

 EARNCOME

# USEFUL BUT INCOMPLETE

*The Ultimate Strategy For Creating  
Free Content That Presells Paid Products*



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## Introduction

# The Ultimate Strategy For Creating Free Content That Presells Paid Products

One of the best ways to create content that presells another offer is to be sure it's "*useful, but incomplete*." While I've touched on this concept for more than a decade in many of my trainings, in this course you're going to get an in-depth look at **how to put it to work for you**.

*Note that this strategy **works best for free content** (like lead magnets and blog posts), as well as backend-selling in paid products.*

Let's start by unpacking the term "*useful, but incomplete*." Specifically:

- *Useful*. When your content is useful, it keeps readers engaged and reading right to the very end. Offering useful info impresses your audience and helps you build a good relationship with them. In turn, this makes the reader more receptive to your offers. **Your presell content should be genuinely helpful to the recipient.**
- *Incomplete*. When your content is incomplete, it means it doesn't do everything that is possible in helping the readers solve their problems, reach their goals or better enjoy their interests. This gives you an opportunity to promote a related offer that does solve the problem. **Your presell content should lead to even more help for the recipient.**

Or, said a different way...

*Free content that is intended to presell should **provide a real benefit** to the reader by itself (useful) that can **be further explained or enhanced** (incomplete) through the purchase of a paid product by the reader.*

That's the aim of free content that presells a paid product. You are in

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business to both help people and make a living; useful, but incomplete content enables you to do both. That's why it is **essential to your business** and should be a regular part of your content creation plan.

So, the question is, how do you create content that's effectively useful, but incomplete so that it drives sales? Let me share with you four proven ideas...

## 1. Provide a Step-By-Step Overview.

Here you use your free content to give an overview of how to complete a process. Then, at the conclusion of the overview, you promote a paid product that teaches a thorough system for completing that same process.

This overview might take a few different forms, including:

- A report that provides a step-by-step overview. E.G., a report providing an overview of how to set up an infoproduct business.
- A checklist that provides a step-by-step overview. E.G., a checklist providing an overview of how to write a novel.
- A planner/calendar that provides a step-by-step overview. E.G., a planner providing an overview of how to train for a marathon.

This method works well when you're selling an in-depth course or other comprehensive infoproduct. The checklist, report or other item gives an overview of WHAT to do, and then your product provides details on HOW to complete the steps.

## 2. Offer Tips/Secrets/Ways/Ideas

Here you are providing some really solid tips and other ideas for completing a process or solving a problem. For example:

- Report: 7 Housetraining Tips That Really Make a Difference
- Infographic: 10 Surprisingly Effective Ways to Boost Your Metabolism

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- Cheat Sheet: 15 Secrets for Getting Out of Debt Fast

As always, each secret, tip, way or idea you share is “*useful, but incomplete*” because it doesn’t solve the prospect’s entire problem. It gives them genuinely helpful ideas that they can actually put into practice to get results, but it doesn’t provide an in-depth workable plan for any of those ideas, which a related paid product could offer.

This works especially well with these 3 products...

1. Sell an in-depth course with a chapter or module devoted to each of the “tips” you share in the free content.

*For example, let’s suppose you have a course that shares “10 Ways To Lower Your Golf Score.” Then give away a free cheat sheet with a tip related to each of those 10 ways and point the reader to the full product for complete training.*

2. Sell a product that the entire set of tips relies on for a successful outcome.

*For example, let’s suppose you have a course that teaches “How To Find, Train and Profit From Virtual Staff.” Then give away an infographic that shares 15 ways to grow your business with virtual staff. Using the ideas from the free content will be much faster, easier and better if they buy your course.*

3. Sell a tool that will enable or automate the implementation of the tips.

*For example, let’s suppose you have a split-testing tool for ad campaigns. Then give away a report full of tips for making ad campaigns more profitable. One of your tips might be to set up a split-test ad campaign to improve conversion rates. You can then promote a split-testing tool within the report.*

As always, you are providing genuinely helpful content to the reader while also giving them the opportunity to purchase additional resources for even more help.

Next...

### 3. Give In-Depth Instructions for One Step.

For this approach, you create a report, video or other infoproduct that shares complete, in-depth instructions for ONE step of a process. Your prospects then need to purchase your information product in order to get in-depth instructions for the rest of the steps.

Let me share with you a few examples:

- You create a video that shows viewers how to perform one step of a classic-car restoration, such as replacing the headliner. You then sell a video course that shows viewers how to restore the rest of their cars' interiors.
- You create a blog post that explains exactly how to set up and customize a WordPress blog. You then promote a course that teaches people how to launch and monetize their new blog.
- You create a report that gives readers in-depth instructions on how to choose the right homeschooling curriculum. You then sell a homeschooling course, which offers instructions on how to do everything else that is involved in the first year of homeschooling.

NOTE: One advantage of using this particular strategy is that **you can simply use an excerpt from your paid product to distribute for free.** Take the last example of the homeschooling course. You can offer the “*choosing your curriculum*” module for free, and then promote the entire course from within that free module. The free module is a PART of the paid product that you simply excerpted out to give away.

Next...

### 4. Share Detailed Instructions

For this approach, you can share detailed instructions on an entire process. This particular approach works well when you're selling one of two things:

1. Tools to make the process faster, easier, better.

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*For example, let's suppose you're selling a collection of PLR content such as reports, articles, checklists, templates and similar items. You can then provide in-depth information (for free) on how to create content to grow a business and then promote the PLR package as a way to make the process faster.*

## 2. "Advanced" information.

*Let's suppose you offer free information on setting up a membership site. You could offer an "advanced" paid course that teaches how to get new members, keep members active, generate backend profit and so forth. While the free information would be genuinely helpful in setting up the membership site (accomplishing a desired objective), **no one would want to set it up without then knowing all of the best practices for making it profitable**, which are included in your paid course.*

Do you see how "useful, but incomplete" content works? It really does provide a benefit to those who consume it while simultaneously working to promote your paid offers which will offer additional benefit to the reader by further explaining or enhancing the free content... *when they are ready for it.*

## YOUR NEXT STEP

Now it's time for you to determine how you're going to use "useful, but incomplete" content to boost your sales. Think about one of your existing products you'd like to promote (or someone else's product you would like to promote as an affiliate). Then brainstorm answers to these questions:

1. Would a step-by-step overview would work for this product (E.G., report or checklist)?
2. Would a piece of content sharing tips/ways/ideas/secrets work to promote this particular product? What, specifically, would you share?



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3. Would in-depth instructions on one step work well to promote this particular product? Which step would you share?
4. Would a complete set of instructions work to promote this particular product?
5. Finally, which type of “*useful, but incomplete*” model would work BEST to promote the particular product you have in mind?

Take a few minutes to brainstorm the answers to these questions. Then make a plan to create your useful but incomplete content as soon as possible.

With that as the foundation, let’s add in some additional examples, insights and practices for putting the “*useful, but incomplete*” strategy to work for you...

**Want To Read The Remainder  
Of This Course? [Click Here.](#)**

P.S. And that, my dear reader, is how “*useful, but incomplete*” works. 😊