



# GUIDES THAT SELL

*How To Turn A Set Of Short Tips  
Into A Sellable Product (\$19.97 Per Order)*



# You DO NOT Have The Right To Sell Or Give Away Any Portion Of The Content In This Document.

*This Document Is For Your Personal Reading Only*

© 2021 Copyright Benchmark Publishing, LLC

**ALL RIGHTS RESERVED.** No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

**DISCLAIMER AND/OR LEGAL NOTICES:** This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought. - From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations. No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader. Any copyrights not held by publisher are owned by their respective authors. All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind. All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

# TABLE OF CONTENTS

The 4-Step System For Creating A T.I.P.S. Guide (Plus Picking A Niche)	4
How To Choose A Topic And Title That Generates Interest And Income	14
10 Types Of Tips (That People Love) To Include In Your Guide	20
The Two Works-Every-Time Ways To Get Ideas For Every Tip You Need	32
3 Ways To Make Your Guide User-Friendly (To Help And Satisfy Customers)	38
Content Shortcuts – 5 Actions The Pros Take To Speed Up Product Creation	45
The Most-Often-Overlooked Step For Success (That You Must Take)	51
How To Sell Your Guide Even If You Don't Have Or Want A Website	58
Your Fill-In-The-Blanks Sales Letter Template (No Copywriter Needed)	64
Six Ways To Scale Your Business To Six Figures	69



Download Ready-To-Sell, Done-For-You Content That Your Customers Will Love

## QUICKLY ROLL OUT PROFESSIONAL PRODUCTS THAT YOU CAN SELL WITHOUT WRITING A WORD

Put Your Brand On Our Content And Sell It As If You Wrote It Yourself.

[CLICK HERE TO GET STARTED](#)

## Lesson One

# The 4-Step System For Creating A T.I.P.S. Guide (Plus Picking A Niche)

What's the first thing you think of when you hear the word "tip"?

It's probably either money that you give to someone who has served you (aka "gratuity") or a small piece of helpful information.

What you probably don't immediately think of is a **solid revenue stream for your business.**

I hope to change your thinking with the *Guides That Sell* course. Here's how you should start envisioning tips...

*DEFINED: A TIPS guidebook is a set of specific, short tips related to a single topic which provides at-a-glance information that users refer to again and again.*

Every part of that definition is important...

1. Set. One tip won't be sellable in most cases. A combination will be.
2. Specific. There are certain types of tips that should be combined.
3. Short. No tip in the set needs to be more than 100 words.
4. Single Topic. All tips in the set will help explain a shared subject.
5. At-A-Glance. This isn't an in-depth course; it is a handy resource.
6. Again And Again. The goal is to create a product that is used over and over.

Over the next 10 lessons, you're going to find out exactly how to use the proven T.I.P.S. system to create a high-value guide of 101 tips that your audience is sure to love.

Let me share with you a quick overview of the T.I.P.S. system, and then we'll break it down in more detail over the coming lessons:

### **T – Topic and Title.**

This is all about choosing the right topic for your guide, and then choosing a title that's sure to capture attention.

### **I – Ideas.**

In this step, you'll discover 12 types of content that you can include in your guide. This variety is key to creating a high-value guide that your audience is sure to love.

### **P – Plan.**

Here's where you'll find out how to come up with ideas of what to include in your guide. By the time you finish this step, you'll have MORE than 101 tips.

*HINT: You might even decide to do a "Volume 2" later on.*

**S – Structure.** Here's where you'll find out how to organize your content in a logical way, one that makes it easy for your customers to read and reference again and again.

Generally, these guides are about 40 to 50 pages in length, which is about 10,000 words long.

*If you insert 101 tips as I suggest,  
then each tip will be about 100 words long.*

Indeed, that's what makes it so easy for you to create these guides. You don't need to write long, complex passages. You don't need to explain a how-to process in great detail. All you have to do is pick a topic and write

101 valuable tips about that topic – this is one of the **easiest products you'll ever create**.

