

**E**EARNCOME

# TYPES AND TACTICS

*How To Create Ten Of The Most  
Popular, Profitable Pieces Of Content*



## 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

How To Write A Step-By-Step Tutorial That Helps Readers Get Results	6
Five Keys To Writing A List Article That Stands Out And Satisfies	12
Five Questions (And Answers) About Creating A Useful FAQ	18
3 Cheat Sheets To Help You Create Your Own At-A-Glance Resources	24
The 4-Step System For Crafting Checklists Your Audience Is Sure To Love	32
The Five-Day Guide To Creating A Daily Planner For Your People	37
5 “Do This, Not That” Helps For Creating Dos And Don’ts Content	42
A Case Study In Crafting Social Proof Content That Convinces Your Community	46
A Revealing Conversation: How To Create High-Quality Interview Content	51
5 Mis-Steps (And How To Avoid Them) When Crafting “Mistakes” Articles	55



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](#)

## Introduction

# How To Create Ten Of The Most Popular, Profitable Pieces Of Content

This isn't your typical course. That's because each of the 10 lessons you're about to read not only teaches you how to write a specific type of content...

*The lesson itself is an example of the specific content.*

What that means is this: each lesson is written in the style of the type of lesson it is explaining.

*For example, the lesson on how to write a FAQ is written in the style of a FAQ. And the lesson on how to create cheat sheets is shared across three cheat sheets. The lesson about writing list articles is ... wait for it ... written as a list article. And so on.*

That makes this course unique: it gives you the instructions for creating various types of content right alongside a real-life example of the content.

In each lesson, there are a couple of key components...

1. Types. This is the structure or framework of the piece which makes it different from other ways of outlining and organizing content.
2. Tactics. This is the plan or procedure for the specific type of content that will lead to the desired end result.

That "desired end result" is simply this...

*To create a specific kind of content that helps your audience achieve a specific outcome.*

By creating a variety of different types of content (how-to, list, FAQ, etc.), you'll be able to keep your audience engaged and progressing towards their

goals. Which is a win for both of you.

Make a difference in the lives of your audience, and you'll make a profit for your business.

- Prospects become paying customers.
- Paying customers become repeat customers.
- Repeat customers become brand ambassadors.

It is all built upon serving your audience with content; popular, profitable content.

The “*types and tactics*” that you'll be learning in this course apply to both free and paid content, even though there might be a slight emphasis on one or the other. Just know that the same principles apply evenly.

So, without further ado, let's jump in...

## Lesson One

# HOW TO WRITE A STEP-BY-STEP TUTORIAL THAT HELPS READERS GET RESULTS

One of the most popular types of content you'll create for your business is "how to" content. This content includes your step-by-step articles, tutorials and similar guides.

*Your first step (which is true of all of these content types) is to make sure you're creating something that your audience really wants.*

Once you've confirmed that with your **market research** (which is outside the scope of this course), then you can use the following steps to create your content.

Here's an overview:

Step 1: Determine Your Goal

Step 2: Detail Your Outline

Step 3: Develop Your Content

Let's take a closer look at each of these steps...

### **Step 1: Determine Your Goal**

Before you even think about creating your how-to article or guide, you need to figure out what your goal is. For this step, you'll want to consider the following:

1. *What do you want your readers to LEARN? This is going to be the step-by-step process you teach. This is where you offer real help to your audience.*

2. *What do you want your readers to DO? This is what you want your readers to do when they reach the end of your content. This is where you encourage and equip your audience to make progress.*

Here are some of the common actions you might want readers to take:

- Apply what they just learned.
- Read a related piece of content.
- Watch a related video.
- Purchase a related offer.
- Sign up for a related webinar.
- Share your content.
- Request a free offer and join a list.
- Fill out a form.

*For example, you might want your readers to LEARN how to teach their dog to sit, and when they get to the end of your content you might want them to click on a link and watch a demonstration video.*

It's important to define these two things up front, as they're going to drive the development of your content.

Next...

## Step 2: Detail Your Outline

Now that you know what you want your readers to learn and do, your next step is to start creating your outline. Since you're sharing how-to content, you'll **organize the content in a chronological, step-by-step format**.

