

THE STORE OWNER'S GUIDE TO CREATING WICKEDLY GOOD CONTENT



Brought to you by:



Run Amazing New Types of Coupon Promotions That You Can't
Otherwise Do With Standard WooCommerce Coupons.

Visit Us: <https://advancedcouponsplugin.com>

Table Of Contents

Chapter 1:	
What You Need To Know Before Going Any Further	5
Know Your Target Audience Deeply	5
Strive For Content Excellence In Every Piece	6
Use Relevant Imagery, Headings, Quotes and Bullets Liberally	6
Conclude With A Call To Action	7
Chapter 2:	
Types Of Content That Will Skyrocket Your Sales	8
Seasonal Blog Articles	8
Evergreen Blog Articles	9
Roundup Posts	9
Email Mini Courses	10
Chapter 3:	
How To Write Evergreen Content That Sells	11
What Evergreen Content Is and Isn't	11
Evergreen Content and Your Readers	12
7 Pointers for Writing Evergreen Content That Sells	12
1. Leverage your editorial calendar	12
2. Address fundamental issues	13
3. Make it comprehensive	13
4. Optimize for search engines	13
5. Make the format easy to follow	13
6. Set refresh dates	14
7. Let your content flourish	14
Chapter 4:	
How To Write An Awesome Product Roundup Post	15
Write with the buyer persona in mind	15
The Structure of an Awesome Product Roundup Post	16

A Killer Headline	16
A Thoughtful Intro	16
An Interesting Product Lineup	17
Powerful Product Descriptions	17
Focus on the solutions the products drive, not the features	18
Chapter 5:	
How To Use Best Of Posts To Rank & Sell	19
The Buzz With Best Of Posts	19
Writing Guidelines For A Brilliant “Best Of” Post	20
Select your top posts with Google Analytics	20
Choose the right keywords	21
Strive for content excellence	22
Make your headline balanced	22
Write relevant sentences for your embedded links.	22
Chapter 6:	
Using Comparison Posts To Pitch Two Products Against Each Other	24
Writing Guide For A Product Comparison That Converts	24
1. Choose Products to Compare	25
2. Research	25
3. Think of a Catchy Title	25
4. Write!	25
5. Use Call-to-Actions	26
6. Write a Great Closing Statement	27
Chapter 7:	
How To Write A Mini-Course That Will Deliver Long Term Sales	28
1. Write Personally	29
2. Tell Your Story	29
3. Be Careful With What You Promise	30
4. Open A Two-Way Conversation	30
5. Your Offer	30
Chapter 8:	
How To Write A Killer Product Review	32
The 3 Popular Approaches to Writing Product Reviews	32

Method 1 – Stick squarely to the facts	32
Method 2 – Discuss benefits via a story	33
Method 3 – A mix of ‘factual’ and ‘feel good’	33
Know Your Target Audience	33
Doing The Research	34
The Structure	34
The Writing Tone	35
Leading Visitors On A Journey	36
Final Tips	36

Chapter 1:

What You Need To Know Before Going Any Further

To get the most out of your content you need to ensure that every article that you put out there is absolutely engaging, relevant and able to pull the traffic you'll need to build your store's presence.

You not only want to pull people in, but also retain their curiosity. It's what will set you apart from the crowd.

How do you do that?

There are 5 key basics that I want you to keep in mind while making your way through this ebook, they will keep you on track.

Know Your Target Audience Deeply

No matter what your content is, or which product you are selling, or what content is going into your email course, you absolutely need to understand your target audience in order to engage them.

Knowing your target audience means:

1. Know their profile (what sets them apart from others? Are they single 20 somethings or are they 55 year-old women with grown-up kids?... knowing this helps you speak their language)
2. Know what they care about most (topics)

3. Know how they like to consume content (articles, videos, podcasts, email, etc...)
4. Know where they hang out (facebook, twitter, google search, iTunes, youtube, private groups, etc...)

Strive For Content Excellence In Every Piece

Nonsensical writing or cookie cutter content does not cut it with your readers and it won't cut it with Google either.

No one likes content that has been spun or written by someone who doesn't know what they are even talking about. Your audience will see right through it and I'm sure that's not the image you want to be portraying as a company.

The single best way to achieve content excellence is by producing great content that is useful to people.

