

# "The Robert Plank Show"



## Episode #014

---

### How To Easily Generate Unlimited Content, Blog Post Articles, Sales Letters, Books, And More That Make You Money Forever

This report is for personal use only. You do not have resale rights of any kind to this report.

Facebook: [www.RobertPlankShow.com](http://www.RobertPlankShow.com)

Blog: [www.RobertPlank.com](http://www.RobertPlank.com)

*We're going to be talking today about to create content, how to go into a content creation frenzy, how to unlock your creativity, how to generate a flood of good ideas, create a store or a pool of riddle book content, and pretty much any time that you want to create a membership site, create a course, a product, and articles.*

*If you want to even write or print a book, you don't have to waste a year of your life or a month of your life. Sometimes you even waste a week creating it. You can just do it. I know that you probably hate writing. Maybe you're here because you're stuck, staring at a blank page, or you're trying to figure out a way to produce content faster.*

## Contents

Mind State Tricks .....	2
Internet Traffic Explained .....	4
Traffic Content .....	4
Paid Content .....	5
Authority Content .....	6
Think in Threes.....	8
Become a Published Author in Just a Few Minutes.....	9
FORMULA: W.W.H.W. for Books .....	11
FORMULA: A.I.D.A. for Sales Letters.....	15
FORMULA: P.A.I.N.T. for Email Marketing.....	17
FORMULA: R.A.T.G.U.M. for Blog Posts.....	18
Content Creation Super-Techniques.....	20

## Mind State Tricks

A lot of these come down to mind state tricks. No one really likes writing a book. Even the people who I know liked writing, they hate the process. They hate the suffering, but everyone like to have a book written.

What I'm going to share with you today are a lot of systems that I use, not only to get myself excited and to get myself in the zone, in the groove, but also have these rules and guidelines to help me create a bunch of content and create it faster.

Because, If you go with what I call "The Starving Artist Mentality" of laboring, suffering, and struggling for your work, then it is going to take you a year or longer to create a book. It is going to take you an hour longer to write an article. And, it is going to take you over a week to create a blog post. You're going to hate, suffer, and take a lot longer than you have to.

BUT! If you follow a few simple rules, you'll find that you create a piece of content faster, and you also create content in bulk. I have had days where I sat down on my computer, and in short spurts spoke out a total of one hundred articles, 400-word articles. Each one has four hundred words; one hundred total articles, forty thousand words total, in a day.

That meant I had 100 pieces of content which I could use in any way that I please. I could post some on my blog which I did, post some to "article directories" which I did, post some to guest blog post, some to magazines, some chapters of print, kindle, and of [CreateSpace](#) books.

When you use a system, you can easily create tons and tons of book content. That's good news for you because it means that you don't have to struggle for deadlines. You can have a blog where you can actually promise new posts once a week, or once a month. Why?

Because you have this bunch of content toward ahead of time, you can just dish them out. I don't know about you but I love that feeling of the computer and the machine doing all the work, while I go and take a vacation. I can be out, walking around, driving somewhere, out of town, out of the state, out of the country, not thinking about it, while my blog automatically posts new articles. My autoresponder automatically sends out new emails. I have traffic coming into my site over and over, because I have all these content out there.

People are always thinking about this thing called content. From what I hear, they're always thinking about writing. They're thinking about writing PDF reports. Let me just touch on that really quick.

Everyone on the internet has problems. Everyone in the world has problems, and people use the internet to go and find those solutions. If I was going to go out and look for something like, "How do I change the oil on a car?" I'm going to go on Google and do it right now. I'm going to type in, "How to change the oil in a car."

When I search that, I get about four hundred and thirty six million results. If I do this same search on YouTube, that's coming up, I get about two hundred and sixteen thousands of results. There are literally hundreds and thousands of people pitching this, and I'm sure millions and millions every single week looking for this.

I'm searching [YouTube](#) for the top videos on how to change your car's oil, I'm seeing 180,000 views, 213,000 views, 25,000 views, 101,000 views. What're also interesting are the lengths of these videos – 30 minutes, 18 minutes, twelve minutes, 3 minutes, and 9 minutes. I would say about one out of three of those videos is only about 3 minutes long.

That's something to think about in your situation. Is there something that you could show somebody in 3 minutes? What about changing that oil? You could say, "I'm going to unscrew this, do this, and drain this. I'm going to pause the video. Then, when that's done, unpause, do this, screw in this cap, pour this back in, and just show how you do this."

Even though there are videos out there, on YouTube, on the internet, on other video sites, and on other blogs, you don't have anything to lose. You only have three minutes to lose by just trying this out and helping people. People are on the internet because they're looking for solutions to their problems. Think about this thing called traffic.

## Internet Traffic Explained

What is traffic? In the real world, traffic is when there are lots of cars going out in the street. On the internet, when people are moving from one site to another, that's traffic. When they remain to your site, that's the target you like. But, the thing that everyone forgets is that people don't just magically show up at your site. Someone else refers them, usually Google or YouTube. You have to get links back to your site.

The biggest sites on the internet are the biggest site because people like you created the content for them. Sites like EzineArticles, Facebook, Google, and Twitter are all user generated websites. You built them up, and they have no problem sharing a piece of that traffic because it's like a feedback.

