ULTIMATE GUIDE
☑ checklist

by Primoz Bozic

WELCOME TO MY ULTIMATE GUIDE CHECKLIST!

I'm Primoz from SkyrocketYourProductivity.com, and I help online business owners like you create, promote and monetize Ultimate Guides so you can drive more high quality traffic, email subscribers and paying customers to your business.

I created this guide because creating Ultimate Guides has been one of the biggest, if not the biggest skills that allowed me to build multiple successful online businesses and make multiple six figures online.

I could talk about creating Ultimate Guides all day, and over the past few weeks I've got so many questions about how I create them that I decided to put my answers to all of them in this one, incredibly detailed guide.

In this free guide, you'll learn…

- What Ultimate Guides are, and how I learned to write them
- 9 ways in which creating Ultimate Guides can help you grow your online business (with real life examples)
- 3 types of business owners that can benefit from creating Ultimate Guides
- The biggest mistakes people make when making Ultimate Guides (and how to avoid them)
- My step-by-step process for creating Ultimate Guides (with answers to your burning questions about creating them)

In the end, I'll also share with you a checklist that you can print out for reference as you're creating your first Ultimate Guide.

Note that this is a pretty long guide with over 13,000 words, but I wrote it in a way that's easy to read and work through.

I recommend that you read the guide from start to finish and not skip ahead, as parts of the guide build on each other. If you want to take some extra time to check out the examples I mention in the guide that's fine, but make sure that doesn't kill your momentum.

Once you finish reading this guide, you'll know exactly what it takes to create your first Ultimate Guide and all the crucial parts of the process so that you can get started with creating one :).

Let's dive in!

WHAT IS AN ULTIMATE GUIDE?

In my mind, an Ultimate Guide should be the BEST piece of content on the internet on a certain topic.

It's not just a 500-1000 word blog article that would teach your audience a quick lesson or give them 5 tips to improve an aspect of their life.

It's usually a 10,000 word guide (sometimes even longer) that stands out from all the short articles by being the most detailed and well explained post on the internet.

Here's an example of a great guide that my good friend, Peter Nguyen from The Essential Man wrote about buying a leather jacket (that helped him get over 1,000 new email subscribers):

The Ultimate Guide to Buying a Leather Jacket

When I was looking for a new leather jacket last fall, I checked out his guide. Before I read his guide, I spent hours looking for men's style tips on the internet - only to find a lot of contradictory advice about what kind of clothes I should get, that left me more confused than educated.

In Peter's guide I learned everything I needed to know about buying a leather jacket. What makes a good leather jacket, how much it should cost and how to go about buying one.

Shortly after that I've found my perfect leather jacket:

And that's the whole point of creating an Ultimate Guide - Ultimate Guides help your readers go from having no idea about a topic to knowing all of the basics concepts of it, as well as know the answers to the most common questions and issues that they would run into.

And ideally, after they have all of the information they need, they can go out into the world and implement it in the real world - whether that means buying their first leather jacker, writing 1,000 words a day or deciding which animation school to sign up for.

HOW I ACCIDENTALLY LEARNED TO WRITE ULTIMATE GUIDES

I wrote my first Ultimate Guide, The Quick Guide to Skyrocketing Your Poker and Life Productivity in 2012, before most of the experts online started writing them:

You could say that I wrote my guide on accident. I woke up at 6am one morning and realized that nobody was really teaching online poker players how to become more productive and focused when they play poker or learn how to improve their poker game.

As I've gained a lot of knowledge about productivity in the past and played poker professionally for a while, I decided to see if online poker players were interested in learning more about productivity (so they could earn more money in their poker career).

I published a short article on an online poker forum that got a great response, and after that I just kept writing and expanding the article. Chapter by chapter, I wrote what ended up being a 26,000 word Ultimate Guide.

Because that guide was the single best piece of content on the internet about productivity for online poker players, a lot of them read it, commented on it, and shared it with others. If you were a poker player who wanted to become productive, you would come to me.

Since I published it, the guide has had over 222,000 views, 452 comments and was translated into 7 languages.

Because nobody else was talking about productivity for poker players at the time, I was able to quickly position myself as the go-to expert in that small niche.

As a result of writing that guide, hundreds of people have worked with me either as 1on1 productivity coaching clients, group coaching clients, or in a freelance partnership where I worked as a freelancer to create educational videos for their website.

That guide was the single piece of content that built my whole poker productivity coaching business.

Since I saw how successful Ultimate Guides could be, I've written multiple Ultimate Guides in the past myself to grow my current business. They have been read by hundreds of thousands of people, thousands of which later became my email subscribers.

Here's just a few of the guides I've written:

- [The Ultimate Guide to Creating Bulletproof Habits](#) (this is the first guide that I've written for my current website, and is the guide I used to get from 0-500 email subscribers in a month)
- [The Quick Guide to Surrounding Yourself with Successful People](#) (this is an example of a guide that's used as a blog post to drive more traffic to my website, that gets around 750 visits every month, even though I wrote it years ago)
- [The Ultimate Guide to Becoming a Star Student in Online Business Courses](#) (this is one of my most recent guides that's also used as an opt-in offer, and converts my new website visitors into email subscribers).

Each of these guides has played a crucial role in growing my business, and in the future I'm planning on creating a lot more guides in order to keep exponentially growing my business.

9 BENEFITS OF CREATING ULTIMATE GUIDES IN YOUR ONLINE BUSINESS

By using Ultimate Guides as a core content strategy for your business, you'll be able to:

1. **Bring more high quality traffic to your website**
2. **Get more engaged email subscribers (that will turn into paying clients)**
3. **Attract more (or the first few) paying clients for your business**
4. **Establish yourself as the go-to expert in your niche**
5. **Land more guest posts, interviews, and publicity opportunities**
6. **Start building relationships with the top influencers in your niche**
7. **Save yourself a ton of time that you spend answering the same questions over and over again**
8. **Add massive value to your readers (and make a difference in their lives)**
9. **Stand out in a crowded market**

The beauty of these is that with every Ultimate Guide you create, you'll be able to reap these benefits for years to come - and they stack up on each other.

Think of it as mountain streams who all come together to form a river. The more mountain streams you have, the bigger the river will be. When it rains, the streams and the river get bigger, and when it doesn't, they're still there for years to come.

The streams in this analogy are Ultimate Guides, and the river is your business. By creating Ultimate Guides, you'll create new lasting streams of visitors that will come to your website. Some of these visitors will turn into email subscribers, and some into paying customers.

When one of your guides get shared or picked up by a big publication, it's the same as if it rained - the stream will get bigger and the river will get bigger as well. But even when it's not

raining, your river will still be there - and the more guides that you create, the bigger the river (and the growth of your business) will be.

And as you'll see below, it's not just about getting more traffic and email subscribers to your website. It's about much more than that - so keep reading to see what the benefits of creating Ultimate Guides are for your business!

BENEFIT #1: YOU'LL BRING MORE HIGH QUALITY TRAFFIC TO YOUR WEBSITE

There's an incredibly detailed article by Neil Patel that talks about why long-form content like Ultimate Guides gets a lot more traffic than regular blog posts over time.
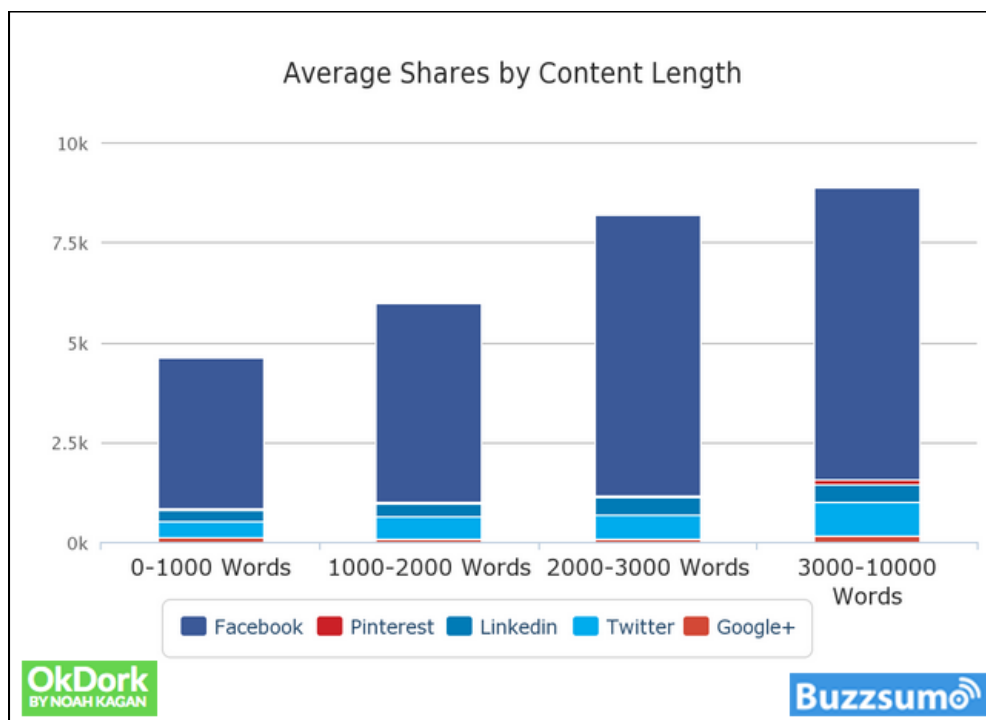
Now if you don't want to read through that whole article, here are the cliffs:

- Ultimate Guides will get shared more on social media than regular blog posts
- Ultimate Guides will get you more links to your website than regular blog posts
- Ultimate Guides will get you more organic traffic than regular blog posts (as more people will find your content through Google)

From my personal experience, I know that Ultimate Guides can drive as much as 10x more traffic to my website than regular blog posts.

For example, one of my regular blog posts (What to Say to Your Family and Friends That Don't Support You) that has **1,848 words**, and is still a pretty good piece of content, has had a total of **1,989** views since I've published it:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014										114	80	73	267
2015	522	48	27	29	42	93	56	76	30	55	54	43	1,075
2016	72	67	91	68	46	45	40	34	38	32	47	41	621
2017	25	1											26

Compare that to my **17,321 word** [Quick Guide to Surrounding Yourself Successful People](#) that was published around the same time. This guide has got a total of **23,515** views over time, which is more than 10x more than the regular blog post.

