

THREE TOP TIPS

MODULE ONE

THE FIGHTER JET FORMULA



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List: How To Create A Monthly Newsletter That Your Subscribers Can't Wait To Read

Welcome to your first issue of **"Three Top Tips"**

Each week, you're going to learn about the three things it takes to create a thriving and successful online business:

1. List.
2. Traffic.
3. Offers.

In particular, we're going to be looking at how to create content to support those three key areas.

So, with that in mind, let's jump right into the first key, as you learn how to create a monthly newsletter that your subscribers can't wait to read. In order to do this, you need to do three things:

1. Create an exciting title and theme.
2. Generate compelling headlines and content that delivers.
3. Make your content visually appealing and easy to read.

Let's look at each of these three in more detail...

Create an Exciting Title and Theme

Seems like everyone and their brother has a mailing list, which means you won't get a lot of sign ups if you have a "run of the mill" newsletter. For example, if you tell people to "sign up to learn how to train your dog", that's not very original. You won't stand out. And people aren't going to hand over their precious email addresses for something they're probably already getting elsewhere.

Instead, you need to create a unique theme and title that catches people attention, gets you standing out from your competitors, and makes people want to join.

How?

One really good way to do this is by creating some sort of proprietary formula or system that you promise to share within your newsletter.

Let's take the example of the very popular **P90x** workout system. Their fat-loss system was pretty much the same as everyone else's. However, what set them apart is that they gave a fresh name to their system: they called it the ***Science of Muscle Confusion***[™].

No one else in the industry was using that exact name, which made the workout system stand out and get a lot of attention (*even from notable figures such as Michelle Obama and Sheryl Crow*). While that's an example of how they named a program, it's a great illustration of how you can name your newsletter.

I've done the same thing with my own newsletter (*as well as courses and other content*). For example, you'll see that I often develop a system around an acronym (*such as my S.T.A.R.T. an online business email eClass, which teaches budding entrepreneurs five key steps to becoming successful online*).

Another way to create a great title use an 'alliteration'. This newsletter you're reading now is an example (Three Top Tips). And as with all of these examples, the name matches the focused theme. Instead of talking about everything related to online marketing, this newsletter focuses on the three key areas your business needs in order to continue growing.

One final note: once you select your title and theme, then be sure to include this information on your opt-in page. You'll also want to set expectations on this page, by letting people know what sort of content they'll get and how often. E.G., "Each week you'll get a fresh newsletter teaching you how to [get some good result], plus I'll share with you my favorite resources for [making this process quicker/easier/faster!]"

Now the next point...

Generate Compelling Headlines and Content

Your awesome theme and newsletter title compelled people to sign up. Now your next challenge is to get them to open and read your content. You do this by creating compelling headlines (AKA subject lines) followed by content that delivers on those headlines.

Here's the key: don't create click-bait titles that don't match the content. This will disappoint and even upset subscribers, who will stop reading your newsletter and likely unsubscribe.

Instead, create intriguing titles, and then be sure your content creates a payoff.

For example, a title might be something like, "The weird fat-loss trick you've never heard of before..."

When readers open up and read the newsletter, they indeed better be reading something that they've never heard about before.

Let's suppose the "trick" isn't entirely new. In that case, your title might be something like this: "The weird fat-loss trick that really works..."

If your content then shares a trick that is a little "weird" (maybe something not commonly used), but it's proven to work, then you've got good content that matches a compelling title.

You can take this tip and put it to work for you ASAP. Take note that we'll be talking about how to create compelling content in length in future issues of this newsletter.

So, let's move on and look at the third key to creating a newsletter people want to read...

Make Visually Appealing Content

The third key to creating a newsletter that your subscribers really want to read is to create visually enjoyable content. Here are tips for doing this:

Utilize White Space

Use short paragraphs, bulleted lists and similar elements to create more white space in your newsletter. This makes it visually appealing and easier to read.

Insert Graphics

Good graphics break up content, which makes it easier to read. They also add value to your content and make it more visually appealing.

