

[EBB] #32 - 附言软销售方法

[EBB] #32 - 附言软销售方法

今天我将向你展示如何在滚动发布模式中加入附言软销售。

这些不会创造像常规发布那样疯狂的高收入数字,但我最近使用一个已经写好的教程,只是在底部添加了一个简单的附言,就在5天内产生了超过1万美元的销售额,并赚取了5千美元的佣金。

没有专门的发布周、购物车开放邮件或紧迫性邮件。

我只是把已经很有价值的内容拿出来,在下面添加了一个附言,它为我完成了所有的销售工作。

这非常适合你的滚动发布日历,在内容周期间,当你想产生收入而不用硬推销让订阅者疲惫不堪时。

为什么附言软销售方法有效

附言方法让人们放下了戒备。

他们刚刚从你这里获得了有价值的内容。他们心情很好。他们比5分钟前更信任你。

然后他们看到你的附言并想:"哦,这很有趣。Derek刚刚教了我一些有价值的东西,现在他提到了一些可以帮助我更多的东西。"

它不像销售推销,因为它的定位不是销售推销。它被定位为来自一个刚刚证明了自己专业知识的人的有用建议。

把这与专门的发布周相比,那时每封邮件都在试图向他们销售东西。

使用附言软销售,内容承载了邮件。附言只是一个额外收获。

你可以使用附言软销售来销售什么

这种方法最适合:

你的小型产品:

- 挑战课程(7-97美元)

- 社区产品
- 支柱产品(如果它们价格较低)

联盟产品:

- 补充你专业知识的课程
- 你实际使用的工具
- 你在类似业务中的朋友的产品

不要在附言中销售什么:

- 你的旗舰课程(为专门的发布保留)
- 高价咨询或辅导
- 一般来说,超过297美元的产品(我从来没有在附言中成功销售过这些)

6部分附言软销售结构

我写过的每个盈利的附言都遵循这个确切的结构:

1. **受众连接** - 为什么我为我独特的受众在他们独特的情况下推荐这个。
2. **受众利益** - 它如何具体帮助我的读者
3. **产品细节** - 它是什么以及如何交付 - 你显然需要这个
4. **社会证明** - 你的个人经验或与产品创建者的关系
5. **紧迫性/稀缺性** - 有限的时间或可用性
6. **明确的行动号召** - 带有以利益为重点的文本的直接链接

真实案例:完整的附言软销售分解

我创建了一个Google文档,完整分解了我如何构建每个盈利的附言软销售,包括上面的6部分框架和我的"销售故事"序列中的完整邮件示例,该序列在5天内产生了5千美元的佣金。

这向你逐字展示了附言的每个部分如何工作,并为你提供了可用于自己产品或联盟促销的模板。

[附言软销售方法 - 完整结构分解](#)

你将确切地看到该方法如何在多封邮件中工作,以及你如何将其添加到滚动发布日历中的内容周。

如何撰写你的第一个附言软销售

步骤1: 选择一个你想发送的教程或每日邮件内容序列

步骤2: 确定一个你可以推荐的相关产品(你的或联盟的)

步骤3: 使用6部分结构来撰写你的附言

确保产品与你的内容密切相关,并且实际上会帮助你的读者。

何时在滚动发布日历中使用附言软销售

- **内容周** 当你想要一些收入而不需要完整发布时
- **联盟促销** 当你不想做完整的发布序列时

我通常每季度使用这种方法2-3次 - 足以产生一些额外收入而不会过度使用它。

行动项目



1. **查看你的内容日历** 并确定2-3个你可以添加附言软销售的教程序列
2. **列一个清单** 列出3-5个可以补充这些教程的产品(你的或潜在的联盟产品)
3. **使用6部分结构撰写一个附言**

— Derek

[EBB] #32 - The P.S. Soft-Sell Method

Today I'm going to show you how to add in P.S. soft-sells to your Rolling Launch Model.

These don't create crazy high revenue numbers, like a regular launch, but I did recently generate a bit over \$10k in sales and earned \$5k in commissions in 5 days, using a tutorial I'd already written with a simple P.S. added to the bottom.

There was no dedicated launch week, cart open emails or urgency emails.

I just took my already valuable content and added a P.S. below it that did all the selling for me.

This is perfect for your Rolling Launch calendar during content weeks when you want to generate revenue without burning out your list with hard pitches.

Why the P.S. Soft-Sell Method Works

The P.S. method puts people's guards are down.

They just consumed valuable content from you. They're in a good mood. They trust you more than they did 5 minutes ago.

Then they see your P.S. and think: "Oh, this is interesting. Derek just taught me something valuable, and now he's mentioning something that could help me even more."

It doesn't feel like a sales pitch because it's not positioned as one. It's positioned as a helpful recommendation from someone who just proved their expertise.

Compare this to a dedicated launch week where every email is trying to sell them something.

With P.S. soft-sells, the content carries the email. The P.S. is just a bonus.

What You Can Sell Using P.S. Soft-Sells

This method works best for:

Your smaller products:

- Challenge courses (\$7-\$97)

- Community products
- Pillar products (if they're on the cheaper side)

Affiliate products:

- Courses that complement your expertise
- Tools you actually use
- Products from friends you have in a similar business

What NOT to sell in a P.S.:

- Your flagship course (save that for dedicated launches)
- Higher-ticket consulting or coaching
- Generally, products over \$297 (I've never had good success selling these in a P.S.)

The 6-Part P.S. Soft-Sell Structure

Every profitable P.S. I've written follows this exact structure:

1. **Audience Connection** - Why I'm recommending this to my unique audience for their unique situation.
2. **Audience Benefit** - How it specifically helps my readers
3. **Product Details** - What it is and how it's delivered - you obviously need this
4. **Social Proof** - Your personal experience or relationship with the creator of the product
5. **Urgency/Scarcity** - Limited time or availability
6. **Clear Call-to-Action** - Direct link with benefit-focused text

Real Example: Complete P.S. Soft-Sell Breakdown

I've created a Google Doc with the complete breakdown of how I structure every profitable P.S. soft-sell, including the exact 6-part framework above and full email

examples from my “Stories That Sell” sequence that generated \$5k in commissions in 5 days.

This shows you word-for-word how each part of the P.S. works and gives you templates you can use for your own products or affiliate promotions.

P.S. Soft-Sell Method - Complete Structure Breakdown

You’ll see exactly how the method works across multiple emails and how you could add it to content weeks in your Rolling Launch calendar.

How to Write Your First P.S. Soft-Sell

Step 1: Pick a tutorial or daily email content sequence you want to send

Step 2: Identify a related product you could recommend (yours or affiliate)

Step 3: Use the 6-part structure to write your P.S.

Make sure the product closely relates to your content and would actually help your readers.

When to Use P.S. Soft-Sells in Your Rolling Launch Calendar

- **Content weeks** when you want some revenue without a full launch
- **Affiliate promotions** where you don’t want to do a full launch sequence

I typically aim to use this method 2-3 times per quarter - enough to generate some extra revenue without overusing it.

ACTION ITEM



1. **Look at your content calendar** and identify 2-3 tutorial sequences where you could add P.S. soft-sells
2. **Make a list** of 3-5 products (yours or potential affiliates) that would complement those tutorials
3. **Write one P.S.** using the 6-part structure

— Derek