In addition to sharing the steps of a process, you can also add value to the content by sharing:

- Tips
- Mistakes

- Dos and don'ts
- Templates
- Questions
- Examples

For example, your outline might look like this:

## A. Introduction

## B. Step 1

- Details on how to complete Step 1
- Examples
- Tips for making it easier to complete this step

## C. Step 2

- Details on how to complete Step 2
- Examples
- Questions to ask oneself before completing this step

## D. Step 3

- Details on how to complete Step 3
- Examples
- Mistakes to avoid

## E. Conclusion

*TIP: The time you invest now in creating a detailed outline will keep your tutorial more focused and useful, plus it makes it quicker and easy for you to write the content.*

As you're developing your outline, keep these key points in mind:

### ***Brainstorm Talking Points***



You can start developing your outline by brainstorming all the steps, tips, examples, mistakes and other talking points. In other words, start with what you know about the process, being sure to include any unique tips or ideas to make your content stand out from similar pieces in your market.

## ***Research the Process***

Next, you want to research talking points so that you don't overlook anything important. You can generate ideas by looking at:

- Bestselling infoproducts.
- Tables of contents of popular infoproducts.
- Sales pages for popular infoproducts.
- Blog posts on the topic.
- Social media posts on the topic.
- Academic journals (see [scholar.google.com](https://scholar.google.com)).

IMPORTANT: Be sure that you're merely gathering IDEAS and not copying anyone's content.

## ***Point Towards the CTA***

You need to develop your content so that it naturally points to your call to action (CTA) at the end.

*Example #1: If you want people to purchase an offer from you, then you might create something that's "useful yet incomplete." The content is useful in that it solves part of a problem, yet incomplete so that you have an opportunity to sell a related offer. You offer free help in the content and then offer additional paid help that further explains or enhances the free content.*

*Example #2: If your goal is to simply get people to take action on what you're sharing, then be sure to offer detailed content with plenty of tips and examples so that your readers can replicate the process.*

*At the conclusion of your content, give them suggestions for specific steps they can take to put the information into practice.*

Now the last step...

## **Step 3: Develop Your Content**

If you created a fairly detailed outline, then it will be relatively quick and easy to create the content itself. Keep these two tips in mind...

### ***Craft Engaging Content***

Your content will be more useful if it's engaging and keeps people interested and reading until the last word. To that end, follow these tips:

- Tell relevant stories to connect with readers on a personal level.
- Inject humor to engage people, but do so sparingly.
- Build anticipation at the beginning for what's coming.
- Add value with tips, examples, infographics, etc.
- Offer something unique (stories, case studies, tips, examples, etc.).
- Share your content in a new way, such as by creating a "formula" around your how to process, or by using alliteration.

*NOTE: This lesson is an example of a tutorial using alliteration for each major step (determine, detail, develop).*

- Develop your own unique writing voice, and offer a fresh take on the process whenever possible.
- Format the content for easy readability (e.g., be sure there is plenty of white space).

- Make your content scannable by emphasizing the most important parts with subheadlines, bolding, italics, bulleted lists, Johnson boxes, graphics and similar elements that draw in the reader's eye.

NOTE: Crafting engaging content is one of the big keys to becoming a successful infoproduct creator and/or content marketer. That's why I highly recommend you check out [www.ContentCreationU.com](http://www.ContentCreationU.com), which will teach you the finer points of creating content that your audience is sure to love!

Next...

### ***Create a Compelling Title***

Your title is going to help people decide whether to read your tutorial, so be sure to create an appealing, benefit-driven title that makes your audience believe that you really will help them. And then really help them with your content.

E.G.,

- How to Housetrain Your Puppy in Three Easy Steps
- The Step-by-Step Process for Selling Your Home in 30 Days
- The Women Over 40 Weight Loss System

Now it's...

### **Your Turn**

Your assignment for this lesson is to define your goal and create your outline for your next piece of how-to content. Then be sure to set time aside in your schedule to complete the research and writing.

## END OF EXCERPT

[Click Here](#) To Purchase The  
Complete *Types And Tactics* Course