Some people go to Google because they're looking for how to change the oil in a car, but Google couldn't possibly have all those information. They would rather send people to where they want to go, sometimes to your site so people will keep using Google.

If you rank high in Google, and people keep using Google, then you'll have a steady flow of traffic to your site. The thing about creating content, whether it's PDF reports or videos, is that you don't really know where your traffic is going to come from. You don't have a crystal ball.

There are three types of content that you're going to want to use in your business:

- content for free traffic
- content for paid products
- content to boost your authority

The first thing we're talking about is free traffic.

## Traffic Content

Let's say that you put out an e-book, a PDF report for sale, that explains how to take care of your car. I'm not sure if that's something a ton of you would want to know about. I think that they would. If just search for "car maintenance report"..

It's funny how when I typed that in, there's a car maintenance app. You have to make sure it's "car maintenance e-book." I found a few free e-books. I found an Amazon book. I'm seeing car bibles. I found an \$8 dollar kindle book called "Car Maintenance 101." It's only thirty one pages, and it looks to me like it's a book that's also got a few videos. Even if you just had a report and had a few still images, that would still get the point across.

This book looks like it shows you how to change a tire, a flat tire or spare tire, how to jump start a car, how to check and add oil, how to fix overheating, how to change wiper blades, how to replace headlights, how to check interlacing fuses, how to install tire chains, so it's kind of cool.

By the time you got to the end of that book, you would know, maybe not everything there is to know about cars, but a lot of really helpful stuff. If a car broke down, or if a car didn't start, you would at least know a little bit enough to troubleshoot.

How about this one? I ended up stumbling on a book called "Comic Books 101." It's not about how to write. If you were to read this book, you will get educated on the different types of comics. I'm looking at the table of contents. You've got a page on history – how they started on newspapers, National Comics, Disney, Marvel, DC – and all that kind of stuff, the anatomy of a comic book, comic book page, creators, graphic novels, DC comics, Superman, Batman, Wonder Woman, Marvel comics, Captain America, Incredible Hulk, Spiderman. Then, there are the Disney comics, Dark Horse comics, the individual creators of comics like Stan Lee and Neil Gaiman. In Hollywood, comics in movies and in television, Batman and Superman, things like that.

As long as you have a way of making it interesting and having things follow a step-by-step logical sequence, then you'll get caught in creating the support, in creating this guide, basically.

There's no problem with creating a free book, a paid book, a written book, or a book with pictures. But, I don't want you to get discouraged about the amount of content and competition that's out there. There's always room for some new slants on your subject matter.

I was looking at a couple of paid products there. The thing I always think about when we're creating content is that we can create articles out there. In that comic book example, we could easily write an article about each and every one of those things I have mentioned.

You can write an article explaining the parts of a comic book, or an article about what a graphic novel is. You can put out one about the Spiderman and the Batman franchise.

## **Paid Content**

The people who are actually looking for the answers to those questions will find your article. And, if you then have, not the exact information but similar one put together into a book, chances are if they like your article about what a graphic novel is, the next step would be for them to find and buy your book, whether if it's an Amazon book or a PDF book.

You have this free traffic that leads back to your paid products, whether if that's high ticket or if that's low ticket. I have articles about webinars. I have articles about the difference between GoToWebinar, GoToMeeting, and GoToTraining, three webinar services. People do a search for that question and end up on one of my many blog posts because I have answered that question in a blog post.

Somebody might click away. Some people might stop right there. Some people might keep searching. They might sign up to my mailing list and eventually buy my webinar course. They might click over and buy more webinar course right then and there.

But, if you want to have a leg up on your competition, you need free information out there with your name on it. There's a site called [EzineArticles](#). What you can do on this site is write a four-hundred or so word article, solving your quick problem. You're not giving away all your secrets. You're not saying, "Here's part seven of ten", nothing like that. You are solving a problem. You're explaining something.

It's just a quick fix for something small. At the end of that article, you have a link back to your site. You can link it to whatever you want, basically. When someone is looking for the answer to their problem, they end up on these high traffic, high ranking sites that then link back to your site.

I mentioned EzineArticles because at the moment, I have five hundred and eighty one articles, that time that I'm talking right now, hopefully more by the time you hear this. The top people have twenty nine thousand, twenty five thousand, seven thousand, six thousand articles to their name, so lots and lots of stuff; twenty five ways for someone to find their products, their books, and their websites.

What's really funny is that the average person on this website, on the most popular article directory in the world... the average person has four articles. If you really think about that, all you have to do is explain something in three steps, or in three parts, or in three options, in an article. Do that four times, and now you're above average as far as the people who have free stuff out there.

## Authority Content

That's what leads me to this thing called "Authority." My brain always goes back to this advertisement by this paper called The Wall Street Journal. This one ad, that was written probably in the 1980s, has made The Wall Street Journal over ONE BILLION dollars in sales. It's basically the story about these two guys who were pretty much identical. They had the same economic background, same intelligence, same school. Then, they come back to a twenty-year high school reunion where one is a super mega millionaire and owns a company, while the other one is doing okay but was living an average life.