It got 3,423 views just in the first month of being published, and has brought in an average of 750 visits a month since I published it, even years after it's been published.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014							3,423	1,201	580	520	540	340	6,604
2015	2,104	1,026	804	651	754	657	1,079	798	654	602	405	391	9,925
2016	811	544	648	521	481	405	642	609	573	496	238	421	6,389
2017	578	19											597

Not only will you get a much bigger spike of traffic if you create Ultimate Guides rather than regular blog posts, you'll also get a lot more traffic each month for years to come (which will allow you to build and grow a sustainable business).

Why do Ultimate Guides drive more traffic to your website than regular blog posts?

I'll be up-front: I'm not an SEO expert like Neil Patel that wrote the article above, and I've never really used SEO to write my content. So I wouldn't be the best person to ask why Ultimate Guides drive more organic traffic than regular blog posts.

However, from my experience of writing the guides I've noticed a few things:

- Whenever I write an Ultimate Guide that I've spent tens or hundreds of hours on, my readers and friends notice that. They are far more likely to click on it and read through it because they know it's going to be an amazing piece of content.
- A lot of people (even people that I don't know) link back to the guides I've written in the past, which consistently brings in more new readers to my website.
- When people find a guide that covers a topic 10x better than most blog post, they are excited to share it on social media, mention it in their blog posts or even with their friends.

For example, last year as I attended the [Forefront Event from Ramit Sethi](#), and one of the attendees of the event shared my Ultimate Guide in the group with the attendees, which drove many new high quality visitors to my website:
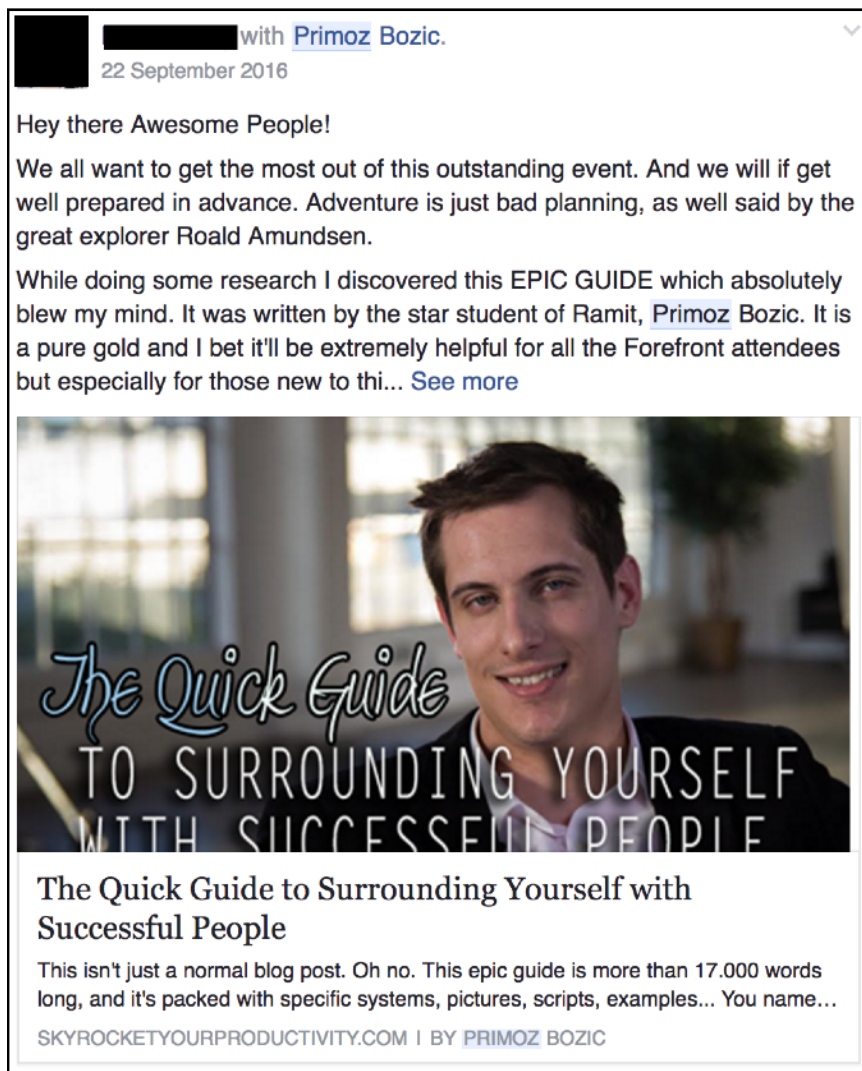
And at the end of the day, it's not just about traffic. Anyone can drive more traffic to their website by paying for some Facebook Ads - but will those really be the people that end up becoming your paying clients?

The type of people that read through Ultimate Guides that are thousands words long before they ever sign up to your email list are far more likely to buy your products than people who just click on a Facebook Ad.

Which brings me to the second benefit:

BENEFIT #2: You'll get more engaged email subscribers (that will turn into paying clients)

When my friend Peter wrote his [Ultimate Guide to Buying a Leather Jacket](#), he only had about 400 e-mail subscribers on his email list. Most of those email subscribers were from years of blog posts that he posted about personal development.

But Peter wanted to do more than just run a self development blog. Having spent years in the design industry designing his own leather jackets, he wanted to start helping successful men improve their own personal style.

There was only one problem - nobody really knew him back then. Sure, there were a few hundred people on his email list, but not all of them were interested in improving their personal style.

In order to start establishing himself as the expert in his new niche, Peter decide to write his [Ultimate Guide to Buying a Leather Jacket](#).

After he published the guide, it was picked up by some of the major men's style website, including [Hype Beast](#), and was shared hundreds of times on the social media:
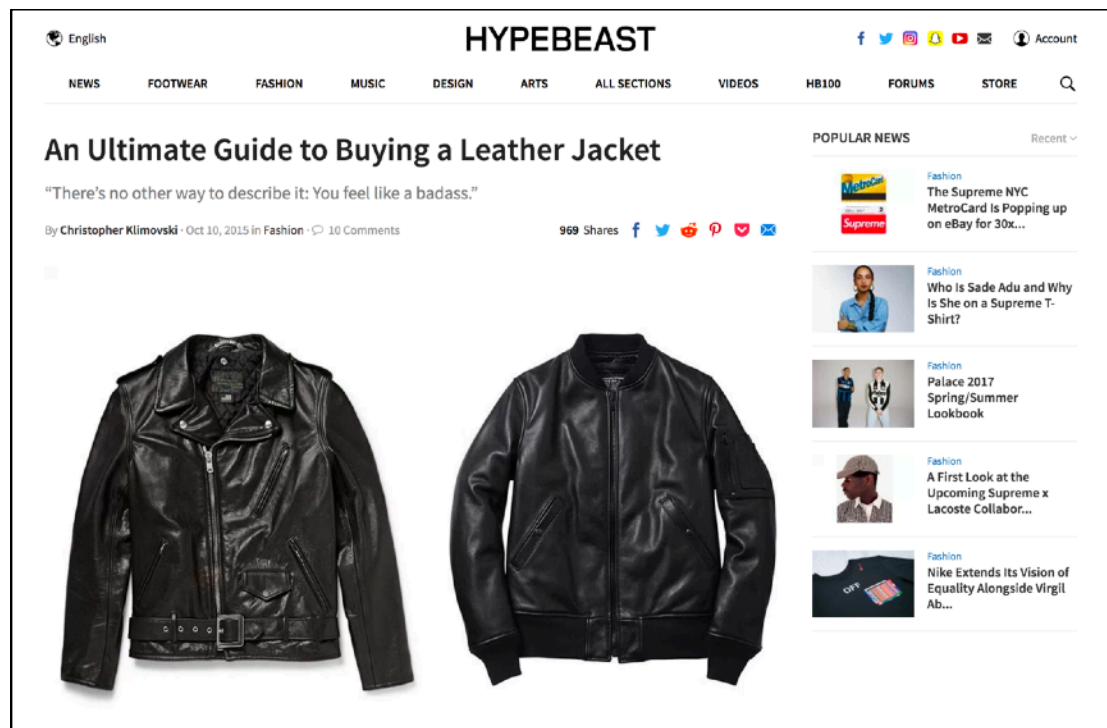
End result?

Within one month of publishing his guide, Peter had **1,000+ new email subscribers**. He essentially tripled his email list over night, and he now had more than 1,000 readers that were actually interested in what he was teaching.

Shortly after that, Peter has launched his first online course and made his first 10 sales online. Just enough to show him that he's doing something right and give him the momentum to continue growing his online business.

Fast forward to today, Peter has thousands of engaged email subscribers (more than 50% of them consistently open his emails), hundreds of paying customers, and he's my go-to guy when it comes for style advice.

I was just talking to Peter a few weeks ago and he told me he decided to stop publishing regular blog posts altogether and to just focus on developing one EPIC piece of content per week like an Ultimate Guide. Smart guy!

BENEFIT #3: You'll get more (or the first few) paying clients for your business

I still remember my first sale online.
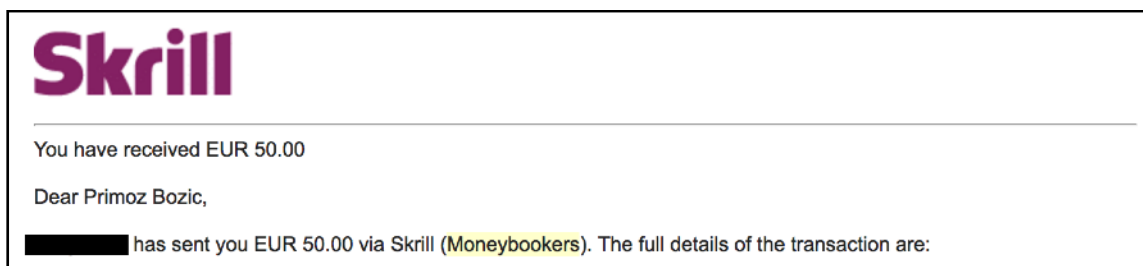
It was for a 60-minute 1on1 coaching call with someone who has read my [Quick Guide to Skyrocketing Your Poker and Life Productivity](#).

At the time I made that sale, I was a college student. And most college students are making around 5EUR / hour in Slovenia (or 7EUR if they're working in an industry like computer science).

It felt amazing to make as much money in an hour as I would usually make in ten hours, and to be able to go out for a fancy dinner with just an hour of work.

But even more importantly, this sale gave me the confidence that I don't have to work in a 9-5 job in a cubicle forever. That I can do something I love, make a good living while doing it, and have the freedom and flexibility to work from anywhere in the world.

