

# **Seven Products In One Week**

Super Fast Product Creation Secrets!

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# 1. An Introduction

Innovation and creation are such powerful abilities to have. To wake up in the morning with a brand new product idea and to be able to honestly say that you have so many ideas and not enough time to create them all is a great feeling indeed. It's also very profitable as you can imagine.

Thankfully, this is no naturally occurring phenomenon and can be learned, practiced and mastered to the point of at least one new idea a day. The great thing here is that this doesn't just apply to online marketing either. It can be put to use in almost any type of business you can think of.

All you need is the ability to observe, listen and pay attention to what's going on around you, and the ability to think laterally. It's not a complicated process at all, and doesn't even require an amazing imagination or creativeness.

Strange that most people don't seem to have this ability, yet it's sitting there, ready for the taking. I'm going to teach you how to use this simple method now. Practice makes perfect, but start now and along with the info products guides that follow, you'll be able to come up with ideas for, and create as many products as you want, whenever and however often you wish to do so.

## 2. Goals Of This Section.

- To get your creative juices flowing.
- To get you creating products and services using ideas you never thought you could come up with.
- To make sure that you always have folders packed with ideas and inspiration for future products and services.
- To show you how to bring your new ideas to life, where others are stuck with an empty screen and writers block.
- To open your mind and encourage free thinking.
- To show you the methods I use every day to come up with many new ideas without even having to think about it.
- To immediately throw out that notion of not having any products to promote and never have to find yourself there again.
- To inspire you and give you and your business a shove in the forward direction.
- To get you to start taking action on every idea you have. You'll never have nothing to do ever again.
- To show you how to develop ideas into multiple products, ideas that didn't seem viable at all when you first thought of them that go on to make tens of thousands of dollars worth of sales.

### **3. Getting Creative.**

The lifeblood of our businesses. Creating valuable products from the limited resources we have at hand, and turning them into something that's commercially viable, to be sold to people or businesses all over the world. It's what we do, and just taking this step and creating something that sells should make you very proud of yourself indeed. With a limited budget, and a tiny amount of resources, we can still create something amazing.

The problem is, most people don't know how to do this properly, or effectively. People I meet every day tell me they wish they could start their own businesses, and even some close friends have come to me and told me this. My usual reaction is "So if you want to, why don't you?" and aside from the I don't have enough money replies, the most common thing they say to me is I can't, because I don't know what to sell.

That's a huge problem in itself. One which I'm going to try and solve for you today, right here, right now, so much so that you'll have no problem coming up with ideas for new and exciting products that can viably be sold to a market that either already exists, or one you create for yourself in extreme circumstances (I'll show you how later). If that sounds complicated, or you're worried that you don't have the imagination, or you never get any good ideas, don't be. That's why I'm here, and why I'm writing. To show you that you don't have to be some super genius that comes up with multi million dollar ideas on a daily basis to be successful.

Aside from the main problem of not having any ideas, I'm going to show you what to do with old ideas, how to develop them and change them to suit particular groups of people, and make a good, quality, solid and reliable product out of something that originally looked like a dead loss. Also, to make things air tight, so you're totally confident about what you're creating, I'm also going to show you how to spot the ideas that won't work, before you even hit the planning stages. Your time is valuable; let's not waste it exploring unreasonable or unproductive opportunities.

Now I'm really hoping that this will inspire you, and all the time you're here reading, be thinking about what kind of products that you can create. As we go through each point it'll be easier to come up with ideas. There's also something else I'd like you to not worry about, and that's the amount of ideas you're going to come up with. If it's just one, great, if it's more, that's great too. Let me tell you though, once you've launched a product, the ideas flow even more easily, and the longer you spend analyzing and working within a particular market, the more ideas you'll come up with, some even directly through trying to overcome problems and any brick walls you may hit whilst developing your own business.

I'll be honest with you, last night I put down the plan for this part of course and what I wanted to cover, but I had to stop part way through because ideas just kept coming to me. I've got another five products now that I'm hoping to release within the next two years, not mention the other folders full of concept ideas that have yet to be developed. The bottom line is I love writing about this stuff, the possibilities get me

excited every time I think about it. I hope it'll do the same for you, so without further delay let me give you one very important piece of advice to get us started.

### **3a. Keep Everything.**

That one piece of advice is keep everything. If you haven't got one already, head into the folder containing all your business ideas, and create an 'in concept' folder. This is where you'll put your ideas, the good, the bad, and the downright crazy. No matter what it is, every time you come up with something, create a new notepad file, name it with your new in working product name, and write a short excerpt inside on what it's going to do for the person that buys it, and then go back to what you were working on. The reason for this won't mean much if you haven't already got some ideas in here, so I'll explain after we've got you your first new ideas.

### **3b. Getting The Ideas Flowing.**

Alright, so lets get some ideas flowing and look at exactly how to create some products. There are three main means and methods to creating products, and one way to cheat, and use other people's products. Oddly enough, it's rare that this is done correctly, but either way, lets look at some examples and get some ideas going of your own first.

The first and probably the most widely used is the improvement factor. It's real simple and something that you should definitely learn to look out



for. It's one of those annoying things that you can't get out of your head once someone's pointed it out and you start noticing it, and that's a good thing, because it means more ideas for you.

It's a relatively simple concept, and it's hard not to see, but it's just such an automatic reaction, and something that brushes over in conversation that you may not pick up on it, or take it seriously. I believe that this is why so many people miss this. How many times have you been using a particular product, or service, and got frustrated, annoyed, or disappointed, because even though it may be a great product, you've still found yourself saying "This would be much easier if product X did this too", or "This is taking too long, if only product X would do it like this".

Something that you may grumble about to friends, family or work colleagues in passing could be your next product. You can take this product, use it's concept and it's basic idea and improve it to suit your needs even better than it did before. This is constantly happening with everything, and I guarantee you'll find loads of these daily. Look around; the next cell phone is just another cell phone, but better. It's still a cell phone but it has more features.

What about that super computer you've seen out there that you'd love to get your hands on. Yours is ok, it works, so why would you want another one? Because it's faster, it's sleeker, it looks better, it's more reliable, and it can do things that yours can't. How about that online marketing report that you read the other day? It was great, but why would you want to buy another one? Because it was missing info,

because it wasn't presented in a clear way or wasn't easy to use. See what I mean? It applies to everything and it's all around us, and it's happening right now, online and offline.

### **3c. Problems & Solutions.**

Lets look at it another way. We all have problems right? Products and services are there help us solve those problems, but when you've found a problem with the product that's supposed to solve the problem in the first place, there's your way in. That's your little space there to recreate these products, but give them a twist. Make them better, faster, cleaner, more reliable, more cost effective, better presented, you get the idea.

Now don't get me wrong, I'm not telling you to go out, buy peoples stuff, and just clone it and give it a fancy new name and change the layout a bit and sell it on. Aside from probably getting you into trouble with copyright laws and such, it's just not practical or ethical. What I am showing you though is that you can take basic ideas, and you can make them a better solution to a specific problem from the ground up.

Now, no matter how much I tell you this, nothing that I know of is better than a little bit of practical experience. What I want you to do is program this method into the back of your mind. I can't guarantee that you've come up with something already, if you have, great, but it's most likely that you won't have. Not to worry. That's because you're probably not using any particular products right now aside from your chair, your glasses and maybe a drink.

## **3d. Go About Your Business. Mix With Your Market**

So here's what I want you do. When you're done reading this, go about your day-to-day business in the normal way, but notice everything. If you're in online marketing, every time you use a product that doesn't have an option or a feature that would make your life easier, note it down. Whatever your field of expertise, the best way to come up with ideas and innovations related to releasing a product into that particular market, is to get in there, and start using other peoples stuff, and really brining to the front of your mind the problems that you encounter when using them.

It's hard when you're looking from the outside in to come up with these ideas, so I don't want you to worry if you haven't come up with anything viable yet. It's likely because you aren't using other people's stuff right now. Once you've been doing this for a few days, you'll learn to spot things like this almost by second nature, and you won't have to keep actually looking for problems and improvements that you could make.

Start practicing now, and once it starts to sink in, you'll find yourself randomly stop, and announce that the product your using isn't correctly addressing your needs, and you'll be able to add something into that concept folder that does address your needs correctly, or more quickly, or more reliably. Keep it in mind, and practice it often. Mix with your market. If you're not using a selection of products and services in the market you're thinking of breaking in to, you won't get any ideas. That'd be like me trying to come up with an innovative new idea to introduce

into the field of Ice Hockey when I don't know anything about it.

### **3e. Never Dismiss Anything.**

Now let me open your mind a little bit with something that I really think is the key to mastering this. I do not ever want you to dismiss an idea that you come up with. No matter how wacky or crazy it seems, no matter why you think it won't work. Just put it in that folder for now. I'll tell you why. Ever had a sudden idea about anything that you think "Hey! Wow, I just had this great idea" then you say something along the lines of "Oh, oh no. Never mind, that won't work because of -insert problem here-".

