

Worksheets make for excellent low-content offers, because they can do the following:

1. Help prospects identify a problem. A worksheet can get prospects thinking about their problem, which makes it easier for you to pitch a solution to this problem.

For example, you might offer a worksheet that helps people identify the problems they have in their marriage. This then leads to a product to help them fix those specific problems.

2. Help prospects solve part of a problem. Worksheets are also really useful to your prospects because it helps them take action and solve part of their problem. In turn, this motivates them to solve the rest of their problem. You can then pitch a product at the end of the worksheet.

For example, you might offer a worksheet to help copywriters profile their target market. You can then offer a copywriting course to help them create the actual sales letter.

As you can see, a worksheet can be both useful and profitable as a free offer. Which brings us to the question: how do you make an effective worksheet? Read on...

Section 1: Make

Now let's look at how to construct your worksheet. This process includes these three steps:

Step 1: Determine Your Offer.

Step 2: Decide on a Topic.

Step 3: Develop Your Worksheet.

Let's take a closer look at each step...

Step 1: Determine Your Offer

The first thing you need to do is decide what sort of offer you'd like to promote at the end of your worksheet. Knowing what you intend to promote will help you create a worksheet that naturally leads to this offer.

TIP: As always, do your market research first to ensure that you're promoting an offer that your audience really wants. Preferably, this should be your own product or service, whenever possible (versus an affiliate offer).

And, likewise, be sure the topic of your worksheet is something of interest to your target market.

Once you've decided what you're going to promote, then you can start planning your worksheet. Here's how...

Step 2: Decide on the Topic

You've got an offer in mind. Now you choose the topic of your worksheet based on the offer you're promoting. That's because you want your worksheet to naturally lead to this offer.

The best way to explain how this works is by showing you a series of examples. Take a look:

Example #1: let's suppose you're selling a weight-loss guide. You may create a worksheet that helps people determine how many calories they should be eating each day based on their height, weight and activity levels. You can then sell the guide at the end of the worksheet as a way to help them eat the right kinds of foods.

For this example, your worksheet solves PART of the problem, and the backend offer solves another part of the problem.

Example #2: you're selling a "get out of debt" guide. You can offer a worksheet that helps prospects determine how much they need to pay on their credit cards, loans and other debt in order to be debt-free within a certain time frame. Your worksheet may even offer some tips, such as telling

your prospect which debt to pay off first. Then you can promote the guide as a way to create a comprehensive plan for debt management, budgeting and saving.

For this example, the worksheet basically gives people an overview of how to get out debt. After they complete the worksheet, they will have a basic plan in place. The backend offer is designed to help them implement that plan.

Example #3: you're selling an outsourcing guide. You can create a worksheet that helps people decide whether to outsource a particular task.

In this example, the worksheet helps people identify themselves as part of your target market. It also helps them take the first step, which is deciding what to outsource. Purchasing your guide helps them complete the subsequent steps, such as finding freelancers and motivating freelancers.

Example #4: You're selling business coaching. You may create a worksheet that helps people determine if coaching would be beneficial to them. This worksheet would uncover places where they are "stuck" (where a coach could help them).

In this example, the worksheet helps prospects self-identify as people who need coaching. The next logical step is for them to purchase your coaching offer.

Example #5: You're selling a book about dog breeds and how to choose the right dog for oneself. Your worksheet will help people take a good hard look at their lives, such as how active they are, whether they have children (or intend to), if they have other pets, what their tolerance is for shedding, whether they want dogs who can do certain activities with them (such as hike) and similar. You can then sell a comprehensive dog breed book at the end of the worksheet.