know.

So, what we're doing while we're waiting for that, if you look further down on the page, what you can see is just a number of different elements. So, these are like feature boxes, more testimonials, here's features down here.

Very similar to the other product, right? And other products that you've seen the sale online, they use the same components.

This is social proof. All right, the number of WordPress sites. Okay, but third-party social proof bit like we saw before with that advert bonus, some more testimonials, guarantee very similar. There's only so many ways you can vary a guarantee, call to action, get it now. And that will go through to the checkout again, sign off.

You can see hopefully that there are a lot of elements here that are similar.

It's very, very easy to look at these sales pages and get really intimidated, right? Because if here all this stuff about copywriting, you think, oh my goodness, I'm going have to study it for years and read loads of books. And there's people who did professionally who have done it for 20 years. And you must think it's just, and these pages go on forever and ever and ever, when you scroll down, how could you possibly create it yourself?

Well, the reality is you can, and you just do it building block by building block. So, for example, if you wanted to create one starting today, after this session, you could build your guarantee.

Then tomorrow, you could write your headline using that formula I gave you, then you could start working on the narration, the dear friend, so you establish the problem.

The next day, then after that, you build it out and talk about the consequences of the problem and the next stage.

What the typical solutions are the conventional solutions and then you might find some social proof, maybe some newspaper reports or some headlines that you can bring in support the case that you're making, and so on.

You can just do this building block by building block. That's the way to do it. It's like with all of this stuff in the business is not, if you look at it in one go, it's just a mountain. It's impossible. Or it feels like that to start with once you've done it several times. It's not intimidating at all. I

mean, I love it. I love all this stuff. It's brilliant. That's, that's really one of my passions is marketing. That's why I do this business.

You can get to that same point and really enjoy it. Even if you think you won't, you won't. You will. Once you've got the skill set and you've done it and you've broken it down, you'll go forward.

That's the main message.

So, let's crack on and we'll go back to the next section, which is how to sell online courses. Now, you can use a written sales page. There's many, many courses out there, even high-priced courses. So, I was looking at something last night, which was \$3,000, \$2997, I think. And that was using a written sales page with some videos in it, but it was basically the core of it was a page just like the ones we looked at.

You absolutely can use that if you want to, or you can just use a video, right? But the higher price you get, the more beneficial it is to think about a structure for your launch and in particular, creating maybe some kind of event around your launch. I don't mean a physical live event like in a hotel or a conference meeting centre.

I mean, an online event, it was a very general rule, the higher the price, the longer the page. That's true, so see those, you know, if we're selling something for two grand or \$1,000, then you know, you really want to walk people through, take them by the hand and do some, great copywriting.

Or you can use a product launch sequence, and this is the idea of an event. So, check this out. All right, instead of what this is, instead of one web page, which has all the information on it, from top to bottom, from headline to buy button. What we're doing is creating this event by spreading it out over time, probably about five days.

When I began in 2010. This process often used to take up to two weeks. People's attention span was longer nowadays, it's a little bit less I would certainly the lunches I do usually four or five days, all right, that's a nice period, gives you space for room for manoeuvre, you can do lots of things, but you're not going to bore people or, or, or have their attention wander elsewhere.

What you can do, and this is one way of doing it, right, if you're going to use videos, which is a great, great medium to use, because we've looked at tech, so let's look at some video now.

I have one video, the first one, and this is just pure content. What you're doing here is you're actually helping people with information, stuff to get them started, share some of your system with them.

Share some of the genuine training, all right, and just have that as content, no sales pitches, no, buy this or you might want to do that nothing, just content.

What this is doing is two things, one it's proving that you can help people, okay?

By you actually giving them free training, you're giving them results in advance in effect for free. So that gives them the ultimate proof in their minds that you can actually help them. It's all very well putting up testimonials from other people who've been successful. That's great. I've got loads of testimonials on my website, and you've seen some of the other ones on the web pages, for example. And that's brilliant. That helps.