This is what blocked me when I first started trying to master this, and I was wondering why I wasn't coming up with any ideas to put in my folder. It's simple, and it's natural. If you come up with an idea and instantly start finding problems with it, you'll dismiss it. Kind of an ah well, that won't work approach. This will get you nowhere. Open your mind a little, and don't start dismissing things on a whim because they seem impractical or even impossible at first glance.

We'll talk more about this later, but let me tell you, I have a concept folder, just like yours, neatly tucked up in my business documents folder. Some ideas in there, when I wrote them were impractical, there was no market for some of them, some I couldn't afford, and some just needed large numbers of customers to pull off effectively. Today, right this moment as I type, and possibly years after I've come up with these ideas, I'm actively working on three of them.

Think about that, three ideas which seemed like they'd never happen last year, and one of them even stretches back over three and a half years that's just now become a viable option. Things change quickly; times are moving faster than ever before. Never forget, keep an open mind, and don't start placing these limits on yourself before you start. Once we remove those limits, the ideas will start flowing. Start recording them. One of them may well be the next big thing in your field of expertise. More on how to sort the good from the not so good ideas later, with some simple checklists that you can use.

### **3f. Some Examples.**

For now though, here's an example of the above method. So here's me, trying to put up my first website in which I just happened to opt for what was at the time, probably the most complicated website you could put out with regards to how many different types of resources you needed. It was a membership site, and I wanted fully functional affiliate management, fully functional access management and a totally automated system that would deal with everything for me, on autopilot, and that's before we even look at the auto responder and advert tracking scripts that were in the membership area.

Now at the time, I couldn't find a system that did everything I wanted it to do. Either it was too simple and there wasn't enough customization, or it was super complicated, costs five thousand dollars to buy, and wouldn't fit in with the other scripts I had up there. So, me being a bit of a dreamer and liking to play with money I don't have, I started writing

down ideas, and everything I needed, how much it was costing me to try and hook the six or so scripts up to function as I needed for my business. This is how my concept folder started.

Understand this was five years ago or more, and seeing as I was still working a job, and just got my own place back then, I couldn't afford to go all out and get something built that I wanted. So anyway, the idea, and the picture of this perfect system sits in my concept folder, like the one you created earlier. Five years later and staring 2005 in the face, this very system is now over eight thousand dollars down the line in development costs, (including some very personalized scripts) and nine months into it's creation.

So what would have happened if I deleted this idea five years ago because it cost too much, and it wasn't viable back then. I'll tell you what, I would have lost what's going to form the base of my next two products, a product with a seven to eight hundred dollar price tag, which even if it only sold a rather shoddy seventy five copies in it's whole entire product lifetime, would make a nice tidy fifty thousand dollar profit.

See how important this is? Not only would dismissing the idea in the first place have lost me a perfectly good product for the future, but dismissing it before it even got started because I didn't have the funds at the time, or the resources and knowledge to promote this to a wide enough audience would have been a crime, and I wouldn't have even known it. I hope I've also shown you how the idea came about originally

and what I mean about mixing with your market, and solving your own problems with your own products.

There are so many other examples I can think of, this site for example. I've always wanted to share what I've seen, experienced and learned with other marketers, but I'd just never had the time to write and develop such a course before, but things changed. I could go on forever, but I think the point has been put across now, and it's up to you to fill that folder with 'maybe' and 'could be' products without prejudice.

Now before we move on, I want to say, if you've been inspired, or this report has hit you hard and sparked your imagination so far, and you're coming up with ideas already, go, go now and write them down, record them. Do this any time you get an idea for a new product. Drop everything, record it, then come back to what you were doing before the subject changes and your train of thought is directed elsewhere.

## **3g. Method Number Two.**

And on that note, we're going to change the subject a little here to look at the second way of creating products. This time, we have a little twist on the improvement method we talked about above. This one is a little less general, and something you're most likely going to come up with when looking at the ideas you gained in method one.

I like to call this one Nichifying. Strange, yes, and there's no doubt in my mind that there is in fact no such word, however, for the examples I'm

about to give you, there's no other way to sum it up like that. So what is Nichifying? Well, it's as it says really. It's taking a product that has a wide audience, and twisting it, changing something about it again, but this time, instead of trying to improve it, you're evolving it in such a way that you're reaching a very specific, much more targeted market that may be untapped.

Lets look at some real world examples. The one that immediately springs to mind is the rise of alco-pops. I'm not sure what you call them in the US, or Canada, or wherever you may be, but over here in the UK that's what they're called. Now the drinks industry was real clever with this and took something that used to be marketed to an older generation of drinkers, and turned it into a colorful, soda-like tasting pleasant drink that is targeted at younger people. It's still alcohol. It's the same product; they just gave it a twist, added a little something, and voila, brand new market. A very clever move indeed.

Now this one is a little harder to grasp, and hurts my brain a little more than the improvement factor, so lets look at a few more examples. How about processors for computers. Just starting to emerge are the above and beyond processors that aren't just for the mass market, but they've been tailored to suit developers, designers, multi taskers and servers specifically. It's the same again, it's still a processor, but it's been tailored to a specific market. In this example, rather than change the target market completely, they've kept it the same but introduced and tailored their products to very specialized tasks.

One last example here, lets look at this in an online marketing sense. Looking around you, I'm sure you'll find there's no shortage of dodgy old



e-books and a lot of very general products about, so us as marketers have started to do this, either by taking a specific set of tactics and tying them into an original named system to be carried out in a particular way, such as this site for example, or taking it to the major extreme and just extracting one single subject and creating a product around it. A whole course about copywriting for websites, a whole course about joint ventures or e-zine management and creation.

So there we have it, you can take an existing idea or concept for a product, and if you really can't use method number one to improve on the job it does, can you either go specialized and target it at a specific market, or even totally change the product to appeal to a different, untapped market. These are generally the alternatives to mass-market products, targeting every computer owner, or targeting every online marketer isn't always the answer. Use method one to come up with ideas, use method two to refine your ideas, and come up with alternative angles that may not have been immediately obvious.

## 3h. Most Exciting Number 3

Third is the most exciting, but to this date still escapes me. That doesn't mean it has to escape you though. If you make this one, you've hit it big. Method three is the ultimate hard of hards, so I don't suggest you dwell on it for too long, but I just want you to know it's there. And method number three is, create something totally new, original, unseen and unique.

If you pull this one off, it'll be nothing short of amazing, and I don't suggest you lay awake at night trying to come up with totally new ideas for products either. It'll drive you nuts. What I will say is that know that pioneers of particular products I envy. They come up with brand spanking new ideas, and they launch them to a hungry market looking for something fresh. It's a little like being an inventor you could say. It sure is a rare thing. How many inventors do you know that come up with ideas that are in every day use today?

But look at it this way, if you come up with a solution to a problem that you think could possibly sell to customers, or create a product out of something that hasn't been done before, don't tell anyone the details until you launch or get a patent.

It's definitely not unrealistic or irrelevant for me to be mentioning this though, as there are people out there who have done it. I remember reading a report a year or so back about a mother who had a problem feeding her baby, so she came up with this new type of device, patented it and it's selling world wide today, and it's all hers for the

taking. There are some successful modern innovators. If you end up being one of them, I salute you. Be aware though, that this is both risky and expensive in most cases. It's far safer to stick with methods one, two and four.

The fourth and final method of getting yourself a product to sell is to cheat. And that's to sell other peoples stuff. Not through affiliate systems however, but through re-sell rights. The sad fact is most people I see get this totally wrong, and wind up not selling much at all, or even losing cash on their initial investment to get the product in the first place.

The reason I put this at the end here is really because It's far more valuable for you to come up with your own ideas using the above methods, especially the improvement one, as that gives you total freedom as to when, where and how you release products. And if you're not in online marketing directly, you could have a job finding them in the first place.

So, lets get the lowdown on re-sell rights. They're a quick way for a product owner to make cash, by selling rights allowing others to sell their product for 100% profit. That's all very well, but if you're going to sell a resale rights product be careful, and don't fluff up like so many seem to do when they see dollar signs floating in front of their eyes.

### **3i. Points To Keep In Mind.**

Three things I'm going to brush over in this section for future reference. Firstly, think about the saturation. If you're buying a re-sale product to sell on, how many copies are they selling, and what kind of rules do they have in place? Always ask this question. I don't want you going off and buying a resale package with full rights for eight hundred dollars, designing and putting up a website and sales system, then finding out that the product you're about to try and sell for two hundred dollars is being given away as a free bonus on hundreds of other sites, because the original seller didn't have a rule in place preventing this devaluing of the package.

The second thing I'd like to talk to you about is quality. Look for quality in resale products. I can't count the number of times I've had seen random ads through e-zines, or landing in my inbox from people trying to flog a one hundred dollar product to me, only to find out that the date on the front cover of the report is 1996 or something stupid like that. Watch for this if you're looking to sell something on. You don't want to get your hands on an old shoddy product that you can't shift for that reason.