Use a Polished Layout/Design

Don't just send out a plain-text newsletter. Instead, use a responsive layout and HTML to create something that's visually appealing. Many email service providers offer free templates so you can do this quickly and easily, no tech experience required.

Now let's wrap things up...

Summary

If you're looking to create a newsletter that people really want to read (and what marketer doesn't?), then you need to implement the three keys you just learned about. Namely:

1. Create an exciting title and theme for your newsletter.
2. Generate compelling headlines and content that delivers on your headlines.
3. Make your content visually appealing and easy to read.

If you do these three things, you'll be well on your way to building a responsive list of eager readers who open (*and read!*) everything you send them!

Traffic: The Real Key (Which You Already Know) To Getting Clicks (Which You Aren't Getting Right)

One big key to building your business is to create plenty of compelling content. This includes free content (such as blog posts and lead magnets) as well as paid content (including courses, reports, videos and more).

Now here's where a lot of marketers make a mistake: they attach weak titles to their content. In turn, they're not getting the clicks and reads (or in the case of paid content, they're not getting the sales).

See, everyone knows you need to create compelling titles to get the clicks. It's not a secret. But very few (VERY few) actually get this right.

Here's the secret: you need to start a title swipe file collection, and then use these titles as models and inspiration for your own titles.

Let's use my newsletter title as an example: "How To Create A Monthly Newsletter That Your Subscribers Can't Wait To Read."

Now let's take this title and use it to create titles in other niches:

- "How To Start A Weekly Group Run That People Can't Wait To Join"
- "How To Knit A Sweater That You Can't Wait To Wear"
- How To Throw A French-Themed Dinner Party That Your Guests Can't Wait To Attend"

- “How To Create A Homemade Board Game That Your Family Can’t Wait To Play”
- How To Write A Romantic Novel That Your Fans Can’t Wait To Read”

No one would ever know that those five examples titles were based on the original title. They use the same structure/format as the original title, but they do so in an entirely different context. Likewise, when you use swipes from different niches, you’ll be able to create clever, compelling and unique titles.

Let me give you another example. There’s a classic headline that goes like this: “How A New Discovery Made A Plain Girl Beautiful.” Let’s adapt that to a couple different niches:

- “How A New Discovery Turned My Slow Metabolism Into A Fat-Blasting Furnace”
- “How A New Discovery Made A Stubborn Dog Into The World’s Best-Trained Houseguest”

Now another example with a classic title: “How To Win Friends And Influence People.” Let’s swipe it and use it to create titles in other niches:

- “How To Feel Great And Look 10 Years Younger”
- “How To Extend Your Drive And Shave Strokes Off Your Golf Game”

One more example: “Are You Making These Cooking Mistakes?” Let’s adapt:

- “Are You Making These Dieting Mistakes?”
- “Are You Making These Housetraining Mistakes?”

Once again, you can see how no one would know the titles are derivatives of the original, as they're used in a completely different context.

Point is, it's easy to take just about any title in any niche and use it to create something compelling for your niche. But the question is, how and where do you find these titles? Check out these ideas:

Check Your Inbox

Both your regular email and your spam folder are chockfull of titles. If you don't have enough flowing in, then subscribe to popular newsletters across a variety of niches. You can then swipe any titles that grab your interest.

Do A Google Search

Your first step is to search for headline swipe files. Plenty of people have compiled them, and many of them are free.

Your second step is to run a search for a variety of niche keywords, and then read the titles of the search results. Swipe any that grab your attention.

Note: as always, you can do this step in your own niche as well as other niches. For example, if you're in an online marketing niche, you might check out everything from marketing to weight loss to golf niches.

Read Popular Blogs

Once again, the key here is to scan titles on blogs both inside your niche as well as outside. For example, if you're in a dog niche, you might search for copywriting blogs (which are sure to have plenty of awesome examples). And as always, you can scan dog blogs too to pull out catchy titles.

Scan Social Media Pages

Be sure to follow popular social media pages. These could be pages in your niche, popular pages outside your niche, or even news sites. The advantage of pulling titles from social media is that you'll get some idea of how effective the title is based on how many likes, views, shares and comments the content gets.