That I can create something out of nothing.

And surely, after the first sale more sales came. More poker players wanted to work with me 1on1. Instead of just working with me for an hour, many of them hired me for 5 hours, and later for months of working together.

All of this was the result of me writing my [Quick Guide to Skyrocketing Your Poker and Life Productivity](#). These poker players would find me through the guide, read some of it, and then reach out to me to work with me 1on1.

They saw that I could help them with their problems or the questions that they still had after reading it (and some of them valued time over money, so they preferred jumping on a call with me rather than reading through the whole 26,000 word guide).

Even to this day, so many people that join my courses originally find one of my Ultimate Guides which blow them away (because they're better than a lot of the paid content out there), and show them just how much I can help them.

BENEFIT #4: You'll establish yourself as the go-to expert in your niche

By writing my [Quick Guide to Skyrocketing Your Poker and Life Productivity](#), I was able to establish myself as the go-to expert on productivity for professional poker players (partially because there was nobody else already doing it).

By writing his [Ultimate Guide to Buying a Leather Jacket](#), Peter was able to make a name out of himself in a really crowded niche, and even beat some huge websites like the [GQ Magazine](#) on the google rankings.

If you google "poker productivity", you'll find my guide as one of the top results. If you google "how to buy a leather jacket", you'll find Peter's guide as one of the top results.

One of my friends and clients, Charles Bordet from [Become a Top Performer](#), has created his first Ultimate Guide called [How to Write 1,000 Words Every Day and Massively Create Remarkable Content](#) as a guest post for my friend [Navid Moazzez](#).

How to Write 1,000 Words Every Day and Massively Create Remarkable Content

Before he published his guide, Charles had a bit more than 100 email subscribers on his email list, and he didn't really have a clear identity as an expert in the niche.

Since the guide went live, Charles has gotten 426 new email subscribers from it, and he was able to later successfully launch his writing course called Write1K, and get 16 sales for it (most of which were the people who found him through his guide).

When I talked to Navid about Charles's guide, he said that he was really blown away for it and that it was the best guest post he had ever received.

I've read the guide myself and I can say that it's easily one of the best pieces of content on the internet on consistent writing. And if you google "How to write 1000 words a day", guess what you'll find? Charles's guide.

What I love about Ultimate Guides is that they can help you go from being "no-one" to someone (or even to becoming the go-to expert in your niche), even if you're just starting out with your online business and don't have a huge email list yet.

Every time someone asks me how to write more consistently, I simply point them to Charles's Ultimate Guide (or course). He's my go-to person that I recommend for that exact problem, even though there are thousands of great writers out there.

Because Charles took the time to deeply understand the problems that online entrepreneurs have when it comes to consistently creating great content, and because he took the time to put together this remarkable piece of content, he managed to establish himself as the go-to expert in this mini-niche.

And by doing that, he was able to grow a big enough email list to make a few sales of his business, which later helped him quit his job and move to Thailand, where he's living (and writing) right now.
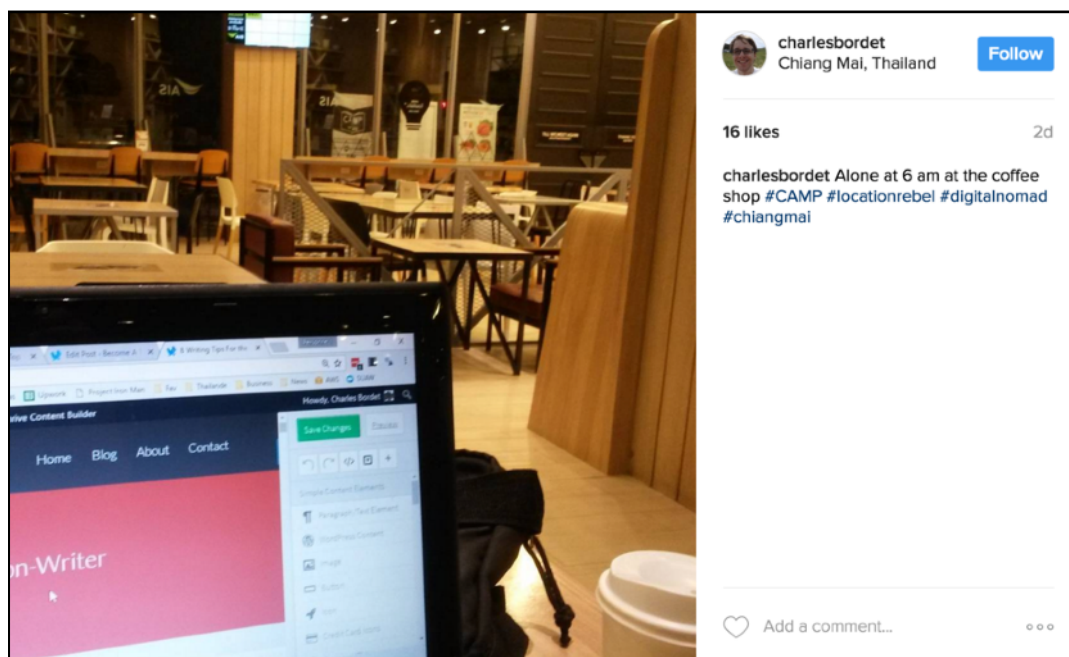
BENEFIT #5: You'll land more guest posts, interviews, and publicity opportunities

One of my friends, Selena Soo, wrote this incredible Ultimate Guide to Meeting People at Events, which has was a huge hit for her.

Not only did her audience absolutely love her guide, her guide also got featured in Business Insider not one, not two, but three times!

This put her guide in front of additional 40,000 readers, and also helped her further establish herself as the go-to expert on building meaningful relationships with influencers and connecting with them at events.

Another one of my friends, Rusty Gray from Rusty Animator, recently wrote The Ultimate Guide to Animation Schools:

The Ultimate Guide to Animation Schools

After publishing the guide, Rusty gained hundreds of new email subscribers, got animation schools to share his guide and even landed a podcast opportunity with one of Disney's animation directors (this is the message he sent to me):

> Good. Almost all tier 2 schools are sharing and a tier 1 school circled back. Aside from shares ive gotten an invite to podcast with a 21 year disney veteran animation director

On top of that, one of the top animation schools in the world wants to feature his guide on their website permanently, which means that every person that comes to their website will have a chance to hear about him.

Writing outstanding content opens a lot of doors. When people see that you're spending so much time and effort creating just one piece of content, they WANT to work with you. They'll offer you guest post opportunities (because who wouldn't want an amazing piece of content?!), offer to interview you for their audience or even help you get covered in the media.

Instead of having to go out and "pitch" people, opportunities to grow your business could come to you. And the pitches that you would still send out would be much easier to write, since you'd be able to show that you create really incredible content in them.

Just imagine what that could do for your business!

BENEFIT #6: You'll be able to start building relationships with the top influencers in your niche

My friend [Navid Moazzez](#) is known for creating world-class content, and he shares the same mentality that I do around creating content. One of his guest post requirements is actually that the articles posted on his website need to be the best pieces of the content on the internet.

Navid has written plenty of truly EPIC pieces of content in the past. A specific one that comes to mind is the [Ultimate Guide he wrote based on an interview that he did with Cal Newport](#):

After Navid wrote this guide, he showed it to Cal, who was completely blown away. He said that nobody ever put so much effort into creating a piece of content based on their interview and that this was easily the best write up he has ever received.

Remember Rusty who wrote The Ultimate Guide to Animation Schools?

When he wrote his guide, he included a lot of the big influencers in his niche in it (and made them look really good).

Before he wrote the guide they had no idea who he was, and now he was getting all of these amazing opportunities AND he was able to start talking to some of the best people in his industry:

the door is open, the stage is set, with all these key influencers in my niche, to help each other moving forward.

Before they had no idea who I was. Now, I know I can reach out to any of them and get them on podcast, or have them at the very least open my email with a warm welcome.

1 outright said they would love to be interviewed by me, another wants to feature my guide permanently on their site.

I wouldn't have heard those responses if I wasn't providing great value to them. Before reaching out I had this fearful voice in my head that it was providing "minor" value to these BIG names. Now that voice is mute. And in the future I know I can provide even more value that in turn grows my business.

If you create outstanding content and either make it about something that an influencer did (like a course review I did for Ramit Sethi, or the interview write-up Navid did for Cal newport), or simply include the influencers in your Ultimate Guide like Rusty did with all the major animation schools, this is a great way to reach out to them and say "hey, I wrote this incredible piece of content and included you in it - I thought you should know!".

What better way to start a relationship with someone that you've admired and followed for years?

BENEFIT #7: You'll save yourself a ton of time that you spend answering the same questions over and over again

Whenever someone asks me how to prepare for a conference, I don't answer their question, even though I could give them plenty of useful tips.

Why?

Because I cover everything I could possibly teach them in my Quick Guide to Surrounding Yourself With Successful People.

The Quick Guide to Surrounding Yourself With Successful People

I do the same thing if someone asks me about creating habits, how to successfully build an online business, or what I think about Ramit Sethi's Zero to Launch course.

In the past, I've spent hours and hours each week answering the same questions over and over again via email. Now, whenever I see that I'm getting a lot of questions about a certain topic, I just create one piece of content that covers all of them and link to that.

We can also take a look at this guide for example - you'll notice that I answer a lot of questions like "Why should I create Ultimate Guides?", "What is your process for creating Ultimate Guides", or "How do you drive traffic to your Ultimate Guides?" inside of this guide.

This saves me a TON of time on a weekly basis, and I know that if I want to scale my business further, I can't spend hours and hours each week answering the same questions each week. It's much better to spend some extra time creating an Ultimate Guide on the topic and create more time for growing my business.

BENEFIT #8: You'll be able to add massive value to your readers (and make a difference in their lives)

At the end of the day, running a successful business boils down to adding massive value to the people that you're serving. Whether that's your coaching clients, freelance clients, people who join your online courses, your email subscribers or your blog readers.

The more value that you can create for your audience and the better results that they get with your materials, the more they'll trust you, invest in your paid materials and spread the word about your business.

Ultimate Guides can bring you a lot of new clients, but what might matter even more than that is that they will get your audience measurable results, and actually make a difference in their lives.

If you look at the comments section of my Quick Guide to Surrounding Yourself With Successful People, you'll see tens of comments like this:

> Very good article, Primoz!
>
> Took me quite a while to read it and take notes (10 pages), and I think there will be some (lifelong) afterthoughts while implementing as well 🙂
> What I instantly implemented:
> #Managing the relationships (used the same docs, little modification)
> #Telling people how the thing they've recommended helped me
> #Generally became more conscious about my relationships, I feel more open to people, to give value etc.
>
> Thank you very much! Keep up the good work.

