



HOW TO CREATE MORE VALUE BY GIVING LESS CONTENT

In this article I want to show you the exact reason why providing less content can prove to be better at building value for your readers than providing more content.

First, let me ask you some rhetorical questions...

Is an ebook that's 308 pages better than an ebook that's 102 pages? Is an audio file that's 327 minutes long better than an audio file that's 125 minutes long? Is a cheesecake that's three layers better than a cheesecake that's two layers?

What do you think?

Of course, higher numbers always sound better don't they? This is especially true when you're looking at purchasing information products. Although you know that more information is not always better, your subconscious mind tells you that it likes to see larger numbers.

So logically, you know that higher numbers don't mean crap. Emotionally, you feel attracted to larger numbers. Since emotions overpower logic when it comes to the sales process, it would make sense that products which reveal higher numbers convert more customers than products which reveal lower numbers.

That's why, if you're creating an ebook that's 50 pages and under, it's best not to reveal how many pages it is. To your customer, why should it matter? It's not an issue until you make it an issue.

As long as you provide all the information that's mentioned in the sales letter, you shouldn't worry how many pages your ebook is or how long your audio file is.

I often see sales letters where the authors say that their ebook is only 27 pages etc, but that they do not reveal any fluff unlike other ebooks.

There's nothing wrong with a 27 page ebook. It may be a problem if you don't provide good information in those 27 pages. If you provide good solid information in 27 pages then you should not worry about the length of the ebook.

If you end up with only 27 pages of information then launch your product with that many pages. If you find that you're getting a lot of refunds because of the size of your book then you can add more content later.

So what's my point?

If you create an ebook that does have a lot of pages then mention that in your sales letter. If you create a product with what you consider to be a few pages, don't mention it in your sales letter. Same goes for audio products. If your audio is longer, mention it.

If it's shorter, don't mention it. If you don't have enough content but you feel that your content is good, just let it be. Don't add content for the sake of content.

I've been very satisfied with ebooks I've purchased which were under 30 pages. I've also been very dissatisfied with ebooks over 200 pages. It's all a matter of the value of the content.

Another thing I'd like to point out about providing less content is that your content will be seen as more valuable.

When you break down a topic and focus on just one or two aspects of it, your information is more targeted and thus valuable. If your focus is on many different topics, you cannot devote your expertise to one specific topic.

Readers who focus on one specific topic will feel that your information is better because they'll have a better learning experience. The more topics they have to focus on the less likely they'll remember any one topic.

When they feel that their learning experience is better they'll appreciate your content more. So if your ebook or audio file is short, it doesn't matter since the prospect will not focus on the quantity of your product but rather the quality.

Therefore, you can use less but more focused content in any type of communication to give the feeling of value. Use this when writing articles, press releases, solo email promotions, website ad copy etc.

Remember, less is more...