Here are the top social sites to scan:

- Facebook
- Twitter
- YouTube

Here's the next idea...

Search Viral Sites

Some sites curate viral content and attach new titles to them, which makes them good places to go for swipes. One such place is Upworthy.com.

Browse Marketplaces

Don't forget to look at paid products for title swipes. For example, you can search for niche keywords on sites like ClickBank.com and Amazon.com. Or you can simply browse Amazon's bestsellers in nonfiction to gather plenty of ideas.

Flip Through Magazines

Still another way to get ideas is to flip through magazines at the newsstand. Be sure to look at the titles for the articles (especially the articles on the cover), as well as the headlines for the paid ads inside the magazine.

Now let's wrap things up...

Conclusion and Important Note

You just discovered how to build a swipe file, and then how to use this swipe file to create your own compelling and clever titles for your content.

Now here's one important key: be sure your titles match your content. As soon as people start reading the content, they should get some sort of elaboration on the title, and by the time they're done they should have a payoff (meaning the title delivered on its promise). If you fail to do this, you're going to end up with angry readers who'll simply click away whenever they see your name.

So, your next step is to start your swipe file. Go ahead and create a folder on your computer and start collecting compelling titles. Yes, you can swipe my titles too (provided you use them in different niches/contexts). 😊

Offers: Top 5 Ways To Create Content That People Pay For (When So Much Free Stuff Is Available)

If you've looked around your niche, you've probably noticed that there is an awful lot of free content floating around. In fact, people are giving away for free the exact types of content that you want to sell. Which begs the question, how do you create content that people pay for when they can get it elsewhere for free?

The answer, quite simply, is to offer something that no one else in your niche offers. That's what you're about to find out how to do inside these five surefire methods for creating content your customers will happily pay for...

Personalize Your Content

One of the best ways to create unique content that people will happily pay for is to personalize this content with your own experiences, case studies, examples, personal stories and so on. Even if someone else includes a case study or their personal experience in their content, it will be completely different than the ones you're sharing – thus your content stands out as unique.

For example, let's suppose you're teaching people how to lose weight. Instead of just offering a step-by-step guide, tell the story of how, exactly, you personally lost 45 pounds and kept it off. Within your story, you can provide the steps that the reader needs to take in order to achieve similar results.

Create Unique Formulas

A second way to create something that customers will really value is to develop unique formulas and systems around how-to processes. So, instead of merely saying "Step 1 do this, Step 2 do that," you create a related acronym where each letter corresponds to a step of the process.

For example, let's suppose you're creating a guide that shows people how to restore the upholstery of a classic car. If you can create a seven-step guide, then you can create those steps around the word R.E.S.T.O.R.E.

E.G., Step 1 (the "R") might be "Remove the Existing Upholstery." Step 2 (the "E") might be "Evaluate the Seat Condition." And you'd continue on with the rest of the letters in the word "restore" to complete your seven-step process.

Are there other people who will have similar guides out? Sure. But you'll be the only one with a memorable and unique "formula" or "system" built around an acronym, which makes your content more valuable.

Next...

Solve a Specific Problem

This is actually a two-step process:

#1: Establish yourself as an expert for a very specific problem in your niche.

#2: Create paid content solving that specific problem.

Once again, there are a lot of people in your niche who are putting out similar content. But if you can establish yourself as the "go to" guy or gal for a specific problem, then people will happily pay for your expertise.

For example, maybe you sell dog-training information. You might take one specific problem or issue – such as fear aggression – and establish yourself as the expert. If you want to carve out a smaller niche, you might even address fear aggression in small breeds. Smaller yet in order to really stand out from the competition? Try fear aggression in Pomeranians.

You then put out a lot of content on that specific issue in order to establish your expertise. You brand yourself based around that issue. You develop top-of-mind awareness on the issue, so that you become the go-to person in your niche for that specific issue.

Part of this process involves blanketing your niche with content, which includes:

- Blogging.
- Guest blogging.
- Developing a strong presence on social media.
- Creating videos and podcasts on the topic.
- Publishing lead magnets.
- Contributing to Facebook group discussions.
- Co-authoring content with other experts, which further establishes your expertise.