Ok, that's all of the practical side of creating your own products, coming up with your own ideas, improving and innovating. I really enjoyed writing this one, and if all goes well, you'll have been inspired by it too. Especially take note of method one, learn it, keep an open mind, don't set yourself obstacles before you've even come up with the ideas themselves and the ideas will flow. In fact, I'm interested to know what

you came up with using this report. E-mail me and let me know, even after you've launched and produced the product if you feel more comfortable. Trust me though; I've got enough to keep me busy for quite a few years yet already and using this method, you should gain this hefty advantage too.

In the next report, we'll be looking at how to go a step further and evaluate your ideas. A simple checklist you can use to see whether they're ready to be launched, now, or in the future. I'll also show you the three main reasons why that concept and writing stuff down is so important, and how, back in my early days in marketing, I slipped up with this, and it cost me big.

## 4. Summary.

- This is one of the most important sections, if you're going to succeed. We need to get your creative juices flowing right now allowing you to pull together ideas that will turn into full scale, viable, sellable and profitable products.

- Don't underestimate this, once you have this down, you'll find yourself with a never ending flow of ideas and products to develop far into the future; your only tools being your mind, and a blank piece of paper.

- The number one reaction when I suggest someone starts his or her own business, is “but I don't have anything to sell” or “I don't know what to sell”. Lets set the wheel in motion and begin to solve this problem right now.

- If you're thinking that you lack imagination, or that you don't have the ideas or the experience to create your own products, remember this, everyone that came before you, and everyone that will come after you will always create their first product with no experience what so ever. You can do this too and it'll make you more money than any flutter or big investment on leads or purchased ads or anything like that will.

- Lets also look at the second important aspect of product creation. Taking old ideas or previously non viable ideas and turning them into something sellable, something solid, reliable and profitable, all from

something that looked like a dead loss or impossible just a few months ago.

- Two important points before we get started. One, this will get progressively easier as you go along. Two I'd like you to make a point of not worrying about how many ideas you come up with, or the quality of your ideas, or time limits, and any other constraints. We need to throw all this out of the window right now. Times and deadlines don't exist all there is, is you, your mind, and this report getting your full concentration.

- The longer that you spend within your target market, and looking at other peoples products, the more ideas you'll be able to generate, because you'll have more knowledge of what people want. So don't worry about only coming up with a few relating to your target market. After each product launch, your ideas will grow to such high numbers you won't have enough time to carry each and everyone one of them out.

- I'll be honest. I've been using this method for a long period of time now, maybe four or five years in total. Things happen all the time. For example, last night I was simply writing the plan for this report and looking at what I wanted to cover and I had to stop, because ideas kept coming to me over and over. In the time it took to plan a section, which took no longer than it takes to write a full three pages of text, I'd come out with no less than five individual new product ideas, some of which

you'll see released when I'm done with the projects I'm working on right now. That's how powerful this is.

- One piece of important advice. Keep everything. Write everything down, every idea, every glimpse of a new product or service that might work. If you haven't done so already, create an 'In Concept' folder, and within this every time you get an idea, whether it's viable, good, bad, strange, seemingly impossible or downright crazy, write it down. You'll see why this is imperative later in this section.

- Lets get some ideas flowing right now by looking at the three main ways to create a product, looking first at improvement. Looking at the tools that you use that don't do their job adequately.

- A relatively simple concept that doesn't take into account viability to physically create these products at any stage, and none of these idea pooling stages will, I still need you to write them down, because it's amazing what they can morph into later.

- Creating products in this way is an automatic reaction for many people and they don't even realize it. In fact it occurs so often in our everyday lives, and is so obvious this is why I think people miss it.

- Have you ever been using a product or service, and found yourself saying 'this would be so much easier if X product did Y action'. How



about being in a situation and creating something, or carrying out some task and said to yourself, 'it would be so much easier if I had something that did this for me'?

- A product that family and friends grumble about to you because it doesn't do its job, or it doesn't do everything it could to make their life easier. Ever heard people around you making statements or talking about this? You simply take the product, and add to it. After all you're a person, a potential customer, so is your family or friend that grumbled about not having the tools to do a job. If someone wants it, it immediately becomes a viable idea.

- Everyone does this at some point or another through his or her business. Look at that super computer that you'd like to get your hands on. Yours is ok, why do you want a new one? Because it's better, because it makes your life easier, solves your problems and does something that previous one didn't. How about cell phones? The standard brick phones as I call them that we used to use when cell phones first came about were ok, so why get a new one? Because they're more comfortable, the technology is advanced, the new ideas and features solve your problems and help you do something you couldn't do before, or in an easier way, or more quickly.

- Start to look around you, and if you've ever seen an original concept taken by one business, and majorly improved upon by another business, you can see the effect of this method.

- Don't get me wrong, I'm not telling you to go out and copy everyone, as that would probably get you into trouble, not to mention have moral issues, but what I am showing you is if it exists, it can be improved, altered to target a different market, have features added, improved or taken away to provide an answer for the 'I wish product X did this as well'.
- Practice and experience is going to make this easier, so for the rest of the week, I want you to look at things in a new light. Don't go looking for things or try and come up with new products, just go about your daily business, using the tools you normally use and watch out for those thoughts of wishing something was added, or done differently.
- Ignore the fact that it's not in your target market, ignore any costs or any problems involved with producing the product, ignore the fact that you're not interested in that market, because when you start mixing with your own market again and have learned to think this way, things will start to happen automatically that do relate to your target market.
- Don't dismiss anything. Here's why. Back when I first started online marketing, I had so many ideas and hopes for the future. I wrote them all down and didn't dismiss them because my current situation couldn't turn them into reality. Five or six years later, here I am working on two of them. What would have happened if I'd ditched those ideas? Who knows how many tens of thousands of dollars I wouldn't have earned by dismissing an idea so early.

- If you've been inspired, and this report has hit you hard and sparked your imagination, go create. Always have this method in the back of your mind, and take note when you wish something would do something it doesn't do. When you get an idea, stop, drop everything, don't think, don't dismiss, don't say but I can't because of -Insert problem here-, just write it down and keep it, otherwise you will forget, and you will potentially lose tens of thousands of dollars for each and every idea you don't write down immediately.

- Method 2 is nichifying. Taking a product, and changing it in such a way that the underlying product hasn't changed, but it's aimed at a completely different market. This time, rather than improving the product, you're evolving it.

- Lets look at a real world example. Alcohol is a good one. It used to be all beers and spirits aimed at the older pub drinkers. Not long ago, the drinks industry started releasing a different kind of alcohol, the alco-pop. Brightly colored, marketed as fashionable, and sold to a much younger audience, and it became massively big business, as you can see shelves are stacked full of sweet tasting, vibrant colored drinks nowadays. It's still alcohol, but it's been taken, evolved (not necessarily improved), nichified and aimed at a completely different market. Ignoring the ethics of the whole alcohol for youngsters for now, it's just the example and demonstration we want to look at.

- How about computer processors and computer peripherals?  
Components are out there that sell very well that aren't tailored to the

mass market, but for developers and high end users only. It's still the same peripheral, but it's been both improved and nichified so to speak.

- So you see, niches aren't all about targeting a smaller market. Especially with the first example, you can target huge new markets just by changing the way the product is marketed as a whole.
  
- Method 3 is the most exciting of all, and that's coming up with your own totally one hundred percent original idea for a product or service. This one still escapes me, but it doesn't mean it has to escape you. It's the ultimate hardest of the hard, doing a simple search on google so see if it exists already, and already finding it does isn't such a rare thing.
  
- It's not unrealistic or irrelevant for me to tell you about this however, because there are of course people out there that have done it. Pioneers of brand new concepts or products. I remember reading an article on a mother that came up with a brand new and innovative solution for baby feeding. Today it's being sold all over the world and the idea is all hers, so modern innovation and pioneering creations are possible, if you end up with one of them, I salute you. Get a patent.
  
- The fourth and final method of product creation is resell rights. Cheating as I call it. Selling other peoples stuff as your own. You still get all the power of owning your own product, but it's just not yours. It's a shame that most people get this wrong and end up selling 1980's e-books written on cliché subjects for \$5 and expect to get rich. We'll talk

about this later in detail, but for now, all I want you to do is create your own products and come up with all the ideas for yourself, just to prove that you can do it, over and over again, all the time, whenever you feel like it.

## 5. Goals Of This Section.

- To extend the product creation methods, and make them second nature, something going on all the time in your mind in the background.
- To get you keeping record of everything that you do, the first step to actually taking action, and avoiding the number one reason why so many fail.
- To show you how to go back over your piles of ideas and start pulling the relevant ones out and turning them into real products fast, simply by asking a few questions.
- To fill the gaps in your mind that occur when you find yourself with what seems to be nothing that works, nothing that comes together, and develop your ideas into real life, workable, live products that sell.
- To explain the number one most important aspect of product creation which you have to know before going any further and developing your ideas into something real.
- To show you how to take the techniques you've learned, and start coming up with new ideas, but this time, for your target market. Something that you can bring to life.
- To show you that once this technique is mastered, practice makes perfect, and you'll be a marketer who's never short of ideas, and people will wonder how you do it.
- To get you creating and listing product ideas of your own, today.