It's comments and emails like this that always make my day and remind me of why I do what I do. To make a difference in peoples' lives by sharing my lessons with them.

While it's possible to do something like this with regular blog posts as well, I've found that Ultimate Guides that include specific, actionable steps for all the lessons in them just make it so much easier for my audience to take action and get the results that they want.

BENEFIT #9: You'll be able to stand out in a crowded market

If your business is based in a crowded market like health, fitness, business, relationships or fashion / style, chances are that you're not really sure how to stand out from the thousands of other blogs and experts in the niche and make a name for yourself.

If you remember Peter did just that with his [Ultimate Guide to Buying a Leather Jacket](#), and Charles did the same thing with his guide about [How to Write 1,000 Words Every Day and Massively Create Remarkable Content](#).

There are literally thousands of men's style blogs out there, and there are thousands of blogs talking about online business and entrepreneurship.

The key to standing out in a crowded market like that is to pick a very small problem (like buying a leather jacket or writing 1,000 words every day) that isn't really covered well in any existing piece of content on the internet.

If you create an Ultimate Guide on that exact topic that's the best piece of content on the internet, you can quickly establish yourself as the go-to expert in that niche. After that, you can continue to develop different guides on other small (or bigger) issues that your audience has, and continue making a name out of yourself.

For example, after Peter published his [Ultimate Guide to Buying a Leather Jacket](#), he published a few more guides and epic pieces of content:

- [The 2016 Essential Fall Style Guide](#)
- [The Essential Guide to Surviving Hot Weather with Style](#)
- [A Beginner's Guide: 16 Essential Style Tips For Guys Who Want to Dress Better](#)

Each of this guides has brought Peter an additional 500-1,000 new email subscribers, and continued to turn his readers into raving fans.

Funnily enough, when I mentioned some of his guides in an email that I sent out to my readers, Peter got over 100 additional email subscribers - just from one mention in an email and with guides that he has created months or even years ago:

One of my friends, Peter Nguyen reached out to me via a Facebook message and offered to help me with improving my style for a piece of content he was working on.

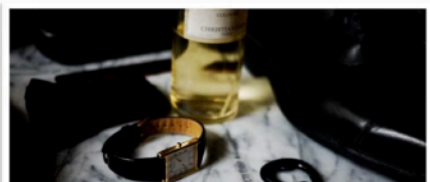Peter runs a site called The Essential Man where he helps guys look really f*cking good:

THE ESSENTIAL MAN

START HERE   ABOUT   WORK WITH ME   BLOG   CONTACT ME

ESSENTIAL GUIDES

A Beginner's Guide: 16 Essential Style Tips For Guys Who Want to Dress Better

JANUARY 17, 2017 · 7 COMMENTS

You can check out Peter's site here.

How cool is that?

The other way in which you can stand out in a crowded market is to pick a super specific audience (rather than a super specific problem) for your Ultimate Guide.

This is what I did when I wanted to write about productivity - I couldn't really compete with the top productivity experts, but because I chose an audience that nobody was serving well yet (online poker players), I was able to completely dominate that super small niche with [The Quick Guide to Skyrocketing Your Poker and Life Productivity](#), which became the go-to piece of content for online poker players that wanted to become more productive.

To sum up, you can (1) pick a super specific problem OR a super specific audience within your niche, and (2) develop an Ultimate Guide that becomes the #1 piece of content on that problem or for that audience in your niche.

That's how you can stand out from a crowded market and not have to worry about competition - because nobody else will take the time to do what you've just done.

3 TYPES OF BUSINESS OWNERS THAT CAN BENEFIT FROM CREATING ULTIMATE GUIDES

There's 3 groups of online business owners that I've worked with that greatly benefit from creating Ultimate Guides:

#1 - Online business owners in the beginning stages of growing their online business who want to build a big enough audience to launch their first product or service and make their first sales online.

If you…

- Started your online business within the last year or so
- Have a business idea that you've thoroughly researched and know that there is demand for
- Have a functional website and 0-500 email subscribers
- Have already written a few blog posts and got a handful of email subscribers with them
- Want to get to 500-1000 email subscribers, so you can launch your first online product and/or get your first coaching clients

Then you should absolutely think about creating your first Ultimate Guide. Your first guide will help you get the a few hundred (or more) extra email subscribers that will allow you to finally launch your first product or service and make your first few sales online (and perhaps even get to your first 1,000 email subscribers).

Creating your first guide will also make it a lot easier for you to pursue guest post, interview and publicity opportunities because you'll have an amazing piece of content that you'll be able to share as a writing sample.

Your guide will be a lot easier to promote and use to drive traffic to your website, because you'll be promoting a really incredible piece of content (and it's very likely that people who read it will share it for you).

Last but not least, your guide will become the first strong stream of lasting traffic on your website, so you won't feel like nobody reads your content any more - as you'll get gradually more traffic and email subscribers to your website.

#2 - Online business owners who have already successfully launched their first online product or a service and want to sell more of it.

If you…

- Have already launched at least one online product or service successfully
- Have anywhere from 500 to a few thousand email subscribers
- Have already written a few amazing blog posts, but want to get even better results with them

- Want to start building relationships with the key influencers in your niche
- Are ready to begin establishing yourself as the go-to expert in your field
- Your main focus is to bring in thousands of high quality email subscribers
- Want to make more sales of your product, so you can create more amazing testimonials and case studies for your business

Then you can use Ultimate Guides to maximize the results and benefits that you get from the time that you invest into creating new content.

With every guide that you create, you can:

- Add massive value to your existing email subscribers by creating an incredible piece of content about something that they struggle with
- Get a big spike of traffic and email subscribers from sharing the guide (that turns into a lasting stream of new traffic and subscribers over time)
- Use the guide to build new and strengthen old relationships with the top influencers in your niche, so you can land bigger and bigger guest post and publicity opportunities
- Stop being "no-one" and begin establishing yourself as the go-to expert in your niche
- Get a step closer to reaching your first 5,000 or 10,000 email subscribers
- Save yourself hours each week that you would spend answering the same questions from your email subscribers (as you can just link them to the guide instead)

Once you create your first guide, you can create more EPIC pieces of content that will stack on top of each other, and go from getting 1-3 new email subscribers per day to 5, 10, 20, or even more new subscribers every single day (and your email list will grow on it's own, even if you don't constantly publish new content every week).

#3 - Well established online business owners who have successfully sold an online product / service for years, have a large following, and want to attract even more high quality customers into their funnels

If you…

- Have at least one flagship product or service that you've successfully sold for a year or more
- Are already considered as one of the top experts in your niche, but want to jump ahead and become the #1 expert who is one level ahead of everyone else
- Have at least one copywriter on your team that writes some of the content for you
- Heavily rely on paid traffic to acquire new customers, but want to explore content creation as a key strategy to bring on more high quality traffic
- Create a lot of high quality content on a consistent basis, but you feel like it just isn't blowing up and reaching as many people as it should be
- Have a strong following of thousands of customers and/or tens of thousands of email subscribers that love hearing from you
- Want to figure out how to double the amount of your customers over the next year

Then Ultimate Guides can become a core strategy for bringing in more high quality traffic, email subscribers and customers for your business.

Instead of just writing more blog posts, your writers will be able to create evergreen resources that you'll be able to use to keep adding value to your readers and attract a lot more of them.

Creating the absolute best content in your niche will allow you to establish yourself as the top authority in it, and when people think of your niche, they'll think of you.

If your business is currently bringing in most of the customers through paid traffic, you'll be able to diversify your traffic sources in the best way possible. Rather than just starting a blog, you'll be able to create content that actually moves the needle for your business.

And if you already have a lot of high quality content created, you'll be able to repurpose a lot of it and use it as the building blocks to create your Ultimate Guides in half the time - creating the content that will give you a much bigger impact than just repeatedly promoting the old pieces of content.

If you aren't a part of one of these groups, that doesn't mean that you can't use Ultimate Guides to start or grow your business.

These are just the groups of clients that I've personally worked with 1on1 to develop their Ultimate Guides, and I know from personal experience that Ultimate Guides can make a big impact on their businesses.

Does that mean that you can't use an Ultimate Guide to grow your freelance business, your brick and mortar business, your tech start up or even to transition into a new niche and move your business into a new direction?

Of course not. I just haven't tested it myself so I can't vouch that it works, but if you do end up creating an Ultimate Guide, I'd love to hear about your results!

THE BIGGEST MISTAKES YOU CAN MAKE WHEN CREATING ULTIMATE GUIDES

When I first started exploring the idea of teaching online business owners how to create Ultimate Guides, the #1 question they would ask me once I got on the phone with them was "What is your process for creating Ultimate Guides?"

And today, I'm excited to publicly reveal the whole process that I use to develop Ultimate Guides - from start to finish.

When you read an Ultimate Guide, you might think to yourself "Hey, I could create an Ultimate Guide like this myself!". You could, and I encourage you to do it. But there's one thing that I need to tell you before you go on and create your guide:

Writing the actual guide is just a small part of ensuring that your Ultimate Guide is a success. You could be the best writer in the world, take a look at an Ultimate Guide that's already very successful, copy the structure of it and make your own guide… But it's likely that it wouldn't be nearly as successful as the one you copied.

Here's why:

- If you pick a **topic** for your Ultimate Guide that your audience doesn't care about, they won't read (or share) your guide.
- If your Ultimate Guide doesn't have a compelling **outline**, a lot of people will open the guide, get confused and overwhelmed by it, and stop reading it.
- If you don't have a clear **promotional strategy** for your Ultimate Guide, you'll end up just publishing your guide on your website where not many people will ever find it or read it.
- If you don't have a clear **email list strategy** that would allow you to convert the traffic that you get to your Ultimate Guide into email subscribers, then a lot of people might come to your website and read the guide, but never come back and turn into paying customers.
- If you don't have a clear **monetization strategy** for your Ultimate Guide, you might get a lot of traffic and email subscribers to your guide, which is great, but if you don't have a plan for monetizing your guide, you'll be stuck with a hobby rather than a successful business.
- If you don't know how to **design the guide and set up the right technology**, the world probably isn't going to end (hey, I'm being honest). But if you do know how to set up the page with your Ultimate Guide on your website and your email funnel properly, you'll be able to bring in a lot more traffic and email subscribers to your business.
- If you don't know how to **promote your Ultimate Guide once it's published**, then see point #3 (very few people will ever find and read your guide).
- If you don't know how to **systematize** creating Ultimate Guides, you'll spend a lot more time developing future guides than you would if you created a system that allows you to create every future guide in half the time or even less.