What's the difference? The difference is that one guy has The Wall Street Journal; the other guy doesn't. That's the only difference between these two guys. Why did I mention that? Because, if someone is looking to buy from you in this crowded world of the internet today, if they're looking to buy your complete book on car maintenance saying, "I could buy from you or from someone else with about the same price and content, and will give me about the same things, why should I buy from you as aside to the other person?"

If you have, let's even say a hundred articles here and there about car maintenance, and the other person has none, then that's the one advantage that you have. It's really important for you to have this ability to create content so you have enough where you have no problem giving some of it away. What you have is free traffic and this authority. Then, you can save your best stuff for paid products, if that makes sense.

**If you can solve a problem in three parts,  
then you're half way to becoming a content creation machine!**

Let me explain. Let's say I asked you how to change oil in a car. Let me even go to [EzineArticles](#). Let me search "change oil" and let me find what comes up here. So, I find the beginner's guide, change your car oil, and how to do that while it gives you the tools. You need a socket wrench, oil filter, motor oil, funnel, rags and paper towels. It lists through steps right before getting started and then steps changing your car oil.

Three different sections are all there is to creating an article. You need to have three different parts. Why is that? Remember back in elementary or in middle school or in high school, or in college when you had to write an essay? Even that name, that word, is terrible; "An essay... how great."

The first thing you asked was, "How long and how many pages?" Sometimes they would say one page or two pages, but every now and then, I'd have teacher who'd say, "Oh, as long as it has to be." Those assignments were the worst because I was like, "Does she want a one page or a five page?" The worst possible scenario is for you staring at a blank page not knowing what it is that you're going to be writing.

When you have a little bit of a structure, a few guidelines, it becomes really easy for you to work something out. By me telling you that you have to solve someone's problem in three parts, it becomes a lot easier. Instead of worrying about what could list all these things and what could go on from all these tension, now you have to answer it in three parts. Just by answering in three parts... I don't want to use the term outline, but basically, now you know what you're going to say.

There is a previous Robert Plank Show, episode five, which is, "[How to Write an Article in Six Minutes](#)", goes through that structure of if you want to write an article, you phrase the thing you're going to write about as a question.

## Think in Threes

For example, "How do I change my car's oil?" You write for two to three sentences as your first paragraph and that quickly walks you through the three parts. In this scenario, the first part is "You're going to need these tools." The second thing is "These are important things that you need to be cautious and have a place to catch it." Number three is "Do these different things. Jack up your car. Put a can under the plug. Find the oil filter. Open it up. Loosen it. Drain it. Put down the mileage. Then, fill a back-up."

You have these three steps. We have the title as a question. We summarize the three things that we're going to say. We have one paragraph with about three or four sentences. Explain part one, explain part two, and explain part three. We have three different paragraphs. Have your final paragraph sum up those things you just said. Then, that's it.

Now, when I tell you that you have to answer in those kinds of terms, it has to about four hundred words, your article will already be half written, without you having to do anything.

"Thinking in threes" really helps. When you are creating an article and you don't have that freedom of... Do I list twenty tips? Do I list five different points? When you have to answer in three's, your content is already half written. It works a lot better because if you think about it, any kind of content you write does have to fit into a certain amount of space.

Decide ahead of time how long something's going to be and how many pieces it is. Since it's already written, you can focus or channel your creativity into something that's more fun. Like, "What's my own unique angle going to be for this article?" Or, "How am I going to get someone to their goal?"

That's the thing you always remember. You're not just filling space. Somebody did a search for how to change your car's oil. When you're starting off, explain to them things that they don't know, because you're assuming they're an absolute newbie. And, you're ending with... Now, because of you, they have the ability to change their car's oil.

I'm focusing so much on the idea of writing articles because that was the secret that unlocked everything else for me. Probably like you, I struggled with writing a report, writing an e-book, writing a book in general. I wanted a book that was done.

I wanted to have this. But I said, "You know what, a book is 100 to 200 pages. I guess I'll write 20 pages. Then, there will only be 80 pages to." I knew I would never finish.

When I began writing articles, assembling articles as part of my book, that all changed for me and it became more fun. I was doing this in tiny little short spurts and could stop at any time, my thinking went more towards how I can solve someone's problem and how I'm going to structure all these articles together, in a way that makes sense, as opposed to thinking, "I've got to produce more content."

I hope that that kind of changes your thinking so far on this whole idea of content creation.



## Become a Published Author in Just a Few Minutes

Let me just switch gears here. We're talking about writing an article, right? The structure is to have your three main points, your three talking points. Ask a question as your title. Summarize those three things upfront. Have one paragraph about point one, another paragraph for point two, and another paragraph for point three. Then, finally, have a paragraph that sums it all up. If that still doesn't make sense, go back and check out the [podcast episode about writing articles](#), but we're going to move on.

The idea here is there are just formulas that are better than anything else. If they're trying to reinvent the wheel from scratch... I'm going to share with you the different secrets that helped me out. I'm going to share with you the way I was able to crank out those 581 articles.

