

Checklist for The Content Pyramid

Free --> Optin --> Paid offers

Step 1. Think about the overall goal of your website or business.

- What do you provide to your visitors?

Sum this up in a short sentence.

It doesn't need to be catchy, it just needs to sum up what the goal of your site or business is. The goal is usually best found by thinking about your offers. What purpose do they serve? What exactly are you providing?

Step 2. Who is the type of person that would be most attracted to your goal?

- Who would take advantage of (or buy) your offers?

Think about who they are. What other problems do they have? What other types of information do they need?

Step 3. Figure out your opt in offer.

You can offer free updates. This will work if you offer valuable content on your site for free. Many people will want the updates. But you can probably increase your opt in rates by offering a special 'bonus' for people who opt in to your list.

This bonus needs to be in alignment with your offers. Keeping in mind the goal of your site and the type of person most attracted to its goal, come up with an opt in bonus that addresses other problems they may have (or that covers other information they may be interested in).

- What do people who could benefit from the overall goal of your site need before they can take advantage of your offers?
- What would help someone get the most out of your offers?

By creating a 'bonus' along these lines you'll attract the people most likely to take advantage of your offers (and therefore your conversions will increase as your opt in rates increase).

Step 4. Decide on the type of free content you'll create.

Think about the problems, questions, and interests the type of person most attracted to the goal of your site would have. Focus on creating the type of content that matters to them.

Your opt in should be relevant to everyone interested in any of the free content on your site.

Step 5. Alignment Check.

If you go from reading your free content to asking people to opt in is there a stretch? Or does it line up? You'll probably have an opt in box under (or next to) the free content and you want this to match up for optimal results.

Would it make sense to ask the visitors attracted to your free content to take you up on one of your offers? Could you picture having an ad for that offer somewhere on the page for that piece of content?

Working backwards helps so start with your offers.

1. Offers - List exactly what the offers are for your business.

Your offers may include products. List them all. If you've got services make sure to include them as well. If the main offers for your business are affiliate products or services then list those out. If you only occasionally promote affiliate offers then you may choose not to include those (hopefully they're in alignment with the main goals of your business). If your business promotes ads then list out what these ads are for.

All this helps make it clear to you (and anyone helping out within your company) what your offers are. It also helps them see how you arrived at your goals. Getting the right audience to check out your offers should be the core of your marketing plan. So you've got to first define what your offers are (or what they will be).

2. Opt in - What is your opt in 'bonus'?

Even if you're just offering updates make sure you explain to visitors what type of content you'll be providing in your updates. If you've got a 'bonus' in addition to updates how does it relate to your offers.? One strategy is to offer an opt in to that will help them get on the path to taking advantage of your offers.

3. Free content - What are the main topics you'll cover in your free content?

You'll want to define the boundaries. All of it should relate to your opt in and your offers.

Walk through each of these components and make sure there's a connection for each one.