Even though these guides are easy for you to create, they end up being **high-value products that you can use in multiple ways in your business**. You can use them as:

- *Free Products*. If you need a valuable product to bring people into your sales funnel (aka “*lead magnet*”) by building a list, a tips guide works well. This makes for a great piece to showcase your expertise, provide helpful information for free, and point subscribers to your other paid products for additional help.
- *Frontend Products*. This is the way I use them, and the way I recommend you use them as well. These high-value yet low-cost products (aka “*tripwire product*”) turn prospects into paying customers, which means this a great place for them to appear in your sales funnel. They. Are. Budget-Friendly.
- *Finishing Products*. You can offer these guides on order forms for related products or send out automated follow-up messages by email to increase the overall transaction value (aka “*upsells, cross-sells, backends*”). These guides are perfect complements to many other products such as courses.
- *Bonus products*. You can use tips guides to boost your conversion rates, by including them as bonuses alongside other related products. Or you can offer a tips guide as a surprise bonus to boost customer satisfaction and reduce refunds. Either way, your customers get more value and help, and you get more sales.
- *Membership site content*. Got a membership site? You can include a tips guide as part of the initial “welcome” content, or you can send it as part of your monthly content. A good example of this is [ContentCreationU.com](https://ContentCreationU.com) where you get the Write Like A Pro guidebook as an enrollment piece of content.

There are many, many uses for these guidebooks.

*Example: You can even sell PLR (private label rights) licensing to these guidebooks. PLR buyers love them because they can use them in many different ways ranging from extracting blog posts and social media snippets to the things mentioned above, and beyond. My recommended price is \$97.00 for PLR to one of these guides, which makes it a nice income generator if you decide to offer licensing.*

Generally, about the only place in your funnel that you probably wouldn't use a tips guide is as a core offer (unless you are selling a PLR version). And that's okay, because a well-placed, well-created tips guide inside your sales funnel will impress your customers and help you sell your core offer.

*Example: if you're selling a homeschooling course as a core offer, a homeschooling tips guide would be a great frontend ("tripwire") offer. Every homeschooling tip you share inside the tips guide is useful, yet the guide as a whole can be enhanced by purchasing your core offer which would explain the in-depth process of home education. It would be easy to promote your course on the backend to those who purchased the tips guide.*

So, at this point, you may be wondering if you can create a tips guide for YOUR niche. And the answer is YES. This works in any niche, as long as you have a broad topic where you're able to share 101 tips, steps, ideas, templates, or other useful tidbits of information.

For example:

- 101 Training Tips Every New Puppy Parent Ought to Know
- 101 Tips, Tactics and Templates for Creating High-Converting Online Courses
- 101 Organic Gardening Practices for Growing Prize-Winning Flowers – Even If You Don't Have a Green Thumb
- 101 Ideas And Insights for Getting More Done in Less Time

- The Home Seller's Guide: 101 Tips for Selling Your Home Faster (And for More Money)
- The Big Book Of Ideas For Ultramarathoners: 101 Training Tips For Finishing Your First Ultra With A Smile On Your Face
- The Go-To Guidebook To Home Security: 101 Hacks And Helps for Protecting Your Home and Your Family
- 101 Shortcuts and Suggestions for Taking a Luxury Paris Vacation on a Shoestring Budget

You get the point – you can create a tips guide for any niche – and starting in the next lesson, you're going to find out how to do it

But, before we get to that, you need to pick a niche for your guide...

## **How to Pick a Niche for Your Guide**

You're liking this idea of creating a profitable guide full of ideas and insights – just the thing that will help your audience solve their problems, reach their goals and / or enjoy their interests.

However, before we jump into the nuts and bolts of creating your guide, you need to pick a niche. This involves first creating a list of potential niches where you can help people, checking which ones on your list are likely to be profitable (after all, you're in business to make money too), and then selecting one from your list.

Let's walk through those two steps...

### **Step 1: Draft a List of Potential Niches**

Your first step is to brainstorm potential niches. Ask yourself these questions to help you draw up your list:

- What are your hobbies?
- How do you spend your disposable income?



- What problems do you have?
- What is your job?
- Where applicable, what was your major in college?
- What were your favorite subjects in school?
- What topics do you like to talk about?
- What sorts of TV shows do you watch?
- What sorts of blogs do you read?
- What types of videos do you watch on YouTube?
- What pages/accounts do you follow on social media?
- What topics would you answer on Quora?
- What do you like to discuss on forums, social media groups, etc.?
- What types of sites are listed on your device's bookmarks?
- What do people ask you for advice about?
- What other topics interest you? (List everything you can think of.)