And similar.

When someone searches for the specific problem in your niche, your name will start to show up repeatedly. And in time, you'll become THE expert on the topic. When you then put out a paid product on that same topic, buyers will flock to it because they know you're the top expert in the field!

Here's the next idea...

Add Value to the Content

Most everyone publishes how-to information. You can add value to your content by also providing the tools people need to make a process faster, easier, and/or better. These tools may take the form of one or more of the following:

- Checklists.
- Worksheets.
- Cheat sheets.
- Templates.
- Swipes.
- Planners/calendars.
- Recipes.
- Gear lists.

And similar.

For example, if you're creating a resume-writing course, then you might offer tools such as resume template, a cover letter template, and a list of "power words" to include in the documents.

And finally...

Create Engaging, Readable Content

You can have some of the most useful content in the world, but people won't even get around to reading it if the text is boring, poorly written and/or difficult to read. That's why you want to be sure to create engaging, readable content. People value this sort of content more highly, meaning they'll also be willing to pay for it.

To that end, keep these tips in mind:

- **Use simple language.** Don't try to impress anyone with big words or convoluted sentences, as that will make your content harder to read.
- **Make sure there is plenty of white space.** For example, turn lists of items in a paragraph into a bulleted list, which makes it easier to read.
- **Engage readers with relevant stories.** If you can engage their emotions and imagination with a story, you'll keep them reading to the end.
- **Use curiosity to keep people reading.** E.G., "In just a moment you'll discover a writing device that virtually guarantees your readers will hang on your every word!"
- **Utilize a friendly, conversational tone.** If it helps, imagine you're writing to a good friend.

Now let's wrap up this lesson...

Conclusion

It's unlikely that you're going to be able to create a product on a topic that no one has ever talked about before. In fact, you're likely to find that not only are there a lot of paid products on the topic you want to write about, but there is a lot of free content available too. Don't let this discourage you. People will happily pay for your content if they can easily see some advantage in doing so – and if you apply the five ideas you just learned about, you'll provide that advantage and get more people happy to pay for your content!

Go ahead and put all these ideas into action. Meanwhile, keep an eye on your inbox for the next issue of "*Three Top Tips*".

Recommended Resources

The \$1,000,000 Side Hustle. Learn the same system that allowed a retiree to bank over one-million dollars per year - working just 60 minutes per day from his spare room. Click [here](#).

The Internet Marketing Newsletter. Get full Private Label Rights (PLR) to over 32 pages of up-to-date, Internet Marketing content that you can quickly spin into articles, blog posts, emails, and even digital courses. Click [here](#).

Thrive Suite. Build beautiful landing pages, funnels, opt-in forms, blog sites and cash-generating membership sites on your existing WordPress website - all in a matter of hours. Click [here](#).

CopySketch. Avoid the need for expensive copywriters by allowing this clever AI software to create original, high-impact: sales pages, landing pages, upsell pages, video sales letters and Ad copy – all in a matter of minutes. Click [here](#).

Scribble. Create a full eBook - without having to type any words - in less than 10 minutes. Ideal for creating Lead Magnets to build your email list. Easy to use software with 50 templates and 300 layouts. Click [here](#).

Design Suite. Skip the expensive freelancers and create your own website banners, eBook covers, eBook 3D mock-ups, infographics and more - with ease. Click [here](#).

DoodleMaker. Create stunning whiteboard, glassboard and blackboard videos to publish to your social media channels – or use them to drive traffic to your blog, landing page, or digital course. Click [here](#).

Prezentar. Customizable presentation templates that are ideal for use in webinars, sales videos, social media channels and digital courses. Choose from 50 templates and add eye-catching effects and transitions. Click [here](#).

Split Test Monkey. Powerful software allowing you to optimize your offers, sales copy and landing pages by split-testing them to establish which ones are converting best. Click [here](#).

Aweber. Connect, captivate and grow your email lists with one of the most trusted and versatile email autoresponders on the market. Includes opt-in forms and in-depth analysis tools. Click [here](#).