Looking at my own blog, [RobertPlank.com](#), I have 216 posts. I've posted about once or twice a month. I have several blogs for searching in traffic like [MembershipCube.com/blog](#), [WebinarCrusher.com/blog](#), [MakeAProduct.com/blog](#), where I just sat down, created a hundred articles, and stripped them out, so that I have all these content on the internet.

I have one article out there called "How to Build a Forum That Doesn't Fall Apart Two Months Later." I wrote it in 2005, and at the moment, there are about seven thousand nine hundred places on the internet where that article has been syndicated. At one point, it was at twelve thousand, but there was a Google slap. We went down to six thousand. Now, we're back up to just about eight thousand.

On the internet, things are permanent in a good way. You can post content to your blog, on guest blogs, article directories, social media. Then get tons of backlinks from just one piece of content.

Even though it feels like a waste, giving away some of your stuff, or making these quick three-minute YouTube videos where you follow the same structure, you explain what you're going to say, going through these three different talking points, re-chop it, and you're done; doing it like live action video articles does pay off. The internet is so big that you get traffic from each and every one of them.

The only thing that's weird is that some of your articles will get a lot more traffic than others. The same goes with videos. You don't know which ones will give you a lot of traffic until you put a lot of stuff out there.

You might put out a hundred of articles where ten give you a ton of traffic, while the other ninety gives you a little bit. These ten give you the most, so it's never a waste.

What I like to do is to put out my okay ideas as articles and save my better stuff as longer blog posts, or as books. A book just sounds so scary, right? It's usually about this long thing that takes months. You have to revise, edit, and let people have a look at it.

Here's my personal formula for books. Yes, I have several books out there. I have them on kindle. I have them out there in CreateSpace. The cool thing with Amazon kindle is that you can just go to K.D.P. on Amazon.com, and upload a Word document.

It can be 20 pages long or two hundred pages long. When you upload these Word documents, you give them information like your book title, keywords, categories, price, things like that, and now you're a published e-book author.

You go to [CreateSpace.com](https://www.create-space.com), upload your Word document, and do a little formatting like a differently formatted cover, resized pages so they match in a certain way. Do all these steps, then you can have a print on demand book. You might price your book at \$10 bucks and it may cost them \$5 or \$6 dollars to print and ship it, then you make \$3 dollars per book. You don't have to get a real publisher. You don't have to have a garage full of books. It's just their print on demand. That sounds great.

You might be thinking, "Even if I could make a book that has thirty pages, like a booklet, that would be great. I don't have to write the next 'War and Peace.' If I can just get out a one hundred page or a two hundred page book, that would be great." How do you do it?

## **FORMULA: W.W.H.W. for Books**

This formula keeps haunting me. It literally keeps following me around on the internet, and it's called W.W.H.W. It stands for why, what, how to, and what if.

I'll be explaining to you, in a few minutes, on how this even appears in sales copy, in copywriting, in sales letters, in direct response, in pages where we walk people through this exact sequence to get them to buy something. In the same way, you walk people through this step by step process in your book chapter, to get them to keep reading, to make it exciting, to make things that might be boring fun.

Changing your oil might seem boring to some people, but if you can make it fun, you'll stand out from the crowd. You'll be different and better than any other book out there written like a piece of instruction manual.

W.W.H.W. – why, what, how to, what if... what you do is you figure out how long your book is going to be, how many chapters do you want. To make it simple, let's say you want several chapters.

By the way, if you want to see this done in action, see me create a book. I think I take a about ten minutes to plan a book, but about an hour to speak it out, dictate it, and go get it transcribed. That's at [makeaproduct.com](http://makeaproduct.com), to show you how I create a book in about an hour. I had ideas for full length books, and created each one in a day. I created seven books in seven days, not in seven years. Just one a day and that's it.

I plan it. Most of the thinking and creativity goes into the planning, structure, outline, however you want to call it. I speak it out, get it transcribed, and have someone edit it because I kind of looked it over. I have someone else create the cover for \$5 bucks. Then, I have a book out there and I'm published.

You don't have to be starving artist, especially if you think about a few things. The first thing is that most good movies, cartoons, and even books, are based on the public domain. If you think about a movie like "The Matrix", there are so many essays about how it was based on this old fable, or on this part of the bible, or on these characters from Charles Dickens. There really are no new good ideas. People have adapted ideas in new and interesting ways.

Every Disney movie follows the same Joseph Campbell "Hero with a Thousand Faces", monomyth, twelve-step sequence, as part of the plot, believe it or not. You can check out a book called "20 Master Plots" which breaks down the only twenty plots that have ever existed in movies, in books. There's like a pursuing plot, a quest plot, a downfall plot, and all different ones. Some actually are more popular. Some make more money, or are more marketable than others.

If you look at the site IMDB, the top most grossing films of any year within the last decade, almost every single one is either a sequel, a remake, or based on a book. When you're talking about making money from your writing, whether it's a book, a blog post, or an article, and you just want to get noticed, you've got to go with what's been proven to sell.

That doesn't mean for you to be a sellout, or be like everyone else. But, you can follow a formula and base what you do on what's already been proven to work, and have that good starting point. That way, you're not just guessing if that makes sense.