By working your way through these questions, you should be able to identify many potential niches.

*For example: if you've followed a low-carb diet in the past to lose weight – that's a potential niche. If you love training your dog, there's another. If you like to do yoga to de-stress, that's another idea. Just look around – ideas are everywhere.*

Ultimately, you're looking for niches that fall into one of these three categories...

1. Knowledge. Niches that you know about.
2. Experience. Niches that you have participated in.
3. Interests. Niches that you love.

*TIP: You can uncover still more niches by searching Google for "list of niches" or even "list of evergreen niches." Many people have compiled these lists, and you're likely to find all sorts of interesting ideas.*

Then move onto the next step...

## **Step 2: Research the Niches**

Now that you have a list of potential niches, it's time to research them to see which ones are profitable.

What you're essentially doing at this stage is determining if there is a large audience that's already buying products and services in the niche. While you want to help people with the products you create, you also want to make money from your business. So, it's important that you look for profitable niches.

*NOTE: If you want to help people without charging for it, that's wonderful! There's a place for that. But that's not the purpose of this particular course. Guides To Sell is about creating guides that, well, sell. I'm a big believer in helping people who cannot afford to buy products, and I do this myself all the time. But that's for another discussion.*

Pay particular attention to those niches where there are a lot of infoproducts being sold.

*TIP: Take note of smaller niches you uncover within larger markets. For example, "weight loss" is a big market. A segment of that market (a niche) is weight loss for women. Another niche is low-carb weight loss.*

*Another example: all things related to dogs is a huge market. A segment of that market is dog training. You can go even more targeted, such as "training puppies" or "training toy dogs."*

Here are the steps to take to complete your research...

### *Search Marketplaces*

Your first step is to search for keywords related to markets on your list (e.g., “gardening” or “bodybuilding”). You can search:

- eBay
- Amazon
- Udemy
- ClickBank
- JVZoo
- Shopify

What you’re looking for is a lot of products being sold (especially infoproducts) by a wide variety of sellers. Lots of products with lots of competition is a good sign of a healthy, profitable market. (But remember, you’ll want to carve out a smaller, more targeted niche for yourself.)

### *Do a Google Search*

Now search Google for your keywords. Here’s what you’re looking for:

- A lot of sites dedicated to the niche, with these sites selling a wide variety of products and services.
- Marketers placing ads selling products and services in the niche.
- Places where people in the niche gather and are easily accessible, including blogs, forums, and groups.

Next...

### *Look Around*

Take a look around both online and offline to further confirm if a niche is going to be profitable. For example:

- Are there any magazines or other publications devoted to the niche (or at least to the bigger market)? For example, “*Dog Fancy*” magazine is for dog lovers and covers a variety of niches from health to training.
- Are there active social media pages and groups (on Facebook, etc.) devoted to the niche?
- Can you buy niche products and services in offline stores? (For example, there are craft stores, pet stores, fishing stores, biking stores, travel agents, etc.)
- Are there meet-ups in the niche? (See [meetup.com](https://www.meetup.com).)
- Are there local clubs or organizations devoted to the niche?
- Do people ask a lot of market/niche-related questions on sites like Quora. JustAnswer and Yahoo! Answers?
- If you enter your keywords into a tool like WordTracker, are people conducting a large number of searches on a variety of topics? In particular, are they looking for information (tips, guides, books, courses, videos, ebooks, reports, how to, tutorials, etc.)?

*TIP: Keep this research handy, because you’re going to want to refer to it later when you start working on picking a topic.*

Next...

### Step 3: Pick a Niche

You’ll eliminate some of the niches on your list that don’t look very profitable. Once you’ve got a short list of profitable niches, you can further narrow it by answering these questions:

- Which of these topics do you know something about?
- Which of these topics have you participated in?
- Which of these topics interest you the most?

Remember what was said earlier: Knowledge. Experience. Interest.

The best niche is one that's profitable, you know something about it, and it's something that interests you. Pick one that meets all three characteristics, and you're golden. 😊

## **Your Turn**

Your assignment for this lesson is to walk through the three steps you just learned about to select a profitable niche that you'll enjoy. Meanwhile, I'll see you in the next lesson.

## **END OF EXCERPT**

[Click Here](#) To Purchase The  
*Complete Guides That Sell Course*