## **6. Getting Creative Part 2.**

### **6b. Evaluating Your Ideas.**

Alright, hopefully, if you've been away since the last report and taken everything into account, you'll find already that ideas are starting to flow. Granted they may be a little crazy, you may not think they're viable right now, but either way, it's kind of like writing. It's hard to start, but once you settle into this idea of bringing new concepts to the front of your mind and exploring them, you'll see that things will become possible and you'll never run out of ideas for new products.

Don't underestimate this. You've done a very powerful thing already. You've now got the ability to create products of your own. Like we said earlier, the number one reason for not starting up a business of their own, taken from the people that I asked, friends, family and associates alike is they wouldn't know what to sell. Not only that, but judging by some of the products I've seen out there, even people that have taken steps to starting up their own business don't know what they want to sell. You now do, and that's a big step.

Before we move on to the next subject in line, I want to do one more short section about product creation. As important as the last, you'll learn how to decipher whether or not your products are fit to sell in relation to the market and the people that will be buying from you, and a personal perspective. Very important if you don't want to spend a shed load of cash on a project, only to find out half way through that it isn't

going to work.

Remember in the previous section, we created your new in concept folder and I advised you write everything down? Now you've got some ideas down, no matter how odd they might seem to be, lets look at the reasons for this, and an example of me making a huge mistake in not taking this advice back in the early days of my marketing.

## **6c. Why I Asked You To Keep It All.**

Of course, number one, we have the obvious so you don't forget. I used to delete concepts that I thought were useless back in the old days when I first started, and that's a big mistake, because even though they were useless at the time, they may have become viable in the foreseeable future. There was one product in particular that springs to mind that started as a concept that just wasn't approachable, so I deleted it. Three months later I'm seeing a clone of this idea popping up and it's ads hitting who knows how many tens of thousands of inboxes, and making a heck of a lot of money. You can imagine how I felt about that. Totally missed opportunity. Don't make the same mistake.

## **6d. Why I Asked You To Keep It All 2.**

The second reason is to give you time to really look and see if this is going to be successful. Look at ways to change or improve your idea. It's safe to say, spending a little time on a concept is worth it if it's going



to turn something that was never going to work, into a full-blown successful product.

## **6e. Why I Asked You To Keep It All 3.**

The third reason, and one of the most important is to keep these concepts is simply because things happen, things change, and they change quickly. A seemingly profitable idea that you couldn't execute for one reason or another, be it a financial reason, or lack of time, resources, whatever it is, this all changes, and when your position changes for the better, it's awesome to have a product or idea go from practically impossible or risky, to a more sure fire hit.

Keep it, keep it all. No matter how ridiculous or far out it might be. Look at this folder and your concepts regularly, change them and adapt them to make them workable in the future when your position changes. Don't doom the idea to your recycle bin, because given time, if your situation suddenly allows the creation and release of this product, and someone beats you to it, you're going to feel as much of an ass as I did in the above example.

This is what I want to talk to you about now. Going through these concepts and picking out the good, the bad, the downright mental case things that you've come up with, expanding on them, picking them apart, all in the name of wanting to know if this is something you could set up a sales system for and sell it successfully.

## **6f. Are Your Products Viable?**

It's a real simple process, and it's all about asking the right questions at this stage to avoid problems later. If like many others out there, you don't do this, you're going to come up against financial strain, time strain, and resource strain, all making things incredibly hard and expensive to even get off the ground in the first place, and when it does, there's no telling what the quality is going to be like, and we all already know how important that is.

## **6g. Question 1. Does It Help Solve A Problem?**

So, the first thing that you need to do with your concepts is ask a very simple question. If you followed the first reports inspirations and carried them out as we talked about, you'll most likely be able to answer this one with a solid 'Yes'. The most important question you'll ever ask yourself about your products is simple. Does it solve a problem, help the buyer avoid pain, achieve happiness or entertain?

Although this is widely known already, and I wouldn't be surprised if you've heard this before, it still applies, and probably always will. What worries me is how many people know this, but don't directly ask themselves this question until it's too late, then all they end up with is a bunch of unrelated things they had to stuff into their new package to make it look more valuable through solving more problems.

## 6h. Question two. Is there a market for my product?

And can I reach them? An important question indeed, because incidentally, if there's no market for your product, or you have no way to reach them, then no ones going to find out about your product, and you simply won't sell any.

It's easy enough to head over to google.com, and do a search for your product, or a different version of it. Not only depending on the fact that if you have a problem that needs to be solved, it's highly unlikely (if not downright impossible) that your problem is going to be unique.

Also, when running your search, if there's other products out there offering either the same as you, but in a different way, you can bet your life that there's a market out there. Also are there any publications that are related to your product? An even bigger sign that there's a market there, and of course, can you reach that market? Specifics and how's aren't really important right now, as long as you know not to go launching a product that's going to be impossible for you to reach the people that want to buy it, or even worse; there aren't any people who want to buy it.

## **6i. Question three. How much money will this take to create?**

And make it the best it can possibly be? Asking yourself how much cash it's going to take out of your pocket before you start is definitely a good thing, but you don't want to know how much it'll take to create and get running, but how much it will take to create and get it running effectively, so you can really wow your customers and get them to talk about you to other people. Quality is so important nowadays with the flood of products out there in all markets.

Here's an example for you, again from my personal experience and my very first site. I've always been a big believer in wowing people with stuff I do. If it's going to be done, it's going to be done properly, it's going to be sheer quality, and the best it can possibly be. The very first site I put up featured forums, a fully functional and independent auto-responder and ad tracking system for each individual member, not to mention all of the hooking up with the affiliate software, access management and tying this into recurring billing and a two level affiliate program, with custom commissions for individuals that I'd met and were up for joint ventures.

Now bear in mind, at this point I had no big list of people I could sell to yet, I had none of these scripts or systems already, and this was at a time when people were first coming up with the idea of selling auto-responder and ad tracking scripts so they could install and use them on their site. Now looking at the concept, this was going to be a monster of a site, totally mind-blowing, so I went for it without really looking hard into what I was getting myself into financially, and the time commitment such a site took, with things like tech support, being on hand non stop to

sort out problems, being there at the right times for conferences, and managing pretty much every system there on my own.

I don't need to tell you that that's a heck of a big first product, and there's nothing wrong with doing, or being ambitious. Just before you start, make sure that when you ask yourself if you have the time and money to pull this off to a very high standard, otherwise you might just find yourself overwhelmed half way through the actual process of creation.

## **6j. Question 4. How can I package and present?**

Often, you'll find one of your product ideas turns into two or three when you look at this question. If that's the difference between earning twenty and sixty thousand dollars from one product, I'd say that's a pretty important factor. Remember when you're looking at these to develop and evolve your products. They're not set in stone, and often just one viable concept is more useful than at first glance. How you package and present is very important.

Here's an example for you. Lets take this course in hand, and ask yourself, if you'd sat here like me, researched and written a training course, what else could you do with it aside from plant it on a website as an intensive course as we've done here? Lets see, just off the top of my head here, without even thinking about it, we could have made it into a membership pay monthly site, then at a later date taken the whole

manual set and sold it as one for a big price. What if we recorded the whole thing in audio and video? We could deliver it as an intensive course through Fed-Ex along with the written manual.

Something we talked about earlier too, how about re-sale rights? When I release the next product, if it's meant to replace this one, expand on this one, or present it in a fresh exciting way, what's to stop me selling this whole course off with resale rights for a thousand dollars to seventy five people? See how what was originally an idea to display our knowledge to you has multiple delivery methods tied to it. Some are the same, some could be pro versions or enhancements, and the resale rights cries out to a whole new market, even though the base product is the same.

Always look for ways to develop your good ideas. If it's successful, don't stop there. Follow it through, offer pro versions, offer taster versions, offer full audio, video training manual through fed-ex versions, offer re-sale rights, membership sites, and that's just off the top of my head.

Now obviously we're not taking the same product and selling to the same people over and over, that'd be pointless, and no one wants to buy the same info product five times displayed in different ways, but always look and adapt your delivery methods, and versions of your product, and it's likely that your one good idea that makes you twenty grand in a year could turn into three good ideas that are aimed at entirely different people. Clever huh? Even better, that little tidbit is going to make you a heck of a lot of cash if you get these product creation methods down. Don't forget it, and you'll have fuel for your

business for as long as you want.

## **6k. Question 5. Can I adapt the system?**

To make it easier on my resources, reach a bigger or more targeted market? Something you should always ask yourself. How can I make the product or service better, reach a larger or more targeted number of people? If it's not affordable, how can I make it affordable? If I don't have the time to manage such a monster, can I automate it?