Ask yourself, would you want to read what you're putting out there?

Use Relevant Imagery, Headings, Quotes and Bullets Liberally

No one likes to read massive unbroken blocks of content. In today's online culture of mass-content production, **people skim what they read**. If your content isn't skimmable, then it won't grab their attention.

*"Skim - to read, study, consider, treat, etc., in a superficial or cursory manner."
- Dictionary.com*

Make your content more consumable by using different mechanisms to break it up and make it more skimmable.

- **Images** – a great way to add visual flair and unspoken words to a content piece.
- **Headings & Subheadings** – give the reader a summary of each section's content.

- **Quotes** – referencing experts is a great way to back up your claims or highlight a point and gives you an opportunity to link out without losing the visitor. They're also great for sharing testimonials.
- **Bullets** – great for enumeration of points and are very skimmable.

As a rule, great content should be easy on the eyes. Skim-ability plays a huge part in this.

Conclude With A Call To Action

The weakest point in most articles is the conclusion. Most writers just simply don't know what to write!

From your perspective, the closing paragraph (or closing few paragraphs) should be just as crucial as the opening line.

Not only should your finale summarise everything from the article it should tell the readers what to do next.

This is your chance to wrap up you key points, link off to other complementary articles and insert a strong call to action which will get the reader to take whatever action you are wanting them to take (eg. click on a product link and purchase, sign up for your email list, download a bonus resource, etc).

Chapter 2:

Types Of Content That Will Skyrocket Your Sales

There are many different types of content. And each can be used for different purposes in your store.

If you want to draw enough eyeballs to your articles then interesting and meaningful posts will help your visitors relate to the products you're promoting.

No one wants to be hit with bland advertisements all the time. Creating a website where the content is varied and intriguing will help break things up and create interest.

Depending on the purpose of the piece you need to vary up the type of content style to suit.

For example, if you want to target SEO keywords, then longer evergreen articles will likely perform better than roundups. Whereas roundups will be great for social media sharing.

It's all about choosing the right tool for the right job.

Seasonal Blog Articles

Think of your seasonal content as one of two types: time-based or event-based.

Seasonal content is successful with e-commerce stores because it takes advantage of peak sales times.

Time-based articles are based on seasonal sale periods with a short end-date (eg. Black Friday weekend sales) or periods of peak activity (eg. end of financial year).

Event-based articles are used to target major holidays such as Valentines Day, Christmas, Mother's Day, or you can even do seasonal articles like "Spring Cleaning" or "Preparing for Winter". The point is event-based articles are predictable and you can prepare your page for them ahead of time and they'll be reusable.

Evergreen Blog Articles

That brings us to *evergreen* articles. These articles contain content that remains relevant and consistent with time and rarely needs updating or may only need some light refreshing on an annual basis.

Usually, the articles feature information that tackles core problems of the target audience. They're crafted exactly to answering the most common questions.

You'll sometimes hear these articles referred to as *cornerstone* content. But I like the word evergreen because it reminds us that the point of the article is to last years.

Roundup Posts

Roundup posts can take a variety of forms, but one thing is for sure, they're easily consumed because of their list-type nature.

In store marketing terms, a great round up post will compile the best of the best products for specific types of customers or for specific purposes.

Eg. If you sell lawnmowers, "The Best Electric Lawn Mowers For Under \$400" or "The Best Line Trimmers For Small Yards".

You can use them to round up similar products in a comparison or you can collect a group of products that serve to satisfy a purpose.

Another way to use roundup posts is to draw attention to some of your past content that really resonated.

Email Mini Courses

Email Courses are a great way to deliver content gradually to an audience in an educational format.

With modern email marketing tools you can automate the delivery of your content based on how many days after their subscription.

Most email mini courses deliver massive value on a topic across a few emails then hit the customer with an offer of some sort. This is “give to get” marketing at its finest.

Chapter 3:

How To Write Evergreen Content That Sells

What Evergreen Content Is and Isn't

If you've been researching writing content for the web, you may have heard the term "evergreen content" and have been told that your site needs to have it.

So, what is an evergreen content anyway, and why do people recommend it?

Evergreen content is content that remains relevant and never weathers with age. If anything, it grows stronger as time goes by.