So yes, you could absolutely just try to copy someone else's guide and maybe you'd get lucky and it would blow up (like my Quick Guide to Skyrocketing Your Poker and Life Productivity did).

But do you really want to spend weeks or even months writing a piece of content, not knowing if it'll be successful or not?

There's a better way. And today I'm going to share it with you.

Since I've developed my first Ultimate Guide, I've developed multiple Ultimate Guides myself (that I mentioned throughout this guide), and I've worked with tens of clients and friends to help them develop their Ultimate Guides.

As I learned how to run a successful online business, I learned that A LOT of the lessons that I've learned about bringing more traffic to my website, getting more email subscribers, creating online courses and copywriting can be applied to Ultimate Guides to put them on steroids.

Honestly, when I look back at some of my past guides, I cringe a little bit inside, knowing how much better they could be. Let's just take a look at a few examples:

#1 - Quick Guide to Skyrocketing Your Poker and Life Productivity

What I did well with this guide (and why it got 222,000+ views):

- I picked a niche and a topic combination that wasn't served yet, and that there was demand for.
- The title was straightforward and clear, and everyone knew exactly what they would learn from the guide just by looking at the title.
- I made the guide the best and most detailed piece of content on the internet for poker players who wanted to learn more about productivity.
- I put the guide in a place where thousands of people from my target audience hung out (one of the biggest online poker schools out there).

There are also quite a few things that I would do differently today:

- The TOC (table of contents) was based around the things that my readers NEEDED to do, rather than struggled with / wanted to achieve, which made the guide a lot less compelling and engaging.
- I didn't really have a clear traffic strategy for the guide. I was pretty lucky that it took off as it did and that people loved it as much as they did. I didn't do much to drive extra traffic to the guide.
- While I did get a lot of coaching clients from this guide, I didn't really have a plan for capturing the traffic that I got from the guide into email subscribers, which made me very dependant on the poker school. If they decided to delete the guide for some reason, I would go out of business.

I know that if I had done those things differently, (1) a lot more people would read and promote my guide and (2) I'd be able to build a solid email list that I could use to continue communicating with my potential clients and grow my business a lot faster.

[#2 - The Quick Guide to Surrounding Yourself With Successful People](#)

I wrote this guide a few years after I wrote the first one, and there's definitely a few things I did better:

- The guide overall is much more visual, and has a compelling story that keeps the reader engaged throughout the guide. There was also a lot more of my personality in the guide, which allows readers to build a connection with me and read more of my content.
- The TOC was better this time, and it talked about a few specific things that people struggled with / wanted to achieve (like building relationships with VIPs, finding an accountability buddy, etc.).
- Because I published the guide on my website and developed a bonus e-book to go with it, I was able to turn a lot of traffic that I got from the guide into over 1,000 new email subscribers.
- I included the advice of quite a few of my friends in the guide, which resulted in many of them sharing the guide (and around 3,500 people saw the guide within the first two weeks of me publishing it, which was a lot for me at the time).

I'll be the first to admit that there were also a few places where I messed up in this guide:

- The biggest mess up was the title and the topic of the guide. Now I see that nobody really wants to "surround yourself with successful people". It's too vague, and you don't really know what you're getting out of the guide. I think the guide would perform much better if I made it about a smaller topic, like attending your first conference or connecting with influencers.
- I could've still done a much better job of including other influencers from my niche in the guide which would allow me to start building relationships with them (and possibly help me spread the word about the guide better).
- I didn't have a clear monetization strategy for the guide in place. I did get a lot of new email subscribers from the guide and a lot of them ended up joining the courses I created, but if I had an email sequence with a course or a program set up after the guide, I could've monetized the guide way better (and better help the people who were already seeking help by reading my whole guide).
-

Because I chose a topic that was too vague, the guide wasn't nearly as successful as it could've been, even though a lot of people would consider it fairly successful with the 23,515 views it got over the years. Which is kind of a shame since I spent a whole month developing this guide.

MY STEP BY STEP PROCESS FOR CREATING ULTIMATE GUIDES

To make sure this doesn't happen to you (and help you get started with creating an Ultimate Guide that will be a huge hit), let's look at the exact step-by-step process that I use to develop each new Ultimate Guide myself and with my Ultimate Guide Coaching clients.

THE ULTIMATE GUIDE CHECKLIST

VIRAL TOPIC	MOUTHWATERING OUTLINE	PROMOTIONAL STRATEGY

EMAIL LIST STRATEGY	MONETIZATION STRATEGY	REMARKABLE WRITING

DESIGN & TECHNOLOGY	PUBLISHING & PROMOTION	EPIC CONTENT SYSTEM
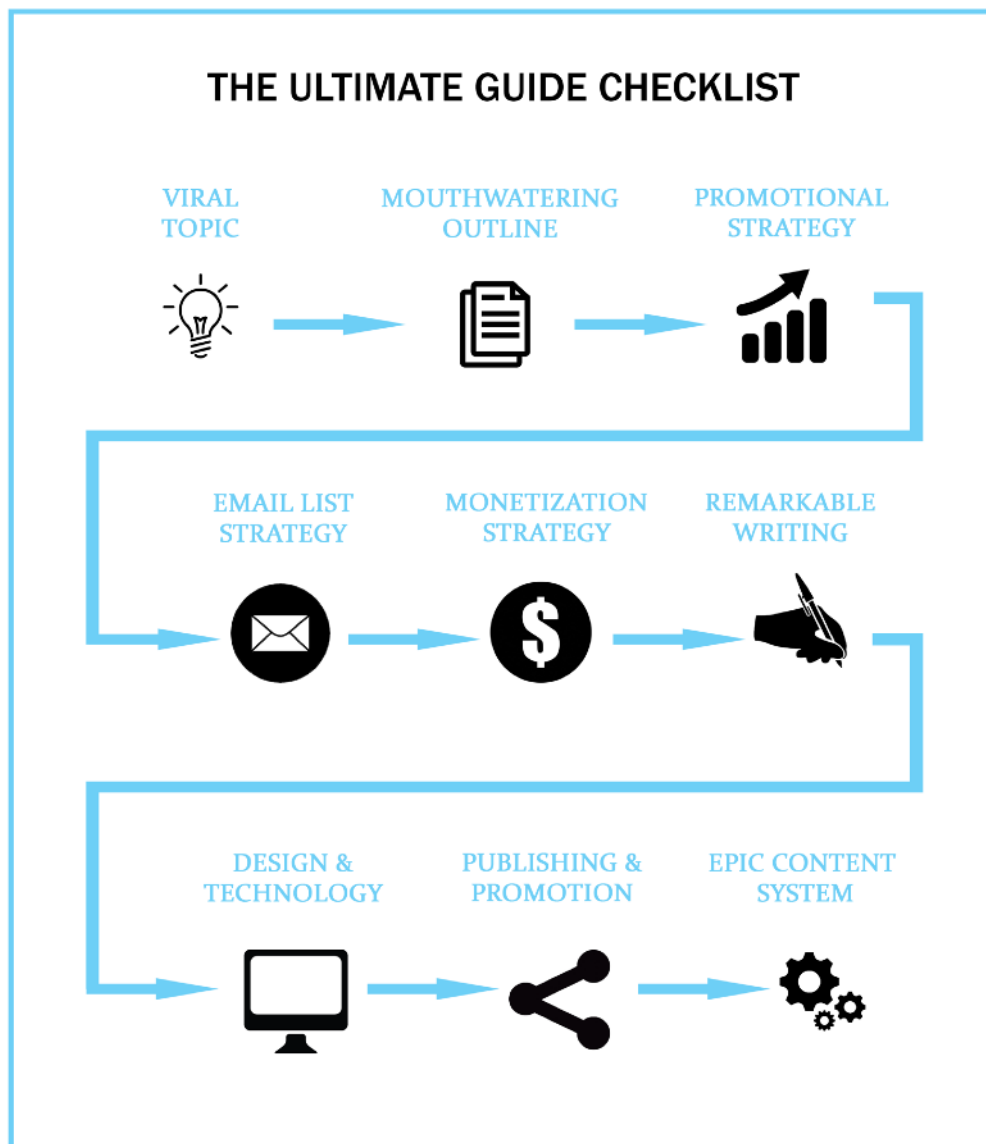
Feel free to print out or save this checklist and use it for reference while creating your Ultimate Guides.

Now let's walk through each of the steps from the checklist so you can learn how to actually create your first Ultimate Guide :).

STEP #1: FIND YOUR VIRAL TOPIC

If you pick a great topic for your Ultimate Guide that has the potential to go viral, everything becomes 10x easier. Writing the guide, promoting the guide, monetizing it… will just work together.

If you're creating the best piece of content on the internet about a problem or for an audience that nobody is really solving or addressing, and you're the one that is making that pain go away for your audience, people will love you for it, read your guide, share it, and subscribe to your email list for more help with their problems.

This is exactly what happened with my [Quick Guide to Skyrocketing Your Poker and Life Productivity](). Because I chose a great topic and audience for my guide, it became a huge success, even though I didn't know much about promoting or monetizing my guide.

The opposite happened with my [Quick Guide to Surrounding Yourself With Successful People](). Even though I had a basic promotional strategy and the guide itself is much more visual and engaging, the topic and the audience just wasn't that great - which is a big reason of why the guide was less successful than the first one I created.

Before you ever start writing the guide, you need to find a viral topic for your guide. As mentioned before, you can do this in two ways:

1. You can pick a super specific PROBLEM within a niche that nobody is solving well (like Peter's [Ultimate Guide to Buying a Leather Jacket]()).
2. OR, you can pick a super specific AUDIENCE and write about a broader topic for them (like my [Quick Guide to Skyrocketing Your Poker and Life Productivity]())

In essence, it really is that simple. If you find a viral topic for your guide and create the best piece of content on the internet on it, it'll be really hard for your guide NOT to be noticed and become the go-to resource on that topic.

What you **don't** want to do, especially if you're just starting out is:

- Create an Ultimate Guide on a very broad topic, like ["The Ultimate Guide to Starting an Online Buisness" from Ramit Sethi](). The reason why he can create guides like that is because he's already an authority in the online business world. It will be harder for you to compete with guides like that if you're just starting out.
- Create an Ultimate Guide on something that you think is important, but people don't really care about (like my [Quick Guide to Surrounding Yourself With Successful People]()). There's no amount of work that can "force" people to care about something.

