

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

Blog Posts That Sell Checklist

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Blog Posts That Sell Checklist

If you want to make money with your blog, then you need to learn how to create blog posts that sell. Use this checklist to create content pieces that boost your conversion rates.

Take a look...

Create Useful Yet Incomplete Content

The idea here is to create a useful piece of content that solves part of your prospect's problem, but then directs him to a paid solution to solve the rest of his problem.

For example:

- An article that presents five tips for improving a website's conversion rates, which then points sells a conversion optimization app at the end of the article.
- A post that goes into depth about how to set up a WordPress blog, including how to install useful plugins. The author includes an affiliate link to the plugin recommendations.
- A post that goes into depth about how a bodybuilders can develop their pecs, with a link to a paid training video at the end of the article.

Here's another way to presell products...

Review Products

Quite a few people online search for reviews for a product before they make a purchase decision. You can offer a useful service by reviewing products in your niche.

Just keep these tips in mind:

- Don't recommend any product you wouldn't recommend to your mother or your best friend. One of your best assets is your reputation, so don't trash it by recommending junk.
- Do be brutally honest. Let your prospects know the truth about the product, including its flaws. This builds trust with readers, which in turn boosts conversions.
- Do handle objections. When you do encounter a flaw, let readers know how to overcome it, and/or turn the liability into an asset.

For example, if the flaw of a laptop is that it's heavy and not suitable for traveling, you can turn this into an asset by describing how the machine makes a great desktop replacement while still being portable.

Be sure to include your final summation alongside a call to action and link at the end of the article.

Here's something similar...

Compare Products

If you want to review two similar products, then you can create a comparison article instead. Just as with the review article, you'll compare quality products in a brutally honest way.

You can present your recommendations in one of two ways:

1. Present one product as a clear winner, which is the one you then recommend to your readers. E.G., "Hands down, PrimePLR.com is the best PLR offer we've seen with high-quality content at a surprisingly affordable price..."
2. Recommend both products, but to slightly different segments of your audience. E.G., "If you're new to copywriting, then you'll want to get your hands on iCopyBox.com for a complete overview of how to write a sales letter. If you've written a few letters before, then I suggest you download the Contentaire.com package..."

Next...

Post Excerpts

If you're selling your own info products, the one really good way to promote them is by sharing excerpts on your blog.

Here's how to choose an excerpt:

- **Choose something in-demand.** You want to pick a topic that your prospects are clamoring to read. When in doubt, do your market research to find out what that is.
- **Create a great title for it.** This should be an attention getting, even curiosity-arousing title. E.G., "The #1 Secret For [Getting Some Benefit]!"

- **Pick an actionable excerpt.** You want to give your prospects something they can take action on immediately that produces fast results. In other words, you want to impress them.
- **Leave them wanting more.** End your excerpt at a “cliffhanger,” at some juicy part that leaves your readers wanting more. Then drop a link for prospects to purchase the entire product.

Next...

Offer Case Studies

Sometimes people want to buy a product, but there’s that niggling voice in the back of their head saying, **“It won’t work for me.”**

You can overcome this objection by offering proof. And one good form of proof is a case study completed by you or another individual in your niche.

For example:

- Do an eight-week case study of a diet guide that shows week by week your results.
- Do a one week case study showing how well an advertising strategy works.
- Do a one-day case study to demonstrate how easy it is for a beginning cook to make a four-course meal.

Keep these points in mind:

- **Case studies should include lots of data.** People want actual proof, so offer the hard numbers. For example, if you’re doing a case study on a weight loss guide, then offer regularly updated weights and measurements.

- **Offer other proof.** This includes photos, videos, screenshots and anything else that proves your claims.
- **You can do a live case study.** So if you're doing an eight-week case study, then you might post weekly updates showing your results as they happen. This is a great way to make your blog sticky too, which is a nice bonus.

And finally...

Publish a Series

People rarely buy a product the first time they encounter it. That's why you'll want to create a series of posts for every product you promote.

For example:

- Post a five-part post series with a product recommendation at the end of each lesson/post.
- Post a sideways sales letter over a couple weeks. This is a multi-part series that identifies a problem, introduces the product as the solution, shares the benefits, offers proof and overcomes objections.
- Post a Fear-Logic-Gain sequence of three posts. This is a series where each part appeals to a different emotion or type of buyer.

In sum...

There are plenty of ways to presell a product. You may want to use multiple methods for every product you promote, as sending a series will almost always deliver better conversion rates than single posts. But don't take my word for it – try it out to see for yourself!