According to [CopyBlogger](#) contributor, Aaron Orendorff:

"While there is no magic bullet for content marketers, there is one type of content that can cut through the noise and deliver long-term results. It's called evergreen content."

That's a beautiful way to look at it.

Before we dive into how you can write effective evergreen content that sells, let's first talk about what it isn't.

Evergreen content is not:

- News updates
- Weekly, monthly, etc. "state of the nation" content

- Lists of statistics that constantly change (unless you can automate the updating of said statistics)
- Time-based seasonal articles
- Product launch updates
- Award announcements
- Trending articles lists
- Recaps of what happened in the past month, year, at an event, etc.

Evergreen Content and Your Readers

Everyone knows that creating quality content, whatever type of content that is, requires a deep understanding of the reader. This means their influencers, communication channels, goals, barriers, and most importantly, their pain points.

The same is true for creating evergreen content. You'll want to know what the needs and challenges your readers face.

In other words, what content topics will they want to read about that will help establish your credibility with them?

Once you figure out what topics to write about, you can then proceed to the fun part: planning and writing.

7 Pointers for Writing Evergreen Content That Sells

1. Leverage your editorial calendar

Editorial calendars help you build a schedule of when to publish your evergreen content.

If you know your readers browsing behavior, it's best to put out new evergreen content when they're most active to increase the chances of it being shared.

Editorial calendars also help you keep track of what topics you've already covered and your plans for expanding on those topics in different ways.

2. Address fundamental issues

Evergreen topics tend to answer the important questions.

For example, if your site is about business growth, build your evergreen content on topics that suggest tips on becoming more efficient, creating marketing strategies, minimizing risks, etc.

Make sure the post addresses core concerns that your readers care about, rather than writing based on your own problems and concerns.

3. Make it comprehensive

To continually drive traffic to your content, make it as comprehensive as you can.

You need to make the content a useful go-to reference so people won't be tempted to search elsewhere for answers.

Avoid using jargon and provide basic details as well so less-informed readers can still understand what you're trying to convey.

4. Optimize for search engines

The biggest missed opportunity that's common with e-commerce websites is a lack of search engine optimization (SEO).

If you want your content to remain in front of people, you'll need to serve your site's organic needs.

You can use evergreen content to approach high-traffic keywords. The longer and more definitive your content is and the more your content ages over time the more eyeballs it will attract due to higher rankings.

5. Make the format easy to follow

You may already be familiar with the ever-decreasing attention span of netizens.

To make your evergreen content more ‘eye-friendly’, break down the subtopics into smaller paragraphs that are 1-3 sentences long.

Also, use subheadings when you’re about to transition to another idea so readers have a clear idea of what it is you’re talking about.

6. Set refresh dates

Occasionally, your evergreen content will need to be freshened up.

This is because you may mention things that no longer apply to current times. Set a specific day of the year where you go through old content to see what needs updating, whether any articles need consolidating into one article and whether some articles may just need deleting.

This refreshing may include descriptions, definitions, reference sources rewriting of outdated information and adding of new information.

7. Let your content flourish

No matter how keyword-optimized or comprehensive your evergreen content is, it can still get buried under the surge of new blog posts.

Make them shine again by placing them somewhere that catches the attention of new visitors. This can be done by creating a “Top Posts” or “Recommended Reads” section in your blog page and mentioning them often in round up articles.

Writing evergreen material is a great way to rank your site and provide readers with information that never becomes outdated. It also has the potential to bring traffic months, or even years into the future.

Chapter 4:

How To Write An Awesome Product Roundup Post

As a blogger and website owner, there's always a secret weapon you can unleash that attracts plenty of inbound organic traffic: a roundup post.

Roundup posts can take a variety of forms, but they share the following advantages:

- They compile the best of the best products for specific types of people
- They generate an impressive amount of sales

Primarily, as a store owner, you can use round up posts to both compare products that solve a similar need or collect a series of products that help a type of person.

Write with the buyer persona in mind

One mistake store owners often make when creating product roundup posts is to write the content with everyone in mind. Unfortunately, everyone is just too broad an audience to write for, to create the results you want.

If you want to maximize sales and drive relevant traffic to your post, research more about your ideal customer for that set of products and what their needs are.

In what way would the products in your roundup post help them? What desires would the products fulfill? These are some of the interesting questions you need to ask yourself before you dive into the writing process.