The point book – seven chapters...

If you're going to make a book about car maintenance, I've just listed all those things for you, like changing the tire, changing the oil, and fixing up the wiper blades.

Let's say you're going to make a book on home maintenance. Let me just do a search on Amazon for home maintenance. This might offend some people who are writers at heart, but you really do have to look a lot at what your competition is talking about. Look especially at their table of contents. You can get most of what you need just from the table of contents. I don't mean to copy anyone at all.

Look at the table of contents for ten different books about home maintenance, you're going to notice the same general things mentioned. They might all mention roofing, or have a chapter on how to fix windows and on plumbing. They might all have a chapter on walls, on ceilings, on paintings, on cabinets, on appliances and electrical things, or on alarm systems.

They've done most of the research for you. They've gone out and maybe done some trial and error. They might have interviewed and consulted all kinds of experts. Have you ever noticed that, how a lot of these books have five authors to them? Well, you don't have the luxury of talking things out with five of the experts, splitting up the money, or splitting the royalties.

Imagine if you get, in average, a dollar per book sale as royalties, if you're one of the five co-authors and you get ten or twenty cents per sale, is that fun? I don't think so. You've probably spent years of your life just to get twenty cents per sale of the book.

You want to go and decide on seven things that always get mentioned. To make it more fun, let's make it ten. I'll explain it in a second. Look at the top five of books in your industry, and I don't mean go out to a book store. I mean, go on Amazon.com right this second.

Type in the words that explain your book, and if your book can't be explained, it's not marketable. If your book is not the next Good to Great, the next 4-Hour Work Week, the next vampire novel, things like that, if you can't really explain it a sentence, then people aren't going to know what it's all about.

There is room in the world for a new book on car maintenance, a new book on home maintenance, or a new book on real estate, and it can be your own unique slant on it. You can put it out there, see what sells, see what got people to buy your e-book, or your print book, or read your blog post, and make more products like that. Make more articles like that and give people what they want, as cliché as that sounds.

Find out for me ten things that people always ask about, what people always cover in these books, like the ones on home maintenance. Write them all as questions that I would ask you. I would say things like,

"What's the proper way to paint a house? What can I do to repair broken windows? What can I do to fix my plumbing, my toilet, and my water waste and system?"

"Can you explain all these components in one place? Can you explain to me a little bit about what I didn't know as far as fences, walls, appliances, electrical, water, flooring, and ceiling? What can I fix myself as opposed to getting a professional contractor to do it?"

We're asking these ten questions, and they have to questions that I'll ask you. List ten of these questions, but you're going to want to cross three of them out. That means you'll have seven questions left. Out of each of those seven chapters or seven questions, your chapter is going to be entering these four sub questions. Here they are – why, what, how to, and what if.

The first question is, if we had a chapter on how to fix a broken window, "Why is fixing a broken window important?" You might say things like, "It's important because you can save yourself extra amount of dollars by doing it, yourself. You don't have to wait for someone. It's no longer dangerous. You can add a new and better window when it's placed. You don't have to waste money on heating and cooling if it's a tiny little crack.

Explain to me first why it's important, then what you're about to show me. Without actually going through these steps, tell me what's going to happen. You might have a little thing on assessing the damages, or the different types of broken windows, maybe a huge break or a hairline fracture. Also, the different types of windows, which I'm sure there are, and how to identify them. When you go out to buy a new window, from new to old, put the new one in and you'd be adding some sealant.

Just tell me quickly what you're about to show me, so I'll have it in here. Some people need to know ahead of time what the end goal is, and what we're going to do to get there.

The third part is how to do these, the exact step by step process that meet, if you will, of how to do these. Walk me through it exactly. Give me the exact steps, show me the exact pictures, what to watch out for and what not to do, go through step four to six, how to exactly do these. At the end, what happens if I do these?

Now that you're done, go back and explain what you did. If you have a check list, now that I've read about it, I know that I've actually done it, you can throw in something like, "Now here's how to make sure this problem doesn't happen again." Or, maybe something about, "Now go through the house and replace all the broken windows", or something like that.

That sounds like a lot, but I'm giving you structure here. When you follow the structure, guess what? You're book chapter will just about write itself. One thing you want to really make sure you're clear is that the "how to" is the bulk of your chapter. It's about 80% of it.

Really quickly, like about half or a third of a page, explain the "why." Maybe in a half a page or in a whole page, explain the "what." Then, in about a half or a whole page, explain the "what if." But your "how to", depending on how much you either write or speak it out, might be five to ten pages, because you're explaining to me the details of doing this.

I know that seems like a lot, and you might have listen to or read that in a transcript a couple of times, but that's how create a book chapter. If you go through WWHW... Why is this important? What do you have to show me? How to do this step by step? And, what if I do this with a check list? What's the thirty-day plan? What's the long term goal? What's the way to stop this from happening again?

You can have a transition to the next thing. It might be like, "Now that you've repaired your windows, let us get to repairing your air conditioning; if you've noticed, your utility bills are very high. It could be because your windows were leaking out with the cold air or the hot air. It also could be because of a number of reasons in your air conditioning system. Next we're going to have you perform maintenance and check up on your air conditioning system, to save you even more money in the long run and to give yourself a better performing home."