It's all about asking yourself how you can improve your concept to make it either easier on yourself, or more viable to sell to your target market. If you can't pull this off, and something can't change, go back through the first four questions again. When you can answer yes to the first four, and be happy with the outcome through question five, you have yourself a viable, ready to go product that you can get working on right away. Of course, we'll talk about the specifics of this later, but for now, just keep it in mind, and remember how to create such ideas.

If you find that one of your concepts isn't viable right now, don't worry. At least eight out of every ten of the ideas that I come up with personally don't make it out of the planning stages for some time, if at all. Not to worry. Like we talked about earlier, when you remove the boundaries that stop you coming out with ideas, and start looking at the limitations of your resources before you've even give it a chance, the ideas will flow, but of course it's likely that a lot of these ideas you dismissed

aren't usable right away or in their present form.

This is why it's important to file these, and take a look over them, even after you've discovered that they're a no go. Your environment may change, your financial position, or the market may change. It's just a case of waiting for the time that the answer to those five above questions become positive ones, meanwhile working on the things that do work, and are viable. If you've got this method down, you'll probably find that you've never got nothing to do, and have an abundance of new products that you can bend and weave to make them suit you and your personal resources.

## **6I. Wrapping Up.**

That about wraps up the practical work. I hope I've given you some sort of vehicle to get ideas flowing thick and fast, and how to sort the good from the not so good, and downright crazy. Don't worry about those crazy ones by the way, I've woken up in the morning on occasions and said to myself 'What the heck were you thinking when you came up with that one?'

We've filled a big gap. You should now have something pretty special, and that's the ability to come up with ideas of your own, even if you don't think your imagination is up to much, through practical use of these methods you've got a big wad of ability now that you may not have had before reading. You're ready to get creating the fuel for your business. Far from the days of staring at blank pieces of paper and not



having anything to do, you're now set to turn that blank piece of paper into a fully fledged product, that people want to buy and will recognize you for, build a sales system around it, get the word out, and make a whole lot of cash.

Before leaving this section, there's two more points about product creation that I'd like to show you, which will make you totally comfortable with the process, and help the flow of ideas even further, and inspire a little bit more confidence if you're not convinced in what you can achieve with this yet.

## **6m. Love It Or Quit It.**

First and foremost, make sure you enjoy it. The products that you take from concept into the real world as a fully-fledged product or service you should have some affinity with. If your passion is fishing, great, go for that, if your passion is some type of sport, go for it. If like me, you get a kick out of business based products, then go for that.

The reason that most people will tell you to go and create products for stuff you enjoy is simply because it's easier to do something if you're enjoying it, and the result is generally better than if you're bored out of your brain trying to create something you don't particularly care about, but there's a deeper reason for this too, and that's the connection we talked about earlier. It's far easier to come up with products if you're mixing with your market, or if you are in your target market. It's not easy to get ideas for solving problems that you know nothing about. So there

we have two, real reasons related to your productivity, success and happiness to pick a market you're passionate about.

Which brings me on the final point in the product creation section, and probably the most important. The more you do, the more products you release and the more you mix with your chosen market, the more ideas will present themselves to you. It's up to notice it's happening. This will come with practice and experience.

So I don't want you to worry if you've come through all this, and find that although you've been inspired, and a feel a little more alive about your business, and have a fresh new objective, that that concepts folder is looking a little empty right now. I assure you, if you follow what we've talked about to the letter, it will start to fill up and gather momentum.

When I first started using this method some years back, the concepts folder had the odd idea floating about in it. Most of them weren't so good, and here I am down the line after putting up several websites and doing a lot of promotion for other people, mixing with these people and the business that we're all in, and suddenly having ideas that pop out at me from nowhere, sometimes three, four, five or more in a single day. Keep at it. It gets easier.

Now, if you're thinking this a heck of a lot before we even start planning ideas, don't worry. The methods we've talked about here take minutes to put into action, and become second nature once you've mastered them. Not only that, but it gives you total confidence in what you're doing. You don't need to ask anyone else if you're doing well, or if your

product is good anymore, because you know how to work it out yourself logically and methodically. And trust me when I say. It'll show, in your pocket at the end of the month, and in your customers' eyes.

## 7. Summary

- If you've taken everything into account from the last report, you should already be coming up with ideas of your own, be they slightly strange, or not something that you're interested in, or if they're not viable right now, that's not the point. The main thing is this is like writing. It's hard to start on a subject, but once you get the momentum up, things get easier and faster.
- You've done something very powerful already. You have proven beyond a doubt, even if you only came up with a single idea for a random product unrelated to your target market, you have the ability to come up with your own products.
- Lets move on now and start to look at the ideas that you're coming up with and whittle them down to something viable, and then taking this further and make them into multiple viable and ready to release products for your business.
- Lets look further at why I asked you to write down all your ideas and create your own concepts folder to store these ideas, and will continue to do so throughout the course. Looking back when I first started out in online marketing, I used to delete old concepts because they seemed useless at the time. Three months after I'd deleted and long forgotten about this idea, I start to see clones popping up with it's ads hitting who knows how many peoples inboxes. What made it worse is this was from a big well-known marketer. I was kicking myself at the missed opportunity and who knows how much cash. Don't make the same mistake.

- The second reason for writing things down is so that you can look at them in detail and almost immediately figure out if they're going to be viable or not. Spending time developing a concept product is worth it if it's going to turn into something that was never going to work in its original form.

- The third reason for keeping your notes even when you're done going over them and have no avenues to develop is because things change, and things change fast. There can be many reasons for not taking on a project, whether it be financial, or you don't have the time, or resources, whatever it is, this all changes, and when your position shifts with each of your successful product launches, you might just find the contents of your concepts folder go from packed full of impossible ideas, to risky ideas, to surefire hits and money makers. Keep it all.

- Check back regularly. Sometimes things change and you may not even know it. Open your concepts folders go over each product idea and develop them if you can. You may even find several variations of the original idea go towards making you a bunch of new products.

- This is what I want to talk to you about right now. Going through those concepts and asking some questions as you go to decide if each idea is going to be viable relating to your target market or not, ignoring your personal constraints for now and concentrating on whether or not people would buy. Question one. Does it solve a problem, help to achieve happiness, avoid pain or entertain?

- This is pretty widely known already, but something to base all your product creation on, because quite simply, if it doesn't hold any advantages for someone, and the answer to at least one of those questions isn't yes, then it's not viable.
  
- Question two. Is there a market for my product and how do I reach them? An important question, because quite simply, if there isn't a market for your stuff, you're not going to make any sales. The quickest method is to head over to google, and search for your product. If someone's done it already, it's almost guaranteed that a market already exists for your idea.
  
- Question three. How much money and time will this take to create to make it the best it can be? This is where you can judge whether or not creating such a product is within your grasp right now. If so great, if not, keep it for when your situation improves.
  
- Question four, if you've had all yes answers so far, the next question to ask yourself is how can I package and present. When you look at this question, you'll often find your ideas multiply into multiple products.
  
- Here's an example. Lets take this course, and ask yourself if you were sat here like me, how many different ways could you package and present? How about a monthly membership site and at a later date turn it into the intensive course as it is now. What if we did an audio and video version and sold different levels of membership at different

prices? How about giving away re-sale rights when you're done making profit with it? How about expanding, releasing a second or a pro version that includes more features, such as long personal consultation periods?

- Do you see how a single product can easily turn into two, three, four or even five through this method of thinking about how to package and present? This is your chance to pull several products from just one single idea. That's all it takes. One idea, and you have content for one or two years. Powerful stuff.

- Question five. Can I adapt the system to make it easier on my resources, or reach a different market? Something you should always ask yourself. How can I make my ideas better before they're even off the drawing board? How can I reach a larger number of people? How can I make it affordable for everyone? There's a lot of competition selling beer to pubs, can I sell my alcohol to a different ready and waiting market?

- Once you've gone through these five questions, you need to look at all your answers. How can you change this product to make it more viable, a better seller, or easier on your resources? Once you've made changes, go back to question one, and ask the same questions again. After several passes, often over a period of time, sometimes days, sometimes months, sometimes years, sometimes even minutes, you'll find yourself with several viable products sitting right in front of you

ready to release, where others are still saying 'I want to start my business, but I don't know what to sell'. Now you have the edge.

- Remember also to make sure you enjoy what you're creating. One of the big reasons I'm in online marketing and talking to you right now about business is because I really enjoy it. I don't want you to create something if you don't enjoy it, after all, isn't that why most of us want to start our own businesses in the first place and get out of our nine fives?
- Lastly, blend in. Mix with your target market. If you're in online marketing, start subscribing to big marketers lists, look at what they send you, whose selling what, and how it's being sold. The research comes to you in this case. If you're looking to sell software, subscribe yourself to tech magazines, and software reports.
- Once you can take the above idea about creating products and come up with product ideas, you're 90% of the way towards being rushed by new exciting ideas on a regular basis. All you have to do now is take it that ten percent further and adapt this method to your target market through this method of mingling. If you're not mixing yourself with like-minded people and business, you'll have a lack of relevant inspiration. Mix it up, get in there, get your hands dirty, and the ideas will soon start to flow, and come to you when least expect it, and keep coming, and coming and coming.