The Structure of an Awesome Product Roundup Post

Whether you're an appliance seller or a fashion retailer, the basic elements needed to write an awesome product roundup remains the same.

Below are the markers of quality that should serve as your guide when writing roundup posts:

A Killer Headline

Headlines matter A LOT.

A great headline convinces people to read your post while a poor one sends potential buyers to spend their money elsewhere. David Ogilvy, founder of Ogilvy & Mather, once said:

"It follows that unless your headline sells your product, you have wasted 90 percent of your money."

Useful Resource: [5 Easy Tricks to Help You Write Catchy Headlines](#)

A Thoughtful Intro

You'll want to frame the main idea of the post in a way that appeals to your target audience.

For example, if you're writing a product roundup of the best waterproof digital cameras for scuba divers, mention in the introduction how nice it would be to capture vivid images of their deep-sea adventures.

Another good approach is to open the post with an interesting fact or statistic that's relevant to your target audience.

Useful Resource: [How To Write Irresistible Blog Post Introductions That'll Keep Your Readers Reading](#)

An Interesting Product Lineup

Don't be afraid to include unique items in the roundup.

Promoting popular and well-known brands may be a safe bet, but readers will also appreciate the addition of uncommon or rare items, too.

Example of a diverse product lineup: [Get Cozy with the Best Bedtime Gadgets Money Can Buy](#)

Powerful Product Descriptions

How you describe the product plays a big role in convincing readers to buy it.

You can stick squarely to the facts and hope that information alone convinces them, or you can appeal to their emotions and make them see just how owning the product will change their lives!

[Kissmetrics talks about using descriptive words](#) with emotional resonance to boost your blog posts' conversion rates.

Below are suggested phrases taken from the article that create an emotional response from readers:

- *"Enjoy the delicious aroma"* – our sense of smell is powerfully connected to memory and emotion. Use this phrase when you want evoke feelings of happiness from your readers.
- *"Is for you"* – make your statements as personal as possible.
- *"Whichever system you choose"* – this tells readers that they are in control, which inspires a sense of freedom of choice
- *"Your favorite drink"* – the words "your" and "favorite" are emotionally powerful words.

- “*Comfort*” – the dictionary definition of “comfort” is: a consolation; something relieving suffering or worry. This word is effective for household products.
- “*Perfect and simple*” – this phrase is great for people who prefer straightforward products that won’t intimidate or confuse them.

The article also mentions the importance of ‘talking to your customers’ as if they were in front of you.

While this practice may require a little more creativity on your part, it will help you to incorporate your intent more effectively and convince them to make a purchase.

Focus on the solutions the products drive, not the features

Talking about how wonderful a product is will still produce good results, but not as good compared to highlighting its problem-solving qualities. That’s because most inventions were created to address common issues.

If you want to create an awesome roundup post, focus on how owning the product will indeed make life easier and more enjoyable. That way, you’ll sound less like a salesman and more like a friend to your readers.

Chapter 5:

How To Use Best Of Posts To Rank & Sell

A “Best of” post is something that you can publish occasionally (and usually at the end of a period such as the end of the year) to re-expose readers to your best content.

It’s a way of looking back at those golden moments and seeing what really resonated with readers. From a marketing perspective, it’s also a chance to revive the sales potential of posts that have gradually lost their vitality.

“Best of” posts bring a lot to the table. They can redirect your present traffic back to forgotten gems, and they create a lot of SEO value for your site.

The Buzz With Best Of Posts

There are many reasons why these types of post work. One reason is that they are written in “list” form, which is one of the most shareable types of content.

They’re easy to ‘digest’ but include a truckload of useful information that will send people spiraling back through your older articles.

Jackie Kaufenberg of [Vivid Image](#) shares with us some valuable insight as to why bloggers should make a point of creating “best of” posts:

1. *Looking closely at your Google Analytics will give you great insight into posts to write or expand on for the next year.*

2. *It is a great way to remind your readers and staff of all the great posts that were published.*
3. *In the tradition of a New Year, it can help you to look back, analyze, and set marketing goals for the next year.*
4. *It helps you to fill in a hard-to-write-for time of the year with great content.*
5. *“Best of” lists are generally very quick and easy to write, you just need to create the list, and add links (well a little blogging fairy dust always helps)!*
6. *When done right, a “Best of” list can be loaded with great SEO benefits (expand on your topics with short, keyword rich description of each blog)*
7. *It can help remind you of the enormous long-term value of evergreen content in your marketing.*
8. *If you did not write as much or as frequently as you would have liked, it can be the first step in setting a consistent blogging schedule.*

If the above isn't overwhelming proof that “best of” posts are worth writing, I don't know what is. In fact, you may be itching to start creating your own right now!