You just do that seven times, and because you've rearranged things in the right logical step by step sequence, now you have a complete book on home maintenance. Heck! Even I might buy that book. That is the formula for writing a book.

If you want to have a longer book, then add more chapters but I recommend you start with just seven chapters. It's definitely long enough for a kindle book, for a CreateSpace book, then you can just expand it from there. You might realize that that chunk of the book, on basic home maintenance was pretty good.

Then, I might want to have a second chunk on the more advanced stuff like home improvement, not just maintenance but also improvement – how to add in new toilet, how to add a new room, all of the Bob Vila type of stuff. Even though Bob Vila and all kinds of people have created books on these, just look at the number of books that come out year after year. Even though the contents might not have changed, different people have their own unique take on doing these.

That's the formula for creating a book – WWHW – in each chapter, and then there's no problem.

There are a few other formulas that you can use to create content. Let's say we're talking about videos, articles, books... Now that you have a book, or a report, or a video course, how are going to sell it?

## FORMULA: A.I.D.A. for Sales Letters

This is a sales letter. A lot of people dread this because for some people, it's even worse than a book. Now, they actually have to be careful about the things they write. A sales letter is a webpage. Usually, with most of us, it's a direct response webpage. It's a long webpage, where there's nothing else to do on the website but to buy or leave.

By the way, you can get a helpful WordPress plugin called "paper template" over at [papertemplate.com](http://papertemplate.com). This will install on WordPress, and allow you to choose which pages on your blog will act as direct response webpage.

It will look drastically different than your blog, and that's a good thing because someone can read this long webpage about why they want to buy your book. They're not distracted by all your blog navigation, but you don't have to learn databases, HTML, or web design. You can just use this on your existing WordPress blog. And, there are built-in tools and templates to help you create a direct response sales letter.

You might have heard this acronym with direct response called "Attention, Interest, Desire, Action." Every successful ad uses this formula and explains things in this exact order. The ones that don't, the ones that miss things or have too many things, or the ones that have them in the wrong order, those are the ads that don't actually work, that aren't exciting, and that don't get people to buy.

This means that the first people are only going to look at a webpage for about five or ten seconds, if we're lucky, so we need to hit them, right of the bat, with some attention-getting-headline. We don't want to hit them with our offer quite just yet, but we want to arouse their interest by identifying a problem, identifying what brought them there, and aligning ourselves with their own beliefs.

If someone comes to our webpage where it contains...

How about this? They're looking for how to change a car's oil, and they find this article. They say, "You know, this is kind of cool. I'm going to look over this website that's selling the complete book on car maintenance, with all the things about changing your tires, changing your wiper blades, and things like that."

If you just said, "Here's the table of contents. Here are the first two pages." That's not exciting. We want to tell people what's in the whole thing. We explain, "Are you here because the last time your car broke down, you ended up paying for road service, towing, getting the vehicle repaired?" Make it something just really simple. Or, "What if you were stranded in a desert, you had no cell phone coverage, your phone was dead, and you had a flat tire, would you know what to do to change it?"

"Well, I want to give you this ten-page report, and it'll save you hundreds of dollars over the course of your lifetime because you'll know how to change a tire, how to check your oil, how to troubleshoot an engine, and they were all a lot simpler than you were led to believe by other people."

That's the whole thing. But if you start of saying, "Attention, has this happened to you? This... this... or this", that's the attention-getting headline. The interest part in that is where we're explaining, "Well,

here's the problem that you have. You might have had this happen. Or, maybe in the future your car might break down..."

You're explaining what brought them there, and they say, "Now I'm in the right place. Before, I was only going to pay attention for ten seconds. You caught my attention with this headline." Now that you're explaining the problem, maybe now they have five or ten minutes to listen to the rest of it. That's when you hit them with your offer, the desire portion.

You say, "I have the same problem as you, but I learned this and that. I put it on to a guide called 'Car Maintenance Secrets' or 'Car Maintenance Crusher'." You explain your offer, the different pieces of it, but make each one exciting.

It means you say, "Changing your oil is not exciting, but how would you like to be able save yourself a \$100 bucks every month, by changing your oil? It's really easy, and you don't have to waste a whole day dropping it off at a car place. You just do these, a three-step process, which will cost you about \$2 dollars and \$0.50 cents. Now, you can change your car oil."

"Rotate your tires, if you know. You can improve your gas lines by this, or extend your car's life by that. Mostly, do some kind of care, and you care because it's your car. Do these..." You just list the entire package.

The last of these is called "Action." Here's how to get it right now.

A-I-D-A means Attention-Interest-Desire-Action, but this is actually a disguised W.W.H.W. This is a disguised why, what, how to, what if. The "Attention" part is the "why should I care about this?" The "Interest", the what, once again, is the "What are you about to show me about the problem I'm having?" so you lead up to the actual offer. The "Desire", the how-to is to how to solve this problem using all these steps. Then, the "Action" is the "What if I get this? How do I do it? What are the next steps?"