- I'd like to congratulate you if you've come up with some ideas for products. Even if they're not relevant to your target market or viable right now. It may take a few days to start coming up with ideas if you're yet to mix yourself with the market that you want to break into, but it's safe to say, if you've ever said 'I wish product X did this' or 'I wish product X did this better' you've already won and have proven that you have the ability to do this effectively. Something that many others clearly cannot do.

## 8. Goals Of This Section

- To establish why you want to create an info product and whether or not your product is suitable for such exploits.
- To introduce several types of info products, allowing you to create innovative and interesting pieces that sell far better than a plain block of text that everyone else is creating ever will.
- To introduce the concept of adding value through presentation.
- To show you that your \$50 product idea could turn into a \$1000 product idea netting you big money, while others are out there still trying to shift \$10 products they purchased without much success.
- To demonstrate that you can take advantage of further presentation changes to change a single sale product into a recurring income product. Info doesn't necessarily mean single sale.
- Your first introduction to up-sell, and how info products are priceless in getting more people to buy your stuff.
- To differentiate between fake up-sell (also known as bait selling as defined by the BBB) and real up-sell, and how many marketers are plainly annoying their customers with it instead of allowing it to do the job it should be doing, which is to get more people to buy your stuff.
- To get you creating products of your own, today, right now, even if you thought it wasn't possible and you can't think of anything.

## **9. Profitable Info Products 1.**

Welcome to the 'Info Products' section of the course. Now we've talked about effective product creation and the fundamentals of online business already, I want to start getting a little more specific. I'm confident that if you've been following the previous reports you've got some ideas for products already, and it's quite likely that you've drafted ideas that while they may not originally have been for info products, they would make a viable one all the same. No matter what ideas you came up with in the last section, I still want you to take a read through here, and see if it sparks your imagination.

Furthermore, we'll take a look at why most marketers info products flop, making hardly any cash, why we want to create info products, and most importantly, without going into writing class mode, I'm going to give you a simple step by step checklist for successfully creating something of quality and sales viability.

### **9b. Reasons Why.**

So, you want to create an info product? Well, I can see why. For a start they're incredibly versatile in every possible way from the point of view of the product creator. We'll be talking about exactly how later on, so if you see the words 'info product' and automatically think 'e-book', keep reading, because you won't find me mentioning that word again in this section.

Secondly, it requires little investment to create the product, simply because it's something that you can do yourself. The sales systems, methods of delivery and the different types of sites that you can create around the product will vary, but looking at the product itself, you don't need thousands to throw at a freelance programmer or anything like that.

Third, it's easy to come up with ideas. Like we talked about in the original product creation report, if you can use your knowledge to show someone how to avoid something negative, or how to get something they want, and you can write, or even get someone to write while you dictate, you can create an info product.

## **9c. Info Products Defined.**

Ok, now before everyone clicks off thinking they've heard it all before, let me tell you exactly what I mean when I talk to you about info products, and at the same time, show you what possibilities they hold with regard to their versatility and presentation.

The Internet is awash with info products right now, but I can tell you that most people creating these are out of date or just plain unimaginative, and in turn, it's going to hurt their sales no matter how valuable their information actually is. It doesn't take a genius to figure this out either. If you've been online for longer than a few months, you're probably already bored as heck with the word 'E-book' and you'll often see

people in their own product sales letters saying things like the rather cliché line 'Fed up of all those useless e-books?' stuff like that. Simply put, the concept is old and tired, and you can do better without a bigger budget.

When I point this out, people say to me 'Hey, they may be old, but they're tried and tested, and sell right?" Well yeah, sure they still sell, plant a big name on the front of one and churn out a really powerful sales letter, and you'll shift some alright, but seriously, put yourself in the shoes of one of your future customers browsing around for the latest online marketing how to product.

Would you buy Mr. X's all knowing one thousand page e-book for \$500, or the product that you created: Your proven super sales system method intensive training course, featuring full audio, and video that teaches you top techniques in a quick easy to follow way. Fully accessible online for instant access, and delivered on CD straight to your door for \$500.

I know which one I'd choose. Even with a powerful sales letter, I don't know many people who wouldn't say 'Wow, \$500 is a bit steep for an e-book' but would be more than happy to buy into a training course for that much. Now don't get me wrong, this is not by any means the chance to sell a shoddy product for an inflated price. No way, if the product is shoddy, the delivery method isn't going to make it any more valuable when the customer receives their newly purchased info product.

All I'm saying here is when you create an info product look closely at how you're going to deliver and present it, because this really adds value. Try to stay away from the standard e-book approach. It doesn't cost a lot to do, and you'll find when pricing your product, it's far easier to get the good price your product deserves rather than spending six months writing the beefiest and most valuable information you've ever spilled out, only to have to sell it for a measly ten dollars, and undervalue yourself because no one will buy 'just another e-book'.

## **9d. Presentation For Profits.**

So there we have it. Rule number one. Allow yourself to charge what you really feel your product is worth by varying and even coming up with new, and mixed delivery methods, because lets face it, you might write the most amazing product ever in your field of expertise, but no ones going to know that until they buy it, and if your presentation is dry, dated, overused and devalued to the point of everyone and their mother giving them away for free, your sales will show that.

Alright, one more quick point, and another idea to throw out to you before we move on from this 'what is an info product' area. If you cast your mind back to the product creation section, I was talking about the questions I get about my concepts folder and why it's so full to the point of years worth of ideas. The 'I can't think of what to sell question' is usually followed by the 'create an info product' response after they announce they have a zero budget.

"Yeah, but all the big guys say the way to make a load of cash is to have lots of recurring incomes instead of having to make new sales all the time". That's fine, so why not make it a membership site? Or a premium paid newsletter of some sort? There's nothing wrong with doing that at all. It's usually a lot more work stretching over a longer period for a lower price than single sale, but know that this is an option. Don't think you're chained to single sale high-ticket items. Lets not dwell, there's nothing more to discuss here, but keep it in mind.

## **9e. Versatility At Your Fingertips (Literally)**

Alright, now we've got the delivery methods and a little pricing on the table, lets see how versatile info products are. We've got premium online publications, we've got membership sites, single sale high ticket items (like this one), short viral publications that are given away free, or published to other peoples lists and so on. All info products.

You've probably already noticed that we're concentrating on this in general terms with regard to selling straight up, high ticket, long reports and courses, and I'm doing this for two reasons. First up, we want to get you earning some cash with real products that are going to bring you in some good money. A solid long-term product. And secondly, because once you've created a big wad of a course, you can dissect it and create all sorts of different types of products from that list, and more. This lets me give you facts now, without having to bore you to death with twenty of these containing repeated information.

## 9f. Up-sell Done Right.

There is however, one specific type of info product that I'd like to talk to you about right now, and that's up-sell products. If you didn't know before, these are products that are sold at a relatively low price to entice the customer to go out and buy a higher priced follow-up item. Hands up who's ever brought an info product that's an up-sell \*Raises hand\*. Hands up who's ever purchased an info product about something that totally sucked, didn't give the information that it promised because it turned out to be an up-sell for another product that again, promises to reveal the info you asked for, only for ten times the price? \*Raises hand again\*.

See the sad fact here is that practically every single up-sell product that I've bought before has totally sucked. Back in the old days, I used to buy info products about online marketing, but unfortunately, due to inexperience back then, as we all do, I made a few mistakes. Now of course, there's rarely any way to tell that what you're buying is an upsell until you've bought it, but when you get around to reading or listening to it, you're sorely disappointed, because what you've just totally wasted your money on is a glorified advert. That would annoy you just a tad right?

In fact, I saw a friend of mine announce that his product is not an upsell for something on his sales letter the other day. So I mailed him, and asked him, hey, why did you write that? Here's what he replied; "Nowadays, when people see quality lower priced products, they're worried customers are going to think because of the low price, they're



going to be sold onto something at a higher price, and the product is just an excuse for an advert. Understandably so from some of the crap I've seen flying about too."

See, the number one problem with this is, up-sell works. And it works well, but not as you may know it or have experienced through dodgy info products. I say again, up-sell works, and not only does it work but it can be done correctly, and ethically too, without making false promises or producing a crap product.

If you've created a high priced product, and you don't have a huge amount of resources, such as a big list of your own, or you haven't built up a list of contacts that will get you out some recommendations, this is the time to use an up-sell product, but if you're going to do it, you need to do it properly, and I can't emphasize this enough. Your up-sell product has to be a product in itself. Don't make promises on the sales letter that don't ring true to the actual product, as this type of false promise with no intention of actually selling a real product is defined by the BBB as bait selling, and can have serious ramifications for your business.