Instead, you should find something people already complain about and help them with that.

- Create an Ultimate Guide for an audience that isn't willing or able to pay for your products or services later down the line (like creating "The Ultimate Guide to Buying a Leather Jacket for High School Students"). The audience for that guide would probably be too small and wouldn't really help you grow your business.

The best way to find a viral topic for your guide is to do some research for it (just like you did the research for your business idea).

I usually do some research online, talk to my email subscribers and then jump on a call with a few people from my target audience for the guide, to see if my topic idea is something that they would love to learn more about (or if there's something else that they'd prefer to learn about from me).

This means that I don't create my guides based on assumptions any more (like I did in the past), but actually test if there's demand for them before I start developing them.

STEP #2: CREATE YOUR MOUTHWATERING OUTLINE

Once you find a viral topic for your Ultimate Guide, the next step is to create a mouthwatering outline for it.

Creating the outline will help you visualize the structure of the guide, break it down into chapters and help you create the Table of Contents for your guide that your readers will be able to use to navigate through it.

The outline from my Quick Guide to Surrounding Yourself With Successful People

In a way, this outline that you'll create will serve a similar purpose as an MVP (minimum viable product) does for a start up.

The purpose of creating the outline is not just to make it easier for you to write the guide, it's to be able to show the outline of your guide to potential readers BEFORE you ever spend weeks writing it and putting it together.

By asking for feedback on your outline, you'll be able to immediately see whether you're on the right track or not, and if the guide that you're creating has the potential to really take off.

A major mistake that people make when they try to create their Ultimate Guide is to write it by themselves, without asking anyone else for help or feedback. This is the mistake I made when I wrote the Quick Guide to Surrounding Yourself With Successful People.

Because I didn't talk to anyone about the topic for the guide, I ended up creating a guide that wasn't nearly as successful as it could've been.

When you do create your first guide, make sure you involve at least 5 other people from your target audience into picking the topic and creating the outline for your guide (or, even better, even your whole email list if you have one).

And once you have an outline that you show to your potential readers, and they say something along the lines of "Wow, this looks amazing! When will this be written?", you know that you have a mouthwatering outline for your guide ready.

When I talked to my readers about creating Ultimate Guides, something that came up over and over again was "I just finished writing my Ultimate Guide. What do I do now? How do I drive traffic to it?".

I understand that, because as I wrote my [Quick Guide to Skyrocketing Your Poker and Life Productivity](), I didn't really think about how I'm going to promote it. All I was thinking about is "This is something that needs to be written and I'm going to be the one to write it".

Luckily I published my guide in an online forum that thousands of people visited each day, and as I kept adding chapters to the guide and bumping it up, it got more and more traffic automatically, and that's how 222,000+ people ended up reading it.

If you're planning on publishing your Ultimate Guide on your website that doesn't already have tens of thousands of daily visitors, that strategy won't really work for you, and chances are you'll end up sitting on a fully written guide, not knowing what to do with it.

You might share it on your social media accounts, some of your followers might read it or even share it… but what else can you do to promote it?

While there are a few things that you could do after you've written the guide, the real work is usually done BEFORE you ever start writing the guide.

That's right - in order to pretty much guarantee that your guide will be a success, you can develop a promotional strategy once you've created the outline for your guide.

You can think about all the different people and outlets through which you can promote the guide, and then make a plan for how you're going to write your guide so that it's easy for you to promote it.

For example, in my [Quick Guide to Surrounding Yourself With Successful People]() I mentioned a lot of my friends and the advice they've given me. I even shared some photos of how I implemented their advice, like how I prepared for one of the conferences that I attended:
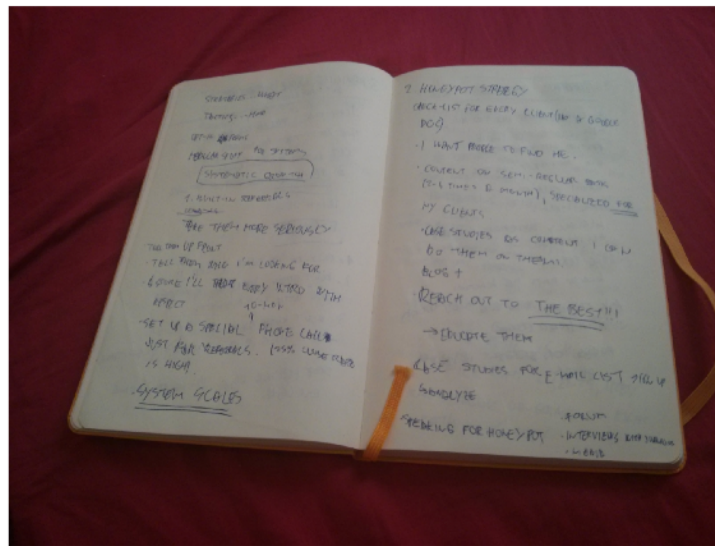
I use a notebook like this to take my notes and write down questions.

Once I finished writing the guide, I just sent out a quick email to all of the people that I mentioned in my guide to let them know about it, and quite a few of them shared the guide on their social media accounts without me even asking them to.

This is just a small example (there's a lot more that you can do to promote your Ultimate Guides and make sure your readers share them with others), but the key lesson here is to create a promotional strategy for your guide, and make sure you do it before just writing it.

Think about it - just how awesome would it be to finish writing the guide, hit the publish button, and have 50+ people waiting to share it from you once it's live?

STEP #4: CREATE YOUR EMAIL LIST STRATEGY

As I mentioned before, one of the biggest mistakes that I've made with my Quick Guide to Skyrocketing Your Poker and Life Productivity was that I didn't build an email list using the attention that it got.

Since then I've learned all about how email lists can help you build an online business, and that the email list is actually the most important part of your website.

It makes sense - if someone shares their email address with you, you'll be able to stay in touch with them, add more value to them, talk to them and sell your products or services to them. If they don't, they might still come and check out your website someday… But you don't really have any control over that.

Once you know how you're going to drive traffic to your Ultimate Guide once it's written, you'll want to make sure that those people that read your guide subscribe to your email list.

And just like with the promotional strategy, you'll want to create your basic email list strategy before you ever start writing the guide.

You'll want to think about things like:

- Where and how will my readers be able to subscribe to my email list?
- What can I offer to the readers of my guide in exchange for subscribing to my email list?
- What happens after someone subscribes to my email list? How can I use this as an opportunity to bring in more traffic to my guide and more email subscribers?

For example, after I finished my [Quick Guide to Surrounding Yourself With Successful People](#) I sent it out to my current email subscribers, without showing it to anyone else. I asked them to read the guide and tell me about one thing that was missing from the guide.

My email subscribers shared a lot of great questions with me, and I could see that the overarching theme was that they didn't really know where and how to get started with putting the guide into action.

That's why I created a bonus PDF called Your Roadmap to Surrounding Yourself With Successful People:

Here is what's included in Your Roadmap to Surrounding Yourself with Successful People:

- A **step-by-step roadmap** that you can use to build relationships with your first 5, 15, (and later even more) people.
- **28 mindset shifts** that will help you overcome barriers like: "I don't think I can add any value to other people", "I don't have enough time", "I get nervous when talking to people and don't know what to say" (and many more).
- **Specific ideas for putting guide into action** if you are student, work at a corporate job or simply don't meet that many people in person in your business.

I offered this free bonus PDF to the people who read my guide until the end as the logical next step, which is how they ended up subscribing to my email list - and they loved that I went the extra mile with helping them put my advice into action.

Again, this is just one example of how you can turn the traffic that comes to your guide into email subscribers, but in general it's a great habit to ask yourself "Now that someone has read my guide, what else will they want to learn about?" - or even better, to ask the actual readers of the guide!

Once you know what your readers want next, you can develop that extra bonus for them, and add even more value to them as they subscribe to your email list.

STEP #5: CREATE YOUR MONETIZATION STRATEGY

Most people don't immediately connect Ultimate Guides with directly increasing the bottom line of your business.

There's two ways in which I like to think about monetization of Ultimate Guides:

1. If an Ultimate Guide brings more traffic and subscribers to your website, you'll automatically be able to boost your revenues next time you launch your product or a service (due to a larger audience)
2. Beyond that, you can develop a specific monetization strategy for your Ultimate Guide that will help you serve the people who have just read your guide, are highly engaged and are ready to work with you immediately

With my Quick Guide to Skyrocketing Your Poker and Life Productivity, the monetization strategy was pretty straightforward:

● Within my guide, in a couple of places, I mentioned that I also did 1on1 productivity coaching for online poker players
● If someone clicked on a link where I mentioned 1on1 coaching, they would be sent to a sales page where they could sign up for my services
● If they thought it was a good fit, they would sign up for a call with me and we would see if we can work together

Using this strategy I was able to build a solid stream of income using the 1on1 coaching which allowed me to quit university and my job, and just focus on running my business full time.

Another common concern that I see with my readers who are thinking of developing Ultimate Guides is "If I give all of this information for free, why would anyone want to pay for it?"

The reasons why people hired me for 1on1 coaching even though I had written a 26,000+ word free guide were:

- Some of them simply didn't have the time to go through the whole guide and wanted to work with me to get results a lot faster (the guide showed them that I know what I'm talking about, but what they really wanted was to work with someone 1on1).
- Even after they read the guide, some of them had further questions about the guide or wanted to talk to me about their problems that weren't covered in depth in the guide.
- They also liked working with me because there was an accountability aspect of it. Yes, they could get all of the information free in the guide, but there's a difference between knowing something and putting it into action.

What I've found interesting is that the more information I gave a way for free, the more people would find me, the more they would trust me, and the more they would want to work with me.

It's the exact opposite of what a lot of people think (that giving more information for free means that nobody will want to work with you).

Especially when you're just starting out with your business and when nobody really knows who you are, your top priority should be to create some incredible content, put yourself out there consistently and start establishing yourself as one of the go-to experts in your field.

