

Discover 7 Techniques for Creating Powerful Sales Material Without Writing

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Discover 7 Techniques for Creating Powerful Sales Material Without Writing!

Dear Friend and Subscriber,

Do you feel paralyzed by the fear of having to write sales letters, articles and promotions?

You know your success online depends upon the written word; but you just don't know what to say. And you think your writing is so bad that it will hurt your sales, not help them. You've tried writing letters for your email follow-ups, but you get stuck after a sentence or two.

You wonder how many ways you can say: “Buy my Product / Service”?

Even when you try to write a content-rich article to use in your promotions, you either end up procrastinating for hours and not doing it, or you sit and stare at an empty page. You beat yourself up thinking, “I don't have any good information to share,” or “who is going to read this anyway?”

You'd like to hire a copy-writer to write for you, but you don't have thousands to spend. So you keep struggling to write on your own. Your progress is so slow it's almost laughable, if it weren't so depressing.

Now imagine for a minute – What if the majority of your writing was done for you at little or no expense? Then picture having these emails, articles and promotions distributed, read and enjoyed.

You'd then finally have effective email follow-ups in place, and you'd start closing more sales. You'd be able to regularly send out articles to your key publishers and attract new sign-ups to your list. Your business would start to grow as a result of your written communications. And as your business expanded, so too would your profits!

How can you get articles, promotions and follow-ups created when you can't write and you can't afford to hire a writer?

There are secret techniques you can use to develop quality, written content for your business with little or no writing on your part.

How do I know these secrets?

I've published an online newsletter for over 10 years. Week after week, year after year I've had to come up with good quality content to share with my subscribers. And in my 10 years of publishing, I have never paid for content.

What's more, and here's something that may surprise you . . . I find writing difficult!

The only way I've been able to stay in the publication business is to figure out strategies to find material people want to read that I don't have to write.

Today I'm going to share my secrets with you.

Why?

It's critical that you follow-up with your prospects if you want to make sales. If you have nothing to say in your follow-ups, you won't follow-up. But if I can show you how to easily create content-rich material to use in your follow-up email, you'll do it. When you're successful at email follow-up, you will make sales. When you make sales from following-up, you'll be hooked on the follow-up autoresponder services SendFree provides.

So let's get to the secrets. . .

The first secret is to understand why you want to create quality content.

Content is king on the Internet.

You build rapport when you offer valuable information in the email follow-ups you send, in the articles you distribute and in the materials you post to your web site. You develop a relationship with your readers and make an unspoken trade with them.

You provide them with a valuable commodity—information. And in exchange, they pay attention to your message. When you give value to your readers, they reward you with their business.

The second secret to creating great content is to have a niche.

What is a niche?

You develop a niche with target marketing. You define a specific subject matter to focus on and deliver information that answers the specific questions of your marketplace.

Why is target marketing so important? It allows you, a small business, to compete with the big boys online. Let's consider the example of our site, DEMC.com.

DEMC.com is an email newsletter publication for small businesses.

Can you think of any other publications for small businesses that DEMC might be in competition with?

Let's see – Entrepreneur, Inc., Fortune, just to name a few of the big players and there are way too many smaller competitors to name.

So how can DEMC.com be successful?

It has a very specific niche. DEMC.com focuses on delivering information about email marketing for the small /home business marketer. This niche, has given DEMC.com an edge in the marketplace so it can compete.

As a small / home business you're not going to pick up Entrepreneur Magazine to specifically learn how you can run an email-marketing campaign. You're going to look for a publication that has specific information on email marketing. That's why you subscribe and read DEMC.com. Because we target a particular group with a particular focus our business is a success.

Your business can succeed too, but first you need to select a niche for your content. Once you have chosen your niche subject matter, you can create irresistible content that your target audience will love.

If you don't have a wealth of information on a specific niche that you're just waiting to share, you'll need the third secret to creating killer content.

The third secret reveals my seven strategies for developing valuable content that requires little to no writing on your part.