So let's see, if I were going to create an up-sell product for this site, I'd take two or three sections out of the whole system, and deliver on two full subjects, and make a product out of it selling the tactics it teaches. At the end of the product, I'd make a point of pointing out that what I was just talking about can be plugged into a real profitable fully fledged sales system, and point them to my high priced product.

Notice I've not screwed them over at any stage here. They've got the facts that I promised them about the sections I advertised. I promised, and I delivered a quality product that gave them exactly what they were told they're buying. Now an extreme example of the what not to do, would be take the introduction of each section here, advertise it as the most advanced and complete marketing system ever, throwing them in a PDF document, then planting a big advert after every paragraph telling them they need to spend another five hundred dollars on top of what they already spent to get the full story.

It's simple, keep the promises you make, treat your up-sell as a real product delivering real information (or functionality if your main product happens to be something other than an info product) and you won't destroy your reputation with customers before they've even bought your main product, you won't be being unethical towards anyone, unjustly selling them something that's really worth nothing at all, reported to the BBB, and you'll make a whole load more sales. Which is nice.

## **9g. Info Products Done Right.**

Alright, something else I want to mention before we move on to specifics, and that's pricing. We already talked about how you can devalue yourself simply through presentation, but there's something else many online business people, no matter what the info product they're selling have been known to do, and that's to devalue yourself in your mind.

Now I'm not going to dwell on this, it's just a quick point I want to make without going all psychology on you. What I will say is when your product is complete, know what it is worth. Don't just go and sell it for twenty dollars just because you've seen other people do that. Remember not to just undervalue your product for the sake of getting more sales, because in the long run, it'll just make your product look cheap and you'll likely sell less anyway.

If you create an info product that spills all the information you know, and you really do believe that it's valuable, don't be afraid to sell it at a higher price. As far as I'm concerned, the info that we've created here is innovatively presented, with a fresh approach, and a nice amount of variance in it's presentation to keep things interesting, not to mention the important stuff that we're revealing here.

I seriously do feel it's worth it's price tag. Not to try and sell you on this again, because after all, you've already bought or you wouldn't be reading this right now, but my main point is, if you feel you have something worth selling, and selling for a high price, do it. Don't let anyone tell you that no ones going to buy it because you're not priced at ten dollars. Only your own tracking and testing can tell you that for sure.

In fact, here's a little more reminiscing for you. My original site that I put up which turned into one huge massive experiment in every way possible, started at selling for ten dollars per month. Now back then, that was a good price indeed, and I know for a fact some of the customers that I had were there because I charged the least. That's not what I wanted though. I knew I'd put my all into this site, and it was one of the best services out there, so I stuck an extra five dollars per month

on top of the price, and presented a one year membership for one hundred and thirty dollars.

Now some friends of mine at that time asked me why I was putting my price up. Of course, back then I had no answer, but to say it's an experiment. I think I undervalued the service, and even though it won't be the least expensive now, it's still by far one of the best. Of course they didn't agree. The point of this story is, when giving my customers the option to pay a big chunk up front, many of them did. No less than thirty percent of my member base switched to the yearly chunk, which even though it saved them a little, It allowed me to be more versatile, receiving five or six thousand dollars a day for several days. Not only that my sales from the ongoing marketing campaigns that I had at that time rose, and my monthly income was now 200% of what it was before the 50% price increase.

Without going into numbers specifically, I'm sure you get the point. Don't be afraid to start with a higher price for your info product. Charge what you think the information contained within it is worth and go from there. Something I learned a long time ago, and lord knows how much cash I missed out on by not knowing from the very start. Now you know. Be confident, charge what you're worth, not what you think people will be willing to pay, and if you're wrong, your tracking and testing will tell you so. Only then is it time to lower your prices.

## 9h. So Many Info Products. How Do I Get Noticed?

Lastly, before we get into the specifics of actually writing the product itself, I want to write a little specifically for those of you out there that have decided to write a report of some sort related to online marketing. Now, surely there's so many info products out there now, you're wondering how you're going to get yours to be noticed.

Let me tell you something, you can still get your info product out there and connect with the market. Just because there's a load out there, that doesn't make them all good. It doesn't make them all original, inspirational, or even useful in the slightest. So why are people still buying online marketing info products if they're any good?

It's simple. I can tell you now there are four different types of people reading these reports. The first type can't be bothered, and has likely already sent me an e-mail telling me there's too much for them to read and they don't have the time for it. Or they'll mail me and say something along the lines of they've heard this before, or they know everything already and how much I suck. These people will go away having gained nothing from these reports, and once again commence their search for the quick and easy answer to getting rich overnight buying the next newest and latest info product.

The second type are the people that are going to read the reports in full, get excited about how much money they're going to make with their

newfound knowledge, and then disappear when the course is complete and not ever actually put anything into practice, and wonder why they haven't got anywhere. They'll put it down to the quality of the site, decide it's not them that's doing something wrong, and also join group one going on their way to find the latest and greatest info product that'll make them rich overnight.

The third type are the people I have all the time for in the world. These people are here, they know what they've got themselves into, they're willing to read, listen, learn and pick up information that's going to be useful to their business. They're going to go away, follow the instructions, take into account the tips and tactics put forward here, and set up their businesses. They're going to look good, they're going to feel good, and hopefully they're going to make a whole load of cash and contacts on the way. Will they still buy info products? They sure will. If a new tactic arises that sounds juicy they'll jump on it because they want to get in early and be the success stories out of the crowd. Something to give them the edge over the other crowd of people pushing products out there.

The fourth and final group are the people that are successful already. You know, I guarantee you there's someone reading these reports now, not because they want more info, or they want to learn, but because they want to be inspired and juiced up a little. I do this one all the time too. Do I need to buy other peoples stuff to learn everything that I've learned all over again from personal experience? No, but I do, because I like to be inspired, and see things from other peoples point of view, learn even more to be even more successful, and spot things that might not have occurred to me if I ignored everyone else and decided that I

know it all, which although is a nice fantasy, it's just not the case.

So you see, if you're creating an online marketing based info product, don't be having doubts. If that really is your calling, and you're going to enjoy it, and you can provide truthful and useful information, go for it. Just because there's a load of them out there already, from the patterns I see, I can tell you that they're going to be around, and selling shed-loads for a long time to come, even to those who have already made it with their business.

Alright, now we've got the basics sorted out and presented to you nicely, you should feel more than ready to get cracking and writing an info product. Remember, even if you're not going to be selling this as your main product, whether it's going to be an up-sell, or even just a short report of any kind, you gotta get this down. There's a lot of writing involved in marketing, and it's nice to know how to do this effectively and how to get people to listen to you, whether it's a short free viral report, or a fully fledged audio video training guide that you're going to sell for six hundred dollars, the rules in this section still apply.

## 10. Summary.

- Welcome to the Info Products section of the course, where we'll be getting more specific and expanding on the successes you already had in the previous sections on product creation. One reason why we're going to be looking at info products in particular is that they're quick, easy and cheap to produce, and a single good info product can make bucket loads of cash. If you know something, you can sell that knowledge. It's open to anyone and everyone.
- Firstly I want to say, even if you're not creating info products, take a read, and you may find that you come up with info product ideas for future products. Just because you may not be creating an info product, the principals are the same for any product out there. Just so we don't get confused as to what's happening here, let me put your mind at rest.
- We're going to look at why most marketers info products flop, and without going into writing class mode, I'm going to give you a simple, quick and easy step by step checklist for successfully creating an info product that's dripping with quality and salability.
- If the moment someone says info product to you, a picture of a cliché sub standard e-book comes to mind, keep reading, because I'm going to show you just how interesting an info product can become.



- Lets begin by looking at why exactly you'd want to create an info product. For a start, they're versatile from the point of view of the product creator (you).
- Second, it requires little investment money wise, because all you're paying for is hosting, and maybe some graphics for your site if you don't want to do them yourself. With such low overheads it's one of the most ideal and well-suited product a marketer can create when starting out.
- Third, it's easy to come up with ideas for info products. Like we mentioned earlier, if you know how to avoid something, or get something that you want, and you can write, or even dictate and have someone write for you, you can create an info product.
- Lets talk about exactly what I mean when talking about info products, and show you what kind of opportunities they give with regards to the way that the presentation of them can vary.
- Many people are creating info products that are out of date and unimaginative, and it's hurting their sales badly. If you've been online for a while, you're probably bored of the word e-book already, and you can often see references to this in sales letters. "Fed up of all those boring out of date e-books?" for example.

- The concept of the e-book is old and tired, and even though some still sell well, I believe that anything called an e-book, can be sold much more effectively without changing it's content.
  
- Let me ask you, given the choice, would you buy Mr. X's all knowing e-book that costs \$500, or would you buy a product advertised as revealing a specific, proven and profitable sales method, presented as an eight week intensive marketing course delivered in full audio for the ease and speed of your learning, spread over five CD's, packed full of bonuses and personal one to one consultation to make sure that you succeed?
  