In terms of creating a monetization strategy, here are just a few things that you could do to monetize your Ultimate Guide (usually you would offer these to the people who read your guide and subscribe to your email list):

- You could offer 1on1 coaching to work on the topics from the guide 1on1 (like I did with my [Quick Guide to Skyrocketing Your Poker and Life Productivity](#))
- You could develop an online course that dives deeper on the topic and gives you some extra accountability, like Charles did with his Write1K course that he offered to the readers of his guide about [How to Write 1,000 Words Every Day and Massively Create Remarkable Content](#).
- You could also do deep dive interviews with the experts in your field that expand on each of the chapters of the guide. So for each chapter that you have in the guide, you can have a 1-hour interview where you cover a lot more than in the chapter. This is something I'm planning on doing for one of my future guides.

There's other things you could do as well - offer a subscription program, a group coaching program, even a SaaS product or something else - there's many ways in which you can monetize your Ultimate Guides, as long as you actually think about how you're going to do it.

One thing that I would NOT recommend to you is to sell your Ultimate Guide as a paid e-book (rather than making it available for free).

My friend Peter originally sold his [2016 Essential Fall Style Guide](#) to an email list of 2,000 people at $20, and made $2,000 with it.

That's not bad, but when you look at the other numbers you can see that it's not the best thing to do. After selling his guide he also sold his $197 online course to the same email list which brought in $5,600.

Compare this to his to some of his other guides that he offered for free - his [Ultimate Guide to Buying a Leather Jacket](#) brought in over 1,000 email subscribers and his [Essential Guide to Surviving Hot Weather with Style](#) brought in over 750 email subscribers, who he can talk to, sell courses to, or even work with 1on1 (Peter just recently successfully launched a 6-week, $1,500 per person 1on1 coaching program).

Yes, you could try making a quick buck by selling an Ultimate Guide (if you already have an email list that you can sell it to), but that way WAY less people will see the guide (100 people saw his fall guide vs. tens of thousands of people that saw his summer guide), and you won't be able to drive extra traffic to your website, get more email subscribers, and establish yourself as the go-to expert in your field.

In the long run, the best thing to do is to use the Ultimate Guides as incredible free content to add value to your subscribers, grow your email list and become an authority - then use premium offerings like online courses or coaching programs to bring in the revenue for your business.

As you're preparing to write your first guide, it makes sense to create a basic monetization strategy for it. Then, once the guide is finished, you can test and validate your strategy with the readers of your guide and see how it works (and change it if you need to).

STEP #6: WRITE A REMARKABLE ULTIMATE GUIDE

By the time you actually start writing your guide, you should have a...

- Research-backed topic selected for your guide that you know your audience will love
- Compelling outline that covers the major questions, problems and desired outcomes of your audience
- Promotional strategy that will help you drive traffic to the guide once it's written
- Email list strategy that will help you convert that traffic into email subscribers
- Monetization strategy that will help you convert the email subscribers into paying customers

Most people don't do this when they write Ultimate Guides. They just go on and write them. That's why some of them are successful, but most are not. If you take a few minutes to

google around for Ultimate Guides in your niche, you'll notice that most of them are missing at least a few of these elements..

If you go through the steps above, you'll already be FAR ahead of most people who try to create Ultimate Guides, then wonder why they didn't succeed.

And now that you've set yourself for success, it's time for my favorite part of creating Ultimate Guides - writing a **truly remarkable Ultimate Guide**.

There's just one thing that's even worse than missing the steps above. It's creating a guide, calling it an Ultimate Guide and actually delivering a very mediocre piece of content that's far from being an Ultimate Guide.

[Here's an example of an "Ultimate Guide" I've found last year when I spent a month in Thailand about island hopping in Thailand.](#)
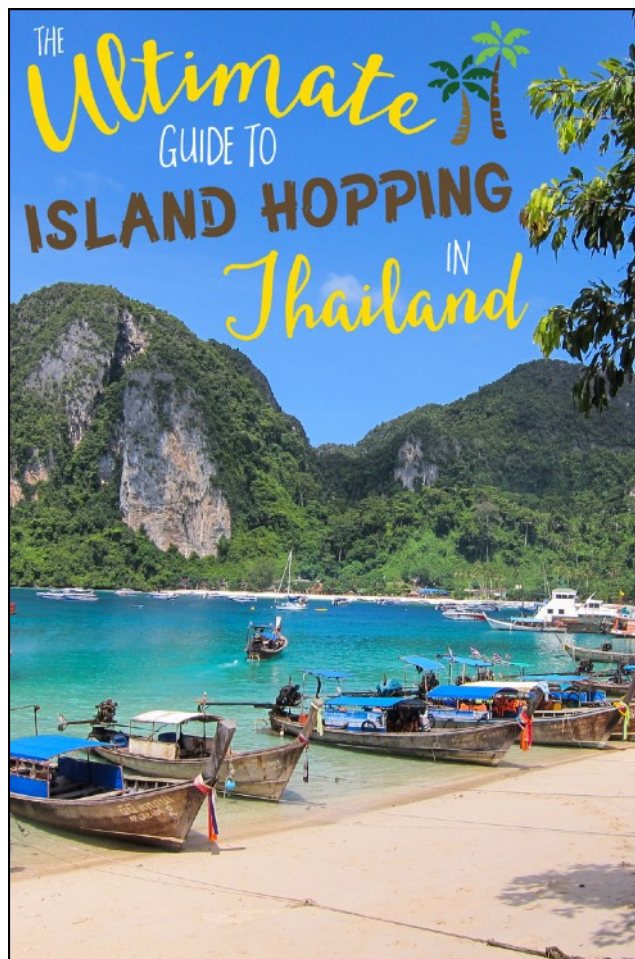
When my girlfriend showed this guide to me, I felt tricked. It wasn't an actual Ultimate Guide that I expected, it was just 3 pages of information that didn't really teach me anything new about island hopping. Needless to say, I never came back to that website again.

There's so many bad examples out there of "Ultimate Guides" that aren't that. And hopefully, by creating this guide there will be a lot more truly incredible guides out there :)

So how do you create an Ultimate Guide that is truly remarkable?

The simplest question that you can ask yourself is "How can I make this guide the absolute best piece of content on the internet?"

For example, when I wrote my [review of Ramit Sethi's Zero to Launch course](#) (which is very similar to an Ultimate Guide with 7,693 words), I set on a mission to write the absolute best review of his course at the time.

I knew that other people who were writing such reviews didn't have the time (or interest) to write a really long and detailed review, but because I wanted to really build my relationship with Ramit, I thought about how I could really make my review stand out from all the other reviews out there.

Here are just a few of the things that I did to make this review really stand out:

- I included a lot of proof that Ramit's course works - from showing the new email subscribers that signed up to my email list to actual invoices and revenue numbers.
- I talked about more than just the course - I talked about how the course actually changed my life and made it better (and again included a lot of photos to make it fun and engaging)
- I shared my very honest opinion of who the course is for, and who it isn't for
- I gave the readers of the review a few tips on how to succeed with the course if they choose to take it (and even created a special e-book just for them)
- I updated the review twice, after 1 year and 1.5 years of going through the course

In short, I went way above and beyond a standard "this is the course, this is what's good, this is what isn't" review, which made it one of the best, if not the best review of the course out there.

When you're developing your Ultimate Guide, I encourage you to adopt the same mentality and really try to make it stand out. That can be by adding some action steps or scripts to your guide, or even getting more creative and adding YouTube tutorials or something completely different.

As long as you're actively asking yourself how to create an incredible guide, you'll be on the right track to creating one.

STEP #7: DESIGN YOUR ULTIMATE GUIDE
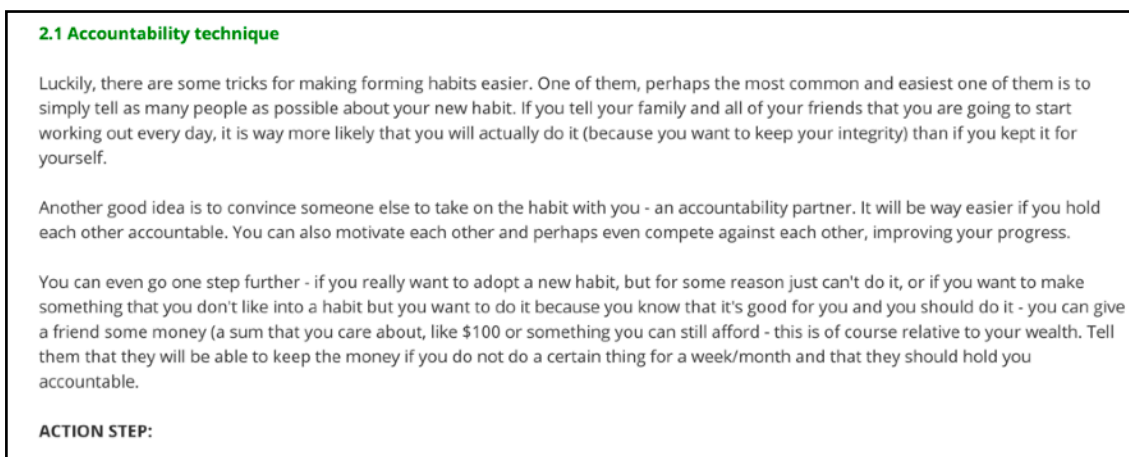& SET UP THE TECHNOLOGY

Once your Ultimate Guide is written, it's time to get it designed and to set up all the technology that will allow you to bring in the most traffic and email subscribers.

Now especially if you're starting out, you don't need to overthink this process. I personally designed most of my guides in google docs and converted them into PDFs, or simply published them as blog posts on my website.

Of course you'll see some Ultimate Guides with pretty designs from some of the online business influencers, but with the guides the content is much more important than the actual design.

Just look at my [Quick Guide to Skyrocketing Your Poker and Life Productivity](#):

2.1 Accountability technique

Luckily, there are some tricks for making forming habits easier. One of them, perhaps the most common and easiest one of them is to simply tell as many people as possible about your new habit. If you tell your family and all of your friends that you are going to start working out every day, it is way more likely that you will actually do it (because you want to keep your integrity) than if you kept it for yourself.

Another good idea is to convince someone else to take on the habit with you - an accountability partner. It will be way easier if you hold each other accountable. You can also motivate each other and perhaps even compete against each other, improving your progress.

You can even go one step further - if you really want to adopt a new habit, but for some reason just can't do it, or if you want to make something that you don't like into a habit but you want to do it because you know that it's good for you and you should do it - you can give a friend some money (a sum that you care about, like $100 or something you can still afford - this is of course relative to your wealth. Tell them that they will be able to keep the money if you do not do a certain thing for a week/month and that they should hold you accountable.

ACTION STEP:

There's no fancy designs. Not even a cover. It's just a simple forum post!