It's pretty interesting there, how the same formula follows around on the internet. Once again, you know which formula to apply. Also, your blog posts, your articles and your books are already half written.



## FORMULA: P.A.I.N.T. for Email Marketing

Another formula for you is email marketing. If you do a business online, a really good skill to have is the ability to write quick content. I have a list of email subscribers which I email every single day. Because Lance and I are always launching some membership course, usually re-launching them, even your quick course for a week, I email them three to six times, reminding them to go buy, reminding them where to search and attend a webinar, to watch the replay, and to check out my blog post.

I end up writing a lot of emails. We send about a million emails a month, a total of each. Then, I'll write follow up sequences. I'll sit down and say, "I'm going to create the next ten days of email content for people."

If someone comes to my website and don't buy it quite yet, I want to contact him everyday for ten days, automatically over email using my email autoresponder... By the way, a product that we have to help you write those, is called "emailcrusher.com." It gives you the tools, the templates, and things like that to write emails.

But, I use the P.A.I.N.T. formula. This is just a categorizing system. You pick one of these, and that's what your email is about that day. So, here we go – polls, action, ideas, news, and tips... This works, whether you're writing a pre-sale sequence, trying to get people to buy your product, or a post-sale sequence, getting people to use the product, to leave a testimonial, to buy on the next up sale. You just pick one of these, and that is what your email is about today.

With the poll, you would say, "What would you think of this idea?" A good asking question would be... Let's say that you're selling car maintenance training, but they haven't quite bought, yet. They're on a list and you might say, "Can you tell me what you do know about cars? Do you know how to change your oil? Do you know how to rotate your tires?" These are good questions and you just have them respond to one of those two things.

Possibly ask, "Do you have the equipment to change your tire? Do you have a drill, a jack, a jack stand, or a tire iron? Do you have any of these? Just respond." It's pretty powerful to ask a question, and get your people to respond.

Action... "Did you do these yet?" Give them a quick thing to do to get them along with you. Because you are a solution provider, it is your job to help people. Even though you're selling a car maintenance book, you can still solve their tiny problems.

For example, if you can explain to someone how to check their oil, or how to check their tire pressure, it might seem like common sense to you, but if you're talking to an eighteen year old, a twenty year old, a college student, someone who doesn't know a lot about cars, these might be news to them.

Give them an easy task, like checking their oil, checking their tire pressure. You want them to start doing things because you told them to. If no one else told them to check their tire pressure, then they've learned something from you. They'll imagine, "If you're giving these stuff away for free, then what can I get once I start paying you?"

Ideas... If you these cool ideas, I had this idea today, something kind of crazy and outside the box. Today, I was thinking, what would happen if you were driving, and someone was pulled over on the side of the road because they had a flat tire? Would you keep driving or would you stop to help them? How cool would it be if you could make someone's day? Maybe it was outside of town and was getting dark. Maybe you just pull over and you can make a new friend for life.

Or, what would happen if you had children, and you're teaching them how to properly maintain their car? They want to know how to change their oil, and your only answer right now is take it in to get it changed. Wouldn't it be great if you can bond with your daughter or bond with your son, and you show them these basic car maintenance tips?

News is good because you can say that you this thing on the news today, where 30% of Americans don't even know how to read their gas kit or things like that. Or, that this number of people don't drive because they're afraid of breaking down.

Maybe you heard on the news that the average person only has a car for two years because they don't keep it maintained. It goes bad and they end up having it traded or reselling it. Wouldn't it be better if you were better than the average person, and you had a car the last five to twenty years, or the rest of your life, because you properly maintained it?

Finally, as a tip, here's something you could do in sixty seconds. This is like taking action but it's more of telling them the things they could do. You could say something that's really easy to maintain on your car, or about the lights, like the brake lights and the headlights.

What you can do right now in just 30 seconds is check out this technique for finding out if the headlights are aligned, if they are working, if they're at full brightness. Then, even if you don't want to maintain your car, at least you'll be more knowledgeable when it comes the time to take it into the mechanic, and save yourself dozens, if not hundreds of thousands of dollars."

That's P.A.I.N.T. – polls, action, ideas, news, and tips – keeping in mind that with email, our goal is always to get someone to click. We want them to click on "buy", on "log in", on "download", on "leave us a review." It's always to click. By choosing what approach you'll take to click, by using this P.A.I.N.T. formula, that will be really helpful.

## **FORMULA: R.A.T.G.U.M. for Blog Posts**

We're getting close and we're running out of time, so I want to cram in one other writing formula for blogging which is called "R.A.T.G.U.M.." Yes, it is crazy like that because when we use our imagination and remember weird things, they stick in our heads a little bit better.

R.A.T.G.U.M. is rants, affiliate review, tutorial, guest survey, user feedback, and monthly summary. Once again, you just choose one of these six categories this time. It's just a matter of knowing what kind of blog post this will be. You just have to decide what question you'll ask yourself to get the blog post

started, and get somewhere from point A to point B. Solve their problem in a blog post, like a longer article.

A rant... Go on a tangent about something that makes you happy or angry. Affiliate review is to review someone else's product or technique. Tutorial is to explain how to perform a step by step task. Guest survey is to ask your readers what they think about something. User feedback is to spin a new blog post based on one of your commenter's suggestions. And, monthly summary is to talk and share about what you did this month.