You can use these tactics to develop material for your email follow-ups as well as for any articles you write.

a) Content from the public domain

Content in the public domain is content that is no longer covered by copyright. Copyright expires after a certain period unless it is renewed. Most work published on or before December 31, 1922, is likely to be in the public domain. You can find and use this material on your web site.

b) Interviews

Interviews are a terrific source of free content and they're easy to create.

The great aspect of the interview is that you develop just one set of questions that you can then re-use with many different individuals in your field. Your job is reaching out to people to interview. And yes, people do respond to requests for interviews. Interviews play to the ego, and they offer a great way for professionals to gain exposure.

If you're nervous about interviewing professionals in your field, then start by reaching out to regular people, non-professionals. Any person with experiences in your niche is a good interview candidate.

c) Visitor input

Rather than writing articles yourself, get prospects and/or customers to contribute. You could put up a forum to initiate discussion on your site. Or ask people to send in stories or submit reviews of products / services. You can even start out simply asking for comments and feedback. Then use the information in your writing.

As you start sharing peoples' input, it will build upon itself and more and more people will contribute. Before you know it you'll have great content to use in your emails and articles.

d) Ghost writers

Get others to write articles for you. Before you dismiss this idea, thinking you can never afford to use a ghostwriter, get creative. You can use freelancers from sites like Elance.com or Guru.com and get articles written for under \$15. You could even try finding college students who'll write for free in order to build up their resume. There are also people out there who love to write. Find them and you've found your ghost writers.

e) Pre-written article sources

There are lots and lots of articles in directories that are available free of charge so long as you include the author's tag line. There are also private label article sources. Private label sources sell you packs of articles every month for a small fee. You can then use these articles as your own work.

If you use pre-written articles, you'll find them to be most effective with a little personalization from you. By adding a quick intro above a pre-written piece, you set up the piece for your readers. Similarly, with private label articles, if you give the intro a tweak and change it around it will be a bit different. Adding your own words to pre-written articles makes them unique.

f) Exclusive articles

With a little legwork you can also find people who will write articles exclusively for you at no cost. You simply need to include their links and/or tag line in the article.

How do you find these writers? Contact those people whose work you like and ask them to write an article for you. Sell them on the idea, by telling them how much exposure you intend to get for their article. (e.g. You'll be using it in your auto-responder series or in your ebook or you'll be getting it posted on x number of sites.) You'll find many writers will appreciate the exposure you're going to provide for them and they'll write an article for you.

You also can find sites that give away exclusive articles. For example see the site - <http://www.1st-4-articles.com>

g) Question and Answer

Asking people to send in questions is another excellent content source. When you receive a question, it also serves as free market research information. The question tells you what your target audience is interested in learning about. You can rest assured if one person is interested enough to ask, many others who didn't contact you are interested as well.

While creating an answer to the question will require some writing on your part, it's a lot easier to write when you have something to respond to. In fact, you may even have written content sitting in your email out box.

Most likely you've received questions from prospects about what you're selling. If you answered them by email, you created content, and you can use it. An article that is simply questions and answers will be read with interest. So don't throw out those old emails – use them!

There you have 7 easy, free to low cost strategies for getting content.

Okay, you might ask, this is how I get valuable content, but how do I put it into an email to sell the product / service I'm offering?

Excellent point . . . And the next email of this series will review step-by-step what to say in your email follow-ups and when to send them for maximum results.

But before, you read the next piece of this series, you need to complete one small step so you're ready. Right now log-in to your Send-Free autoresponder account.

You have created a SendFree account, haven't you! ?

If not, click here now – <http://www.sendfree.com>

Once in your account, follow the link to create an autoresponder. And for now, to get you started simply write in the message boxes of your autoresponder the following 2 sentences. You will need to fill in the blank spaces below with your own information.

“The target subject of this autoresponder will be _____” .

I will develop content for this autoresponder using the content creation strategy of _____” .

Then save the autoresponder message.

You’re now all set to create a follow-up email series that will turn your prospects into buyers! So check your email box later this week for the next piece in this series. You’ll find a blueprint for creating seven follow-up emails that will make you sales. You’ll finally know what to say and when to say it!

Talk to you soon!

Abbie Drew

DEMC Publisher

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