The big challenge, massive objection people have in any market is that that's fine. I believe this is good. You know, I can see these other people have been successful, but it's not going

work for me, won't work for me because I'm different and we all feel different. We feel like we're the only ones with the problems. Of course, we're not but that's how it feels. This video is a perfect opportunity to actually go out there and just help people, right and just give them some great training, and give them the max you can do.

One thing I like to do with this first video is position it as a crash course a 45-minute Crash Course like just 45 minutes and just pack in as much help as you can.

That's what that that does and secondly, it preps them for the next sequence. It gets them excited about what you're talking about. At the end of video one, you just simply go. If you've liked this, what I'm going to talk about in the next video, I'll maybe answer a few questions about this, make a few extra points, and then I'm going to talk about my new online course, which is all about this, so if that's something for interest to you, then come along, check out video two which will be in a few days.

You're creating this event and you're leading in, you're trailing things that kind of happen in the future. If you look at how lots of big companies launch their products, this is exactly what they do. They preannounce and they trail things. Journalists write about what could be coming out and so on.

Apple is a classic example. In the tech space of how they, they kind of, they don't just announce it and put a press release out, right? It's trailed months in advance. That's a huge scale, obviously. You can take the essence of that and distil it down into something that suits you. That's the right size for you.

These product launch sequences can be as simple or as complex as you want to make them. I've done very, very simple ones internally just to my subscribers. I've done much bigger ones, which go out to external marketing partners and so on that have a much, much bigger business, higher prices, six figure type launches in terms of the revenue that's generated.

You can scale it, you can do them in different ways, but the core is the same. So just get the core concepts and then you've got this in your toolbox. All right, you can worry about all the tactics and the micro details later.

The next one, I call the registration video. So here, you'd probably start it go through say, Oh, I hope you like the last video, a couple of points I just wanted to clarify a, b and c, you might have this question. So, I wanted to address that and so on. so, you do some questions, if you're doing this live, you can actually take genuine questions. Well, they're all genuine, but the questions that have actually been submitted that have come in, if not, you can answer for ones that you know come up time and time again, from experience, anything that they would like to know, share with them and then go in and talk about your course.

You can do that in the same way that we do it on a sales letter j just go through. All right, that same sequence. Now there are formulas for this, and I've got a formula that I use product launches, we could blow this up into another three weeks training just on this. All right, obviously, that's way beyond the scope of what we're doing.

If you want to learn any more about this, you can do so for free. Just go and watch other people's launches. Sign up, watch these videos, or read their sales pages. You can read mine I've just shown you a couple of them right and model them. Don't copy and paste but model or emulate the style because that's what works and then finally, maybe this is optional, really, but you might want to do a Frequently Asked Questions video at the end. And that's a great way of answering objections, reasons why people might be resistant to signing up for registering for your online course.

So that's the formula. Now you can do it like this space this over three for five days if you want to, that is a winner. It's one of the most powerful methods I've ever used to sell premium priced courses and cheap courses if you want to as well. Or you can condense all of that, and you can do it in a good old webinar.

This webinar, you can either deliver live using something like zoom or Go to Webinar, or you can record a video and have that video played out with some automated software. Okay, so something I use is Ever webinar, for example.

There's lots of different formats. That's probably one of the reasons you see so many webinars around because they work and it's the essence of them is this product launch sequence but condense down into one session.

That's a lot of information and like I said, we can explode all of this into different training courses, we really could and there are there are training courses on all sorts of different things.

There's a lot of stuff that I've done a lot of training, and so on, that I do on these kinds of techniques.

But there's a great benefit in just grasping the core ideas. A lot of people I find get sucked into the micro detail and the tactics and that actually slows them down.

Try to just step back, try to just see the overview, and what the aim is of each bit and really, once you've got that baked into your mind, then it's a lot easier then to go forward and implement that. That's when you can start getting into more copywriting you can learn product launch tactics.