What matters a lot more is that you have technology set up in the background that allows you to…

- Collect email subscribers (your email list and opt-in boxes)
- Encourage your readers to share your guide (viral loops and share buttons)
- Add further value to your audience and monetize your guide (email funnel)

Another question that I get about this part of the process is "Where should I publish my Ultimate Guide?"

In general, there are a few places that can work well for publishing your guide, and each of these come with their pros and cons:

1. **Communities where your audience hangs out (forums, reddit, quora, facebook groups, etc.)**
   - Example: [The Quick Guide to Skyrocketing Your Poker and Life Productivity](#)
   - The biggest benefit here is that you can get access to a large amount of people in that community, and quickly become known as the go-to expert on the topic within that community.
   - The downside is that it can be challenging to monetize these guides and collect email subscribers with them, as communities are usually pretty wary of people trying to promote their email lists and services in them.

2. **On your own website (either as a blog post or as a page)**
    ○ Example: [The Quick Guide to Surrounding Yourself With Successful People](#)
    ○ The benefit of doing this is that you can write as many guides as possible, and you don't need to get approval from other people to create or publish them (like you would if you tried to publish a guide as a guest post). This means you can create guides a lot faster. You'll also be able to easily convert the traffic you get into email subscribers or sales, and be associated with the guide as it'll be published on your website.
    ○ The downside is that if you don't have a lot of traffic coming to your website yet, you'll need to make sure you have a really strong promotional strategy in place to spread the word about your guide. You won't be able to piggyback on someone else's audience (although there are ways to work around this).
3. **On your own website (as a PDF opt-in offer / free e-book for your email subscribers)**
    ○ Example: [The Ultimate Guide to Becoming a Star Student in Online Business Courses](#)
    ○ The benefit of doing this is that the traffic that you get to a landing page with the guide will convert into email subscriber better than the traffic would. It's especially useful to offer your guide as a PDF if you're doing a lot of guest post opportunities and are planning on using your guide as a bonus for those to blow your new readers away.
    ○ The downside is that people are less likely to share a landing page than they are to share a blog post or a page that's publicly accessible. So while your opt-in rate with a guide like this might be higher, the guide is way less likely to go viral and bring you a really strong stream of traffic. Plus, by not having the guide available on your blog for free, people won't be able to find it through google, which can bring you a lot of traffic with Ultimate Guides.
4. **On the website of a top influencer in your field (as a guest post)**
    ○ Example: [The Ultimate Guide to Buying a Leather Jacket](#)
    ○ The benefit of publishing your Ultimate Guide as a guest post on a website that gets a lot of traffic is that you can get access to the audience of the influencer and a big spike of new email subscribers, and that you're able to build a strong relationship with them.
    ○ The downside is that because they'll have the Ultimate Guide published on their website, they'll still capitalize on most of the traffic that comes to the guide through google searches and shares. It also takes longer to get the guide accepted, reviewed and published as a guest post, which can stretch out the process to multiple months and kill your momentum.

Overall, all of these are good options and each of them can work well in their own way.

If you're just starting out with your first Ultimate Guide, I recommend that you do the following:

- Publish your guide on your website as a blog post or a page AND also convert it into a PDF that you can offer to your email subscribers and link to from your guest posts where it makes sense. This helps you kill two birds with one stone, get a lot of traffic to your website AND rapidly grow your email list.
- If you decide to guest post on the websites of the top influencers in your field, make sure that all of your content is EPIC, and that you create it using the same principles

that you would create Ultimate Guides with (or you can even publish an Ultimate Guide as a guest post). If you make sure all of your guest posts are the best pieces of content on the internet on a certain topic, that will open a lot of doors for you to the other top influencers in your field, not to mention the traffic and subscibers you will get from them.

STEP #8: PUBLISH & PROMOTE YOUR ULTIMATE GUIDE

Once you know where you will publish your guide, you have it designed and the technology ready to go, it's time to publish and promote your guide using the promotional strategy that you developed earlier.

When you publish your guide, you'll want everyone that you've been in touch with to share it around a similar time. This will help you generate the buzz around it that will get attention from a lot of people.

If one person shares something on their Facebook or through their email list, you might check it out… But if 2, 3 or 4 people you know are sharing the same thing then you're far more likely to check it out. The same goes for your potential readers.

After the initial spike of new traffic, you can keep promoting your guide and using it to drive more and more traffic over time, as well as get new publicity, guest post and podcast / interview opportunities.

You can use the guide you've developed as an asset and reference it in your future blog posts, interviews, etc. and even use it as a bonus for those opportunities.

I did that with my interview for Navid Moazzez's Branding Summit. I had a presentation there about "How to Surround Yourself with Successful People & Get Mentored By Influencers (Even If You Hate Networking)".

I used my [Quick Guide to Surrounding Yourself With Successful People](#) as a foundation to develop the presentation and then offered my guide as a free bonus to the listeners of my presentation. Just doing a 1-hour presentation about my Ultimate Guide brought in 300+ new email subscribers for me, which was amazing for a quick presentation I put together.

Also, my interview was one of the most watched interviews from the whole summit (of 80+ speakers), and the viewers loved it!

> **David Tang** · Cornell University
> Great interview, Navid! Primoz, I really like the advice to consistently add value to mentors by sharing results, that less is more at live events and also the insight regarding sending follow-ups within 12 hours of an event. I will implement all three of these. Thanks!!

> **Richard Green** · Owner at Expat Concierge U.S.
> Primoz --- ABSOLUTELY AMAZING STUFF you shared! Navid is helping me rebrand my business now. I can't wait to get things done, (including a remake of my website) so I can start implementing your tips on how to connect with Influencers. There are so many great tips, right now I can't identify one that's better than another! Just signed up for your "Free Summit Branding Gifts". 🙂

When you create an Ultimate Guide that's the best piece of content on the internet, you can share, recommend, reference and promote it over and over again and it will never feel sleazy because you won't just be sharing a regular blog post.

You'll be sharing an amazing resource that you know can help a lot of people, and you'll be happy to stand behind it and spread the word about it.

STEP #9: CREATE YOUR EPIC CONTENT SYSTEM

Creating, promoting and monetizing your Ultimate Guide is just the first step of building a successful, sustainable online business.

Your first guide will likely bring in anywhere between a few hundred to a few thousand high quality email subscribers and will keep bringing in traffic for you over time.

I'll be honest - going through all the steps I shared with you to create your very first Ultimate Guide WILL take a considerable amount of time. It will take anywhere from a few weeks (if you're working on your business full time) to a few months (if you're running your business on the side).

But here's the good news. Your second Ultimate Guide will take a lot less time to develop than the first one.

And the next one will likely take even less time (unless it's much bigger, but even then you'll develop it faster overall). You'll also be able to create other epic pieces of content like course reviews, interviews and expert round-ups using the same principles you'll learn when creating Ultimate Guides.

So why will developing your future guides take a lot less time than the first one?

Because of two main reasons:

1. Once you set up all the systems that you need to publish and promote your first Ultimate Guide, you can just reuse all of the technology, scripts, outline structure, etc. for your next guide. You only need to do this one.
2. Just like everything, writing Ultimate Guides is a skill. With every guide that you create you'll get better and faster with every step of creating them - and maybe in the future you'll even hire people to help you design, write or do the research for your guides.

My dream for you isn't to just create one Ultimate Guide and move on to something else. My dream for you is to learn how to create epic pieces of content that are the best pieces of content on the internet.

Epic pieces of content that will help you…

- Turn your side project into an actual business as you build a large enough audience that you can develop your paid product or service and make your first few sales with it
- Get exponentially more traffic, email subscribers and sales with your business (even when you're on vacation)
- Make a name for yourself and go from "no-one" to "someone" to "go-to expert in your field".
- Start building relationships with the top influencers in your field, and eventually become one of them.
- And add massive value to your readers so that every time you send something to them, they know that you'll send something incredible to them and happily open your emails.

My dream is that every piece of content that you create is amazing. Whether it's a blog post, an Ultimate Guide, a guest post, a course review, an interview, an expert roundup or an online course… That it's one of the best, if not the best piece of content on the internet.

Because if you learn how to do that, and become the person that is known for creating great content, it will be really hard for you NOT to succeed in your business.

It will be hard for you to not get guest post and publicity opportunities. It will be hard for your readers not to read, love and share your content. It will be hard for you not to get testimonials and case studies from your courses.

If you know how to create great content, everything else becomes so much easier. You don't have to sell your courses so hard any more. You don't have to spend months "cold-pitching" guest posts. You don't have to make people share your content - they'll share it by themselves when they see how great it is.

There's a selfish element to this as well - I LOVE great content myself. I mentioned earlier how I've personally found Peter's style Ultimate Guides insanely useful in improving my own personal style.

And I mentioned how frustrated I am when I try to find great information online when I travel to a new city, and just rarely find it (like when I wanted to go island hopping in Thailand).

That's why, a little bit selfishly, I wish that you will take away a few things from this guide that will help you create your first Ultimate Guide and go on a path to creating really epic content that I someday hope to read.

Because you are the expert at what you do, and if you download the information from your brain, put it into an Ultimate Guide and create it in a way that reaches tens of thousands of people all over the world (who need to hear about it), you'll make their lives a lot easier.

A QUICK FAVOUR (BEFORE YOU GO)

One more thing before you go - if you enjoyed this guide, I'd love to ask you for a quick favour.

If you know someone who would wants to create Ultimate Guides (or would benefit from reading this guide), would you mind sharing it with them?

To do that, simply share this link with them, where they can download their own version of this guide: http://www.skyrocketyourproductivity.com/ultimate-guide-checklist

And of course, if you feel like it, it'd be totally awesome if you could share this link on your Facebook, Twitter or through your email list.

If you feel like doing that, here's a quick script you can use to do it:

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[For my online business friends who want to create EPIC content]

If you ever thought about creating an Ultimate Guide, check out this free Ultimate Guide Checklist (I read it and loved it).

In this guide I learned about:
-The biggest mistakes people make when creating Ultimate Guides (and how to avoid them)
-9 ways in which I can use Ultimate Guides to grow my business
-The step-by-step process that I can use to develop my first Ultimate Guide (with a printable checklist)

You can check out the guide here! http://www.skyrocketyourproductivity.com/ultimate-guide-checklist

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If you do end up sharing the guide, feel free to tag me in your post :).

And if you do decide to create an Ultimate Guide, keep me posted by responding to one of the emails that I send through my email list. I LOVE nerding out on Ultimate Guides, so I'd love to hear from you.

-Primoz