Before you do, however, you should know what the best practices are so it will rank. That means making the content of your post as ‘Google-friendly’ as possible.

Writing Guidelines For A Brilliant “Best Of” Post

Whenever you read the word ‘rank’, especially in store marketing, you should remember that it always has something to do with search engine optimization. So, it follows that a basic knowledge of SEO and keyword-research is necessary.

And even though people often argue about what the current SEO standards are (because they change ALL the time) there are still some fundamentals that you can consider best practice.

Select your top posts with Google Analytics

A smart blogger always uses Google Analytics to track their blog. It may not be the first go-to tool for casual bloggers (because of its complexity), but trust us when we say that the learning curve is worth it.

Analytics can give you great insight into what's happening in your blog, such as the total number of visitors, pageviews, and time spent on a post, in an easy-to-understand format.

You just have to have the patience to dig into the data.

There are a couple of methods to select your top posts. My two favourites are going to the Behaviour->Site Content->All Pages section, then sorting the table one of two ways:

1. **By Total Pageviews** – this gives you an indication of what content was seen the most for the selected period.
2. **By Average Time On Page** – this gives you an indication of what content resonated the most for the selected period.

Choose the right keywords

Once you have a good list of articles to feature, your next job is to hunt for keywords – [Google's Keyword Planner](#) is great for this (you'll need to login to your Google account).

You can use Google Keyword Planner to identify keywords with low competition and high search volume with ranking opportunities. After you have a nice list of keywords to target, you can then integrate them into your “best of” post.

There's also a tool called [Answer The Public](#) which gives you keywords in a more contextual and question/answer format.

Lastly, I also suggest installing the [Keywords Everywhere extension](#) for Chrome or Firefox which shows you keyword search volume data when you search for things on Google. It also shows the search volume data against the “Searches related to” section at the bottom of the search results pages in Google which is very handy.

Strive for content excellence

Before you use any kind of strategy to make your post rank, make sure you polish your writing skills first.

Crummy writing just won't cut it. If your blog post is loaded with nonsense that readers won't appreciate, Google won't like you for it, either.

Your readers still need to be your number one priority – or you'll discourage them from your blog and all your efforts will be for naught.

Hot tip: Install the [Grammarly extension](#) on your browser to give you spelling and grammar hints as you are writing.

Make your headline balanced

You already know the two most important rules: use keywords, but prioritize your audience. Keep the two in mind when coming up with a headline.

[Hubspot recommends](#) including the main keyword(s) in the first 65 characters.

Write relevant sentences for your embedded links.

Phrases like “click here” or “read more” are bloggers' favorite anchor text, but the truth is that they don't give you the maximum SEO boost to rank your “best of” post.

For best results, always focus on making your anchor text descriptive, interesting, and relevant. Do this when you want to link back to your other blog posts, pages, or services.

Example:

“Using a [WooCommerce coupon plugin](#) can give you the tools you need to run more advanced deals on your store.”

If you want to write a brilliant “best of” post, make a checklist based on our points above and you should be good to go.

Don’t worry if it takes time for your post to rank. Remember that this is SEO, and you need to let things go at a slow and steady pace to achieve lasting results.

Chapter 6:

Using Comparison Posts To Pitch Two Products Against Each Other

Are you thinking about writing product reviews for your blog? Do you want to create relevant content that creates a steady cash flow for you while also providing a wealth of information for your readers? If you answered yes to both, then what you need are product comparison posts.

Content is a great way to drive high purchase-intent traffic to your store and if you want to capture more of this kind of traffic you have to understand that timing is everything.

People aren't always in the buying mood, but one of the times they are is when they are comparing their options. This is why comparison reviews are indispensable. They put two products of the same type head-to-head and see how one measures up to the other and explains the differences.

To someone who is just about ready to buy, this can cement their opinion about which product they should purchase and they'll be more receptive to any offers.