You can learn the ins and outs of webinars how to construct these videos, if you're going to do video, or if you're going to do written copy, you can do that. and so on. That's where, that's years and years of learning and trial and error and loads of stuff. It's, you know, a lot of the stuff that obviously, I've gone through bit building my business.

Let's talk about bottlenecks.

Have you ever had the situation where you've set out to do something and then like two months later, or three months later, you're not really where you thought you were going to be or wanted to be? And you look back over the last two months or three months, you think, what was I actually doing? How can it take this long, where's the time gone?

Now I'm sure that you've had that feeling? Alright. If you have, then the reason could be that could be varied. There's lots of reasons you can end up in that situation. One of them, though, is that you've had some challenges in what you've tried to do. It wasn't as easy as you thought, well, that's just life, isn't it? And it's certainly business. There are always roadblocks and challenges.

Here's the thing. It's a little bit like taking a car journey. You could drive from, well, let's say, let's go to America, you could go you could drive from New York, to Los Angeles, which I've done. And you can get on the interstates all the way through and you might be plain sailing for 90% or 95% of that journey. It might just you just be going, right, no problem. But just maybe one or two occasions, you end up in a jam. That really slows you down or building your business can be exactly like that.

It's not necessarily that you're wading through treacle the whole time and everything slowing you down. Rather, there's just a couple of bottlenecks, a few little bottlenecks along your

journey, which is stopping you that they're success preventers, essentially, or their progress preventers that just, you just can't get over them, and you stopped in your tracks or they're very, very slow and you don't really find a good system, or you don't find a good solution.

If this resonates with you bottlenecks, and it is true, right?

Think just all these things we say the first level is an awareness to try to think about identifying these bottlenecks. What actually, is it that's stopping you getting where you want to go? What specifically not the overall kind of woolly thinking, well, I've never really tried to be able to do this and I've always struggled with that what actually is it?

You can't decide what page builder to use, or you don't know how to use the page builder, or you've got a problem with copywriting or is it the traffic side? If so, what particular part of that, really isolate it down and you will find your bottlenecks.

Then what I recommend that you do is focus relentlessly on those bottlenecks and find a solution. So, for example, one of the bottlenecks I found quite a few years ago was sales page writing, which we've been talking about today.

That's why I developed that five part, dear friend narration system, which really helps me you can see I've shown you a couple of pages where I've actually used it for to live to sell copies of products and that has unblocked that bottleneck for me.

It might be that you have no inspiration for sales pages or sales video, you don't know what to write, you've got a blinking cursor. Well, what you can do then is identify that as the problem and then go out and find a good solution, which would be to build a swipe file where you collect lots of other sales pages and your market, store them on your computer. I do this actually, and I store mine in Dropbox, screenshots and screen grabs and stuff and I store it all in folders in my computer, and then when I'm coming to write a sales page, I've got that wonderful vault, archive of inspiration to emulate.

So, these bottlenecks, these things that are stopping you, isolate them specifically, be as specific as you can, and then find a solution, like a mini system or a mini framework, like the examples I've given you, or create a resource, like a swipe file to help you solve them. Because if you don't, what will happen is it'll just creep into the rest of your thinking and create fog, you'll just see fog, and you'll never go forward because it's all just very unspecific, in general. It's like all the whole projects drag me down, it's like, oh I don't know.

Identify your bottlenecks. That's what I really recommend that you do.

So, that is it for this session. In two days', time, we are going to be going through continuity and coaching. How do we sell those? Well, those have different selling systems. And that's what we'll be focusing on Thursday.

I really hope you've enjoyed this. I love spending time with you. I think this is great fun and I hope you're keeping safe; you're enjoying it.

I hope the weather will be good this week and you're going to knock it out of the park and have a really good, good week.

Please do share this. I'd love it if you would and if you could like the video as well if you do like it, hit the like button that just helps it you know, maybe appear in other people's feeds here on YouTube.

Don't forget we're in the Facebook group. What else? You can get transcriptions slide download on the resource page. All those links are below in the description in the video.

Take care for now. We'll be back in a couple of days. All right. Bye for now.