That's the R.A.T.G.U.M. formula for blogging – rants, affiliate review, tutorial, guest survey, user feedback, and monthly summary.

As we're winding down, I hope that you got all of it and you might have to listen to this again, but when you're creating articles, we use the technique of having three talking points. For a book chapter, use W.W.H.W – why, what, how to, what if, for email marketing, P.A.I.N.T – polls, actions, ideas, news, and tips, for blogging, R.A.T.G.U.M. – rant, affiliate review, tutorial, guest survey, user feedback, and monthly summary, for sales letters, A.I.D.A – attention, interest, desire, and action.

## Content Creation Super-Techniques

When you're creating this content, it really helps you to have absolute focus, to have all distractions closed down like have the doors closed. If it helps to mind map, to draw out, or to diagram what you're going to write, that helps me.

Do time boxing, setting a countdown timer, to give yourself just ten minutes to write it out, or just one hour to take that out of podcast. Dictating really helps because you can get your ideas out there, get someone else to type it or transcribe it for you, then have someone else edit it. Now, you can have articles or an entire blog post out there.

You can shift your thinking into bigger and better thoughts, like finding your hooks. Instead of struggling to put out ten pages, now you can think, "How are my articles and my books going to be different?"

There are a few techniques here. One is called "Reverse SEO." We use a tool in our websites control panel which is "AWStats", to look at the searched keywords and key phrases in websites, that bring people back to our site from the articles that are out there. How people are searching for how to change their oil brings them back to our site. So, I'll make more variations about how to change our oil.

The "Us Versus Them Strategy." For the marketing of your book, you think about things like car maintenance or home maintenance. What's the common enemy, like people doing it wrong, people screwing us out of money, or just nature drowning us in weird places, or alternatives and clichés?

When you align yourself with them, you're now both facing the problem together. You can combine it with an underdog component, so you're saying, "I'm not Bob Vila", or "I'm not the best car mechanic in the world", but I can show you how to do these things. Now, you can become self-sufficient.

To unlock your creativity, have these rules. Architects work better when they're confined to a certain space, a certain cost, and they need to make something structurally sound and beautiful. The same thing applies with you creating content.

If you can combine weird things that don't belong, or go against the grain of common logic, like if you say, "Here's the reason why you absolutely don't want a professional to change your oil." It's a cool starter for your article, or even for your chapter, about oil change.

If you can have a three or four-step formula for doing it, then now, you're just walking through the step system. If you can list out the top five ways to do something, and cross out all but the top three, you'll have a very powerful article, or blog post, or book chapter, right off the bat.

I use a lot of the "top tier technique", which we explained in the book chapter. It's to write out more possibilities, or get your brain to generate more answers than it needs to. Then, cross out the ones that you've put down on paper because you had to. Now, you're left with the best of the best.

**It's easier to edit crap than air. You have to get your content out there.**

Creating content is really more of a science than an art. A lot of it is just looking at what people have done, combining them, reporting what they've done, and even decompiling and taking apart the three points that they've made, then recombining them in your own way and in your own words.

By doing that, you can talk about one thing and write ten articles or ten blog posts saying the same thing. Explain how to change your oil, or how to repair a window, in ten different ways. Talk about ways you need to avoid when changing a window, the top three ways to do it, the step by step ways to do it, the dos and the don'ts, or the three different ways to change different types of windows.

There are lots of cool ways to get extra traffic, get authority, and save the best stuff for your paid products.

Once again, to figure out how to generate the content, go to [makeaproduct.com](http://makeaproduct.com). And, that's our course on how to dictate out articles, books, and reports, how to structure them, how to create a hundred articles in a day, how to create a book in an hour, all these contents that you would never have believed or imagined. Once I do it front of you, it all changes for you. You use that to create the content.

You use the Paper Template, which is at [PaperTemplate.com](http://PaperTemplate.com), to create your email open pages and your sales letters.

Then, sell your books, your reports, and your membership sites, once you've created the content. That's all for me from today.

That was how to easily generate unlimited content, blog posts, articles, sales letters, books, reports, and more, that make you money forever. But, don't go away quite yet because it's time for "Listener Shout Outs."

I want to talk to Henry Pietrzak, Bill Dearmore, Zsigmond Veronica, Charvel Yap Rebagay, Hussein Said, Tin Tun, Albert Yzacharia, Juan Arce, Sarah Tan, Misseyer Nova Ivo, Victor Nganguem, Nancy Boyd, Rachel Parker, Adam Teece, Steve Brodsky, D. Roger Maves, Carl Picôt, George Foster, Dave Ellis, Kate Loving Shenk, Bonnie Burtraw, Annie Sisk, Lisa Oliver, Ian McLaren, Evan Huang, and Richard Smith.

There are a lot of people that I didn't get to. We'll get to you next time on "The Robert Plank Show Episode 15: How to Run a Webinar Class." I'll see you then. Make sure to go to [RobertPlankShow.com](http://RobertPlankShow.com) and like the page so I can mention your name on air.