Writing Guide For A Product Comparison That Converts

There's 6 steps in our writing guide for comparison posts, at the end of which you will have a solid post that will not only rank well for terms like "Product A vs. Product B" but it will also help convert visitors into sales.

1. Choose Products to Compare

There are two effective ways to approach this part. You can either think about what your readers will love, or you can target their ‘pain points’. The first approach is all about appealing to their desires by introducing items or services they’ll be interested in. It does not, however, offer a solution to existing problems, unlike the second approach.

2. Research

Comparing products needs a lot of research. You need to know the pros and cons, features, warranty and more. Without proper research, you can’t make accurate comparisons. Go over as many reviews as you can find from *verified buyers* and take note of what they liked or didn’t like.

Your research should reveal what aspects need to be mentioned. Jot down the features you can use for comparison. For example, smartphones can be reviewed on their battery performance, camera, design, and processor.

3. Think of a Catchy Title

Blog posts with catchy titles do their own promotional work.

The title is the first thing people see. If the title isn’t interesting enough to make them want to open the post, that’s a lot of potential commissions going out the window.

Just make sure you don’t lie or mislead your audience with clickbait titles.

Example of a catchy title: “Canon vs. Nikon: Comparing the Two Heavyweight Camera Makers”

4. Write!

As if the research part wasn’t hard enough, it’s time to do the real work: writing.

A big part of your comparative review depends on your writing style and how you present the data to your readers.

Before starting with the actual comparison, give users a short introduction of what the post is about.

The intro is just the skin layer. The next part is writing the meat and bones of your blog post– the actual comparative review. Your notes from step two are invaluable for this.

To make the post stand out, it's not enough to just enumerate the features. Include a brief description of every extra feature the products have. At the end, discuss the pricing and customer support.

Break up the content by using tables for feature comparisons, bullet points and sub-headers, and customer testimonials or short stories. They make your post look more neat and organized, and it's easier for your readers to go over the details this way.

If you want to capture the attention of non-readers/skimmers you may consider filming a companion video comparison as well so you can talk people through the points you make in your blog post in a more digestible format.

5. Use Call-to-Actions

Call to actions are an essential element of any review, but it is even more important to be clear about your call to action in a comparison post.

This is your opportunity to isolate which product is a good fit for which types of people.

You have spent the time carefully crafting your review, so now is the time to be firm with your opinions and divide your customers to which product they should choose based on their exact needs.

You don't necessarily have to pick a "winner", instead, you can recommend each product to different sub-groups who might be after it for different purposes.

6. Write a Great Closing Statement

Knowing how to end a post is a skill a lot of bloggers don't have. They can write a great intro and body, but their closing paragraph is often all over the place. Or worse, they don't have a closing.

To leave an impression with your readers, write a summary of what they've just read and what their main takeaways are from each product as well as reiterate which products are good for which types of people.

Below is an example of a great closing statement taken from TrustedReviews:

IPHONE 7 VS GALAXY S7 – VERDICT

To be honest, we weren't expecting the Samsung Galaxy S7 to win this battle quite so comfortably. But the truth is that Samsung has pushed on very well this year, with Apple's minor changes failing to keep up.

Don't get us wrong, we're happy to see the iPhone 7 become water-resistant and it remains an attractive handset, but it just can't keep up elsewhere.

The Samsung Galaxy S7 has a better screen, a camera that's on par with the iPhone, and a build that in our opinion is just more exciting. It doesn't quite have the booming stereo speakers, but it does have a headphone jack.

Of course, if you're a die-hard iOS fan then the simplicity of Apple's ecosystem will probably still sway you in its favour.

[Buy Now: iPhone 7 at Amazon.com from \\$753](#)

Writing blog posts comparing two products can be challenging and time-consuming. But as long as you stick to the structure above, you can make your post a one-stop solution for visitors and shoppers.

Chapter 7:

How To Write A Mini-Course That Will Deliver Long Term Sales

If you've had your store for some time and already have an email optin in place, you may be considering creating a mini course.

Mini courses are great for enticing visitors to give up their email by promising valuable information delivered in an educational format over a short time period.

It's quickly becoming a must have for any lead generation strategy. They also happen to be a great vehicle for warming up your cold traffic and making online sales.

