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How To Make More Money By Leveraging Your Existing Content - Part 1

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. This is part one in a two-part series that will feature ten unique ways to make more money with your existing content.

Let's face it; creating content is a *lot* of work, especially if you're the one who's doing the writing. These days, many marketers are using the services of ghostwriters, because it's cheap and easy. The problem, however, is that much of the content today is lacking one important ingredient:

Value

In order to make it online, your content must bring unique value to your marketplace. Computer generated content pisses me off, because it's completely useless to the person reading it. There are a lot of scripts these days that will take existing content, and 'rearrange' it so that it appears to be unique (this is done in order to increase search engine rankings).

I think Jason Potash has the best ideas around this. I have his Article Announcer course, and he said that it's best to just write your articles to be valuable for the person reading them, rather than trying to create them for the search engines. You can't control search engine criteria, and what's working today might not work next week.

So just keep that in mind as you read this newsletter. All these tactics are proven to work really well, but only if your base content is valuable.

A generic eBook that has the same information as everyone else's generic eBook won't be able to be leveraged into much of anything.

SIDENOTE: If you purchase the private label rights to a really good eBook, you can use this newsletter as a guide on what to do in order to make the most amount of money possible from it. So with that in mind, let's begin.

Tactic #1 - Create A 'Greed Bonus'

The greed bonus is one of my favorite techniques for email marketing. The way it works is like this. Let's say you have an eBook and two bonus reports as your main product offering, and you're selling it for \$27.

You *could* email your list, and tell them that you're going to hold a sale, and temporarily offer the entire product for \$17, but there's just one problem with that. What about all the people on your list who paid full price? As soon as they read about your sale, they're going to experience buyer's remorse, and probably demand their money back. At the very least, they'll think twice about buying from you again in the future.

Sure, holding the sale will add scarcity to your offer, but it'll upset all your previous buyers. Here's a better way to create a limited-time offer for your list:

Offer them an extra bonus that they cannot buy anywhere else, and that has a high-perceived value. This is called a greed bonus. Essentially, what you're saying is, "Hey, you can get this product at *this* price anytime, but if you want to get your hands on this bonus, you've got to order it within the next 7 days."

The reason I call it a greed bonus is because the offer stimulates their greed glands, rather than their fear of losing out on a deal. They know they can get your product anytime, but they want that extra goodie, and so they'll buy it right now. I'm telling you, this works like magic.

I hope it goes without saying that you'll need to email all your previous buyers FIRST, and give them a copy of this greed bonus as a way of saying "thank you for being a customer". This is just one way to take your existing content, and transform it into something that'll make you some extra cash. Let's move onto the next one.

Tactic #2 - Create A Short Report For Other Marketers To Give To Their Lists

This is one of the easiest ways to help your affiliates make money. These days, people are skeptical. They've been promised the world over and over again, but most people just don't deliver the value in their products.

The result? Hundreds of thousands of jaded marketers who no longer respond to offers like they used to, because they're used to being lied to. If you want to gain the trust of another person's readers, you need to work with that other marketer to help him pre-sell you to his readers. That's why you see so many marketers doing these free teleconferences where they're being interviewed by some list-owner. It's not because they want to spend an hour on the phone; it's because they want this new list to warm up to them, and ultimately buy things from them.

An easy way to have your affiliate pre-sell you is to give them a branded report (with their affiliate link embedded into it), and let them give it away to their readers. This way, the readers can sample your content at no charge, and if they find it valuable, they'll be happy to do business with you. This is great, because it doesn't cost you anything, and it doesn't cost your affiliate anything, and yet it yields great results.

Tactic #3 - Create A Special eBay Version Of Your Product

I have a friend who has an eBook that he sells for \$24.95 on his website, and he does pretty well with that. When he tried to sell his full eBook on ebay for the same \$24.95, however, he couldn't sell any copies at all.

Rather than throw his hands up in frustration, he decided to try another strategy. He modified his eBook to only include the basics of his content. This is called creating a 'lite' version of your product. He then created an eBay ad for this special \$9.97 version, and it began selling very well.

The funny part is... after they buy the \$9.97 version, they're taken to an upsell page, where they upgrade to the full version, and he gets over 90% of the buyers to take the upgrade. Try this with one of your products, and see how it works.

Tactic #4 - Break Your Content Up Into Articles

This may seem like a no-brainer, but I'm going to make some suggestions that you may not have heard before, so pay attention. I hate to say this, but most marketers are *not* good writers. If they wrote their eBook themselves, then it's probably loaded with spelling and grammar errors (I include myself in this category), and the content is also probably not written in bite-sized chunks, like articles are.

What a lot of marketers do when they try this tactic is just copy and paste chunks of their content into text files, and call that an article. This is a huge mistake! If you want to create articles out of your existing work, then be willing to spend some money, and hire a professional editor from www.elance.com (or a similar site).

Don't just hire the cheapest bidder, either. You want someone who can take your existing content, and turn it into articles that actually have value for the reader.

Tactic #5 - Transform Your eBook Into A Member's Only Site

Again, this is another situation where you want to work with an editor. The value of a member's only site is that the content is broken up into bite-sized chunks, and yet it's all there to be studied at the reader's convenience.

The way I like to do it is to break up the content into categories, and then make clickable links in the member's area to those categories. For example, if I have an eBook on copywriting, I could make a members area with these categories:

- The Basics
- What Books You Should Read
- Building Your Swipe File
- Building Your Foundational Skills
- Creating A Killer Headline
- How To Write Bullets That Capture People's Attention

...and so on.

Then, each article can be put into its appropriate category, and you can continue to add content into each of those categories over time. In fact, if you're charging a monthly fee, you *have* to keep adding new content in order to keep your members happy.

In Conclusion

Who knew there were so many ways to leverage your content? Remember, the key here is to provide value to your readers, no matter what form you decide to present your content in.

Leveraging your content is one of the smartest things you can do, because everyone prefers to get their content delivered to them in different ways. For example, I enjoy reading books, but I'd much rather watch a video, and get the same information. That's why many of my upcoming products are in video format.

In fact, creating video products is one of the things we're going to cover in part two of this newsletter, so stay tuned.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

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