

Choose Your Favorite Topic – Compile Your Favorite Tips – And Collect Payments From Around The World



What's the first thing you think of when you hear the word "*tip*"?

It's probably either money that you give to someone who has served you (*aka "gratuity"*) or a small piece of helpful information.

What you probably don't immediately think of is a **solid revenue stream for your business.**

Here's how you should start envisioning tips...

DEFINED: A TIPS guidebook is a set of specific, short tips related to a single topic which provides at-a-glance information that users refer to again and again.

Every part of that definition is important...

1. Set. - One tip won't be sellable in most cases. A combination will be.
2. Specific. - There are certain types of tips that should be combined.
3. Short. - No tip in the set needs to be more than 100 words.
4. Single Topic. - All tips in the set will help explain a shared subject.
5. At-A-Glance. - This isn't an in-depth course; it is a handy resource.
6. Again And Again. - The goal is to create a product that is used over and over.

Generally, these guides are about 40 to 50 pages in length, which is about 10,000 words long.

*If you insert 101 tips as I suggest,
then each tip will be about 100 words long.*

Indeed, that's what makes it so easy for you to create these guides. You don't need to write long, complex passages. You don't need to explain a how-to process in great detail. All you have to do is pick a topic and write 101 valuable tips about that topic – this is one of the **easiest products you'll ever create**.

Even though these guides are easy for you to create, they end up being **high-value products that you can use in multiple ways in your business**.

You can use them as:

- *Free Products.* If you need a valuable product to bring people into your sales funnel (*aka “lead magnet”*) by building a list, a tips guide works well. This makes for a great piece to showcase your expertise, provide helpful information for free, and point subscribers to your other paid products for additional help.
- *Frontend Products.* This is the way I use them, and the way I recommend you use them as well. These high-value yet low-cost products (*aka “tripwire product”*) turn prospects into paying customers, which means this a great place for them to appear in your sales funnel. They. Are. Budget-Friendly.
- *Finishing Products.* You can offer these guides on order forms for related products or send out automated follow-up messages by email to increase the overall transaction value (*aka “upsells, cross-sells, backends”*). These guides are perfect complements to many other products such as courses.
- *Bonus products.* You can use tips guides to boost your conversion rates, by including them as bonuses alongside other related products. Or you can offer a tips guide as a surprise bonus to boost customer satisfaction and reduce refunds. Either way, your customers get more value and help, and you get more sales.
- *Membership site content.* Got a membership site? You can include a tips guide as part of the initial “welcome” content, or you can send it as part of your monthly content.

Generally, about the only place in your funnel that you probably wouldn't use a tips guide is as a core. And that's okay, because a well-placed, well-created tips guide inside your sales funnel will impress your customers and help you sell your core offer.

Example: if you're selling a homeschooling course as a core offer, a homeschooling tips guide would be a great frontend (“tripwire”) offer. Every homeschooling tip you share inside the tips guide is useful, yet the guide as a whole can be enhanced by purchasing your

core offer which would explain the in-depth process of home education. It would be easy to promote your course on the backend to those who purchased the tips guide.

So, at this point, you may be wondering if you can create a tips guide for YOUR niche. And the answer is YES.

This works in any niche, as long as you have a broad topic where you're able to share 101 tips, steps, ideas, templates, or other useful tidbits of information.

For example:

- 101 Training Tips Every New Puppy Parent Ought to Know
- 101 Tips, Tactics and Templates for Creating High-Converting Online Courses
- 101 Organic Gardening Practices for Growing Prize-Winning Flowers – Even If You Don't Have a Green Thumb
- 101 Ideas And Insights for Getting More Done in Less Time

You get the point – you can create a tips guide for any niche.

This is SO easy and SO accessible and I can't believe more people don't do this!

Speak soon,

A handwritten signature in black ink that reads "Reggie Patt". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Taking Your Tips Guide (*and Business*) to the Next Level

Creating your tips guide is just the beginning. Once you've compiled your 101 tips and are ready to share them with the world, you'll need an efficient way to market, sell, and scale your efforts.

That's where the [Home Business Academy \(HBA\) All-In-One Digital Business System](#) comes in.

With HBA, you'll have access to:

- A **Funnel Builder Automation Tool** to create beautiful, high-converting sales funnels for your tips guides.
- Done-for-you templates and expert training to help you market and sell your guide effectively... even if you're just starting out.
- A supportive community of like-minded entrepreneurs to answer your questions and help you succeed.

Not only can HBA help you turn your tips guide into a consistent income stream, but it also provides the tools to create a complete digital business with multiple income streams.

Start Building Your Freedom Business Today

If you're ready to take the next step and build a business that works for you 24/7, check out the HBA All-In-One Digital Business. With **80% commissions on all sales**, world-class tools, and training, it's the perfect complement to the work you've already started.

[Click here to learn more about HBA and start your journey today!](#)

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

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Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



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