Definition: *A mini course is a series of emails that offer your subscribers valuable information about a certain aspect of your niche or industry. The main purpose of this course is to teach people something they don't already know, which is why they are seen as valuable. They usually culminate in an offer of some sort.*

If done properly, mini courses can become one of your most profitable undertakings as a store owner yet.

Here's our 5 tips for writing an actionable and valuable mini course that your visitors will love, that will also help you sell products over & over:

1. Write Personally

Emails were originally a personal communication medium before they became a marketing strategy.

Why do you think businesses started using emails to attract buyers and clients?

It's because we normally associate emails with conversations with real people.

Mini courses stand out as a great tool because it can be like you're sitting there having a more personal one-on-one conversation with the person.

It's for this reason that I recommend your mini-course be delivered with very little email styling, imagery (unless it's needed for the course) or fanfare. Put those highly styled items on a page if you have to and link off to it.

By using plain text email templates you'll see your open rates and engagement skyrocket.

2. Tell Your Story

[Neil Patel](#) doesn't have a problem telling people how his first job was at Knott's Berry Farm emptying trash cans. That's because everyone has to start somewhere, and even the most popular online marketing guru started by making a few bucks per hour.

Try injecting your startup story at the beginning of your course to build trust.

You don't have to bare your soul to subscribers (unless you want to), just give them a bit of background of why you're doing what you're doing and how you are going to use your experience to help them in particular.

3. Be Careful With What You Promise

You should never tell your audience you're going to do something you can't (or won't).

If you say the mini course includes a free report, make sure they'll eventually get that report.

One of the biggest mistakes businesses and blogs make is to promise results they can't fulfill. So, don't say the course is guaranteed to make them thousands of dollars a month if, in fact, it won't.

4. Open A Two-Way Conversation

Sometimes, successful store marketing requires a lot of hands-on interaction with people. You can encourage them to respond to your emails, or you can suggest that they join the discussion on your website or blog.

Ongoing discussions help turn casual subscribers into your biggest advocates.

Also, invite new course subscribers to connect with you on their favorite social media platforms, like Twitter, Facebook, or Instagram to continue the conversation.

5. Your Offer

Along the course of the email series, you can offer resources to help subscribers along their journey.

However, one of the best ways to ensure a great uptake of an offer is to put it at the end of your course. This is when your subscribers are hungry for the next step or most willing to part with their hard earned cash for a product that will solve their problem.

Putting it at the end means you can build up to it throughout the course and really get their anticipation going.

I encourage you to test what works for your audience.

A great mini course has the potential to boost your sales permanently. Rinse and repeat with multiple courses and you can build up a cache of reliable revenue streams. Just keep the above tips in mind and make sure to deliver exactly what you promise. You'll have them swooning over your offers in no time!

Chapter 8:

How To Write A Killer Product Review

Product reviews are a staple content type for groups such as affiliate marketers. What a lot of store owners don't realize is that they can use product reviews as well on their own blog.

In fact, many stores now write articles that target review related keywords in order to recapture some of that affiliate traffic back for themselves instead of sending it to those third party affiliate sites or review aggregator sites.

[This infographic from Vendasta](#) shows just how large a role product reviews play in influencing people's purchasing decisions.

Whether you are talking about gadgets, fashion, or fishing, the rules for writing an effective review remains the same. All you have to do is make sure that it's well-structured, thoroughly researched, and covers all the important details.

If you want to write a killer product review, this guide will show you how. Read on!

The 3 Popular Approaches to Writing Product Reviews

Below, you'll find tried and tested methods of creating a product review that's sure to create a surge in your sales:

Method 1 - Stick squarely to the facts

If you're reviewing an electronic gadget, and one with complex features, it's best to stick to facts and avoid purposeless statements that don't add anything relevant.

This is because the type of people who usually shop for gadgets are looking for something specific, such as a performance evaluation, a list of specifications, and a comparison chart that includes other similar products.

Method 2 – Discuss benefits via a story

Another school of thought to crafting killer product reviews is to shower the audience with all the advantages of using the product and/or tell stories about using the product.

This can help put the reader in the shoes of a user of the product, imagining themselves as the one in the story and how that would “feel”. This can be very powerful.

Method 3 – A mix of ‘factual’ and ‘feel good’

The third school of thought, and one that we recommend, is to write reviews that combine relevant information (with pros and cons) with honest-to-goodness praises.

The goal is to provide readers with everything they need to know to make a purchase decision, while at the same time highlighting what makes the product stand out from a user perspective and what they might experience in owning the product.

Know Your Target Audience

Always know who you are writing for. This is a fantastic way of tailoring the product review to appeal to your readers. If you don’t have a lot of data on your target audience, then hold off writing the review until you do.

One way to do this is to think about who would likely buy the product and what they would use it for.

For example, if I want to write about running shoes, I would maybe consider a range of reviews based on the experience of the runner and what they're using the shoe for, ie. trail running, road running, workouts, etc.

Some additional aspects that might help you when considering your target audience include:

- Age
- Gender
- Social Status
- Interests
- Purchasing Behavior
- Specific needs

Doing The Research

The road to writing product reviews is paved with research – LOTS of research.

If you've owned or used the product before, it will be easier. If not, you'll need to throw yourself into the research until you have a strong grasp of what the product is and isn't, what it can and can't do, and what people can expect from owning it.

A few more research tips:

1. Get information about the product that others don't have to get an edge over the competition. You'll sound like an expert and be more likely to establish trust with your readers.
2. Don't be afraid to contact the manufacturer/creator to get more information about certain features of a product.
3. Check both the best and worst reviews for the product and see if you can find a trend, then mention it.

The Structure

There is no "correct" way of structuring a product review.

You can either choose to copy the structure used by famous review sites, or you can come up with your own unique one.

Most great reviews will include all or some of the following components:

- A headline
- Introduction to the product
- Link to the product
- A bullet points list of all the main features and specifications
- First sub-headline for one of the key features
- Paragraph about the key feature
- Second sub-headline for another key feature
- Paragraph about the key feature
- Summary of customer reviews and scores
- A paragraph listing some negative aspects of the product (should ideally include a few lines that mention the benefits of the product despite its drawbacks to end it on a positive note)
- Brief conclusion that ties all the main points together

The Writing Tone

As a blogger, you've probably adapted a writing tone that your readers are already familiar with. If so, stick with it.

While most guides will tell you to sound professional and authoritative, it's also a good idea to write naturally so you don't sound overly promotional.

What you can do is stick to neutral language and a conversational tone when giving an impression of a product.

This will help to inform readers without making them question what your intentions are.

To reinforce this use personal pronouns like 'you' and 'your' and avoid unnecessary jargon.

Leading Visitors On A Journey

One great model to keep in mind when writing the content is AIDA. It stands for Awareness (or Attention), Interest, Desire, and Action.

The AIDA model is used by copywriters the world over as a shortcut to guide their writing.

In short, AIDA describes the exact stages every customer must be taken through in order to reach the desired outcome: a sale. And it works perfectly for product reviews.

Final Tips

The first of our last couple of tips to follow when writing product reviews is to make the content 'skimmable'.

This means keep the paragraphs short, use sub-headings often (but not too much), create lists and comparison tables, imagery, and be sure to include keywords without stuffing. Keywords should fit fluidly with the text and not sound forced.

Secondly, be sure your assessment of the product is balanced. No one likes a fake review.

Mention both the pros and cons and always share how well the product works for its intended purpose. Be honest and tell readers if it's a smart buy.

To end everything on a positive note you can repeat one of the best qualities of the product.

We hope you enjoyed this ebook!

It was brought to you by the folks at Advanced Coupons.



Advanced Coupons

The Swiss Army Knife Of WooCommerce Coupon Plugins
Execute new & interesting coupon deals like never before.
Advanced Coupons adds all the features you need to succeed.

- ✓ BOGO Deals With Products Or Categories
 - ✓ Add Products With A Coupon
- ✓ Loyalty Program With Redeemable Coupons
 - ✓ Cart Conditions For Coupons
 - ✓ Schedule Start/End Date
 - ✓ Auto Apply Coupons
 - ✓ Apply Coupons With A URL
- ✓ Discount Shipping Costs Via Coupon

Visit Us:

<https://advancedcouponsplugin.com>

Advanced Coupons is a premium plugin, but for most WooCommerce stores, it will pay for itself with just a couple of extra sales.

To download the free version of the plugin click here:

<https://advancedcouponsplugin.com/free-woocommerce-coupon-plugin/>