- What I'm trying to demonstrate is that when you create an info product look at how you're going to deliver and present it. Try to stay away from the standard e-book approach. It doesn't cost a lot to do, and you'll find that it's easier to sell your product at the price it deserves rather than spending six months writing a really valuable piece of kit that reveals all your secrets, only to have to sell it for a measly ten dollars and undervalue yourself just because no one wants another boring old e-book.
  
- Rule number one of creating info products. Allow yourself to charge what you feel your product is worth by coming up with new, mixed and diverse methods of presentation.

- You're not scamming anyone here. You're creating a premium product. Look at this way, why do seminars and consultations cost thousands and sometimes tens of thousands of dollars to attend, when the information is likely already contained somewhere in a twenty dollar product? Why do universities charge thousands of dollars per term to go over there and get taught when all the information is contained within fifty-dollar textbooks anyway? It's the same information, you're just paying for the presentation and any names, reputations, experiences and guarantees that come with that particular course or seminar.

- One more point before we move along. Info product doesn't mean single sale. Just know for now that you have a choice, and once you start looking at audio, video, and information, coupling that with membership sites, the floodgates really open for variations in presentation for your own products.

- Ok, so we've looked at single sales, membership, and premium publications and shown you how to add value to an info product beyond the standard e-book approach, lets look now at how diverse and versatile info products become with just a little thought.

- There is one type of info product I'd like to talk to you about right now, and that's up-sell products. Products sold at a low price to entice the customer to go out and buy a higher priced follow-up.

- When done successfully, this is a powerful technique, but when done incorrectly, it'll kill customer confidence in you forever. Ever purchased an info product that's an up sell? I sure have. Ever bought an info

product that totally sucked and didn't give any of the info it promised because it was just a cheap excuse to get you to buy more stuff at twenty times the price? I've had that also.

- Practically every single up sell that I've bought has been terrible. I want you to know when I say up sell I mean real products giving real information that are real helpful and do as advertised. Still with the intention of selling people on, but the up sell is a real solid product in itself. There is nothing wrong at all with this type of marketing, in fact when done with pride, some of these up sells can become quality products indeed and rake in a whole bunch of cash at the same time. Done incorrectly however, check out the BBB definition of bait selling, and you'll see there's a fine line that must not be crossed when looking at this subject.

- The next rule of info product creation is don't think of it as a bonus. Charge what you believe it to be worth. We already talked about how you can devalue yourself and your product just through poor and unimaginative presentation. Keep in mind when you create your products, using your mind and your knowledge they are valuable, real valuable. Don't just go selling for twenty dollars because someone told you to, or you see others doing that. Only your tracking data can tell you the facts here.

- Add a pinch of fresh variance into the presentation, and feel confident about putting \$200, \$500, \$1000 price tags on your products. You didn't put in all that effort and creation, knowledge sharing and bonus giving to charge \$10 did you? I highly doubt it.

- Putting the price up on a product can actually increase sales. When I first launched my original site for ten dollars a month. I wanted to have the best site at the best price, and agreed, some of the customers were only there because I was the cheapest around. I'd put my all into this site though, and decided that it was worth more, if not just for the positive feedback I was getting, so I added an extra \$15 to the price tag. Lo and behold, with the same marketing methods I'd learned in my very limited experience, my profits went from \$150 a week, up to almost \$300 a week in the same time it took me to pull in that \$150 a week worth of members. That's excluding any current members I had pay me \$130 for a yearly membership up front. Nothing changed but the price. So in this case, a 50% increase in the price, meant a 100% increase in sales. Cool huh?

- Back then I had no answer to 'Why are you putting your price up?' aside from it being an experiment. It soon became clear though that undervaluing is as devastating as charging too much for too little. Be confident, charge what it's worth, not what you think people will be willing to pay. You might find yourself surprised, and if not, there's nothing stopping you from changing it back. You are in total control of your business after all.

- I also want to tell all those of you out there that want to write reports on online marketing, there's still space for you. Just because there's a bunch of people out there right now selling stuff that mildly resembles setting up a serious business online, doesn't mean that you can't break into this highly competitive market.

- Just because there's a lot out there, it doesn't make them all good, it's up to you to connect with your market and make your info product the best work you've ever done, and inspire people to listen to you in an interesting way.

- There are four types of people out there. The first can't be bothered. They bought their info product, and a week or two later send e-mails asking for refunds before they've even finished (or even started) reading and taking action on the information.

- Type two will read the reports in full, get excited about much money they're now dreaming about earning, and how their new found knowledge will make them rich. Unfortunately, they never put anything into action and wonder why they never get anywhere. They'll put it down to the quality of the site and move on looking for the next best thing.

- The type three person I have all the time in the world for. They read, they learn and they put it into action in a serious manner. These are the people that are going to be a success. They go away, follow the instructions and come out on top. They got what they wanted, and the writer of the info product got a reputation boost and possible a new contact.

- Type four are those who are successful already. They already know everything, they're just looking for new inspiration through guides, and that's something that I personally do, and I'm happy to spend a lot of

cash on stuff that inspires me, even if I know about all the concepts contained within already. These are just some of the reasons why there will be a market for info products for a long time to come.

- Understand that even though it might be a way off into the future, especially if the product you're creating right now isn't information based, keep in mind that you'll get these four groups visit you at some point or another.
- Good, a great base of knowledge there for you, most of it relating to all businesses rather than just information publishers. Above all though, if there's something I want you to remember it's that no matter what your product, charge what you believe it to be worth. Only your tracking and testing can tell you for sure if you were right to do so. Your new info product doesn't have to land in the pile of millions of failed and rejected \$10 bonuses, it can be a shining example of a quality, high ticket, premium item. Take only this into account and you increase your chances of success dramatically.

# 11. Goals Of This Section.

- To lay down some specific pointers for writing your own info product.
- To delve into what people want from your info products, and how to make them read it.
- To show you how to keep things interesting for the readers.
- To talk to you about knowledge bases and why most people fail to create any wealth from the sales of info products.
- To show your customers that you mean business, and to build their trust, and in turn, earn you a load more cash.
- To lay down pointers for you allowing yourself to give your product a twist and make it stand out from the boring droll and cliché products already crowding our inboxes and search results.
- To demonstrate how to plug your other products and services in your information product effectively, without annoying any of your customers to the point of no one buying your stuff a second time around.
- To introduce some additional elements that could easily turn your single sale info product into a monster sized project, with several offshoots, creating multiple streams of income.



## 12. Profitable Info Products 2.

Alright, here we go. So why the heck should you listen to me? What could I possibly know about writing info products and how to get people to read them, what to put in them and so on. Well, aside from this site obviously, my previous site nicknamed the big experiment from now on also had an info section.

Now granted, it wasn't as long or nearly as detailed as the complete set of these manuals, and it's showing it's age after being up and running for three years, but see, with this site I ran all sorts of experiments and tested out all sorts of ideas, from pricing, to follow-up, to lead generation, sales letters, ad copy, commissions, bonuses, presentation, and I even tested testing itself at many points throughout it's life. You name it, I tested it.

Each time I tested a section, and found something that was pretty astounding, or something that showed significant results, I went ahead and wrote about it. I showed people what I tested, where I tested, why I thought the results would occur and whether or not they did. This spawned the start of my info product writing, and several manuals and results pages went to members just for testing sake.

How could I get them to read and trust what I was saying? How could I get them to take notice and actually do what I was saying? What content was safe to include, where, and why? Should I promote other stuff? If so how? Once again, as you can see, many testing parameters.

I don't have a degree in copywriting, I'm not a language expert, or anything like that, but nothing beats the real world experience I had which started so long ago.

This should instantly tell you two things. One, I can trust this guy, he's already got my money, and he wants me to buy his new stuff when he releases it too, couple that with a lot of real world experience, I know I'm not being screwed. Second, if I can do it, you can do it. Like I said, no special qualifications, just experience, which is exactly what I'm going pass onto you now, so you don't have to spend years making people read your stuff to find out what works and what doesn't and instead, use that extra time to make more money, more quickly.

## **12b. Keep It Interesting To Keep Them Reading.**

So without further ado, lets get started, and the first number one most important thing that I can think of when you're writing is to keep things interesting. Vary things a lot. Don't just list off a load of factual information. That's boring, and no matter how right you are, or how insightful you are, if your readers are bored to death, you're not helping them at all, and in return they just won't buy or read your stuff again.

Look at your presentation; keep it structured, but interesting. Titles, sub titles and bullet points are great, and it's far nicer to look at a clearly structured page like that than a massive long ream of tedious text. I know it sounds like something a schoolteacher might tell you, or lecture

you about how you're not presenting your work well, but it's true, and something I live by. Imagine if I took this course that you're taking right now, removed all the bullets and titles, and just placed the whole set of manuals in a PDF file and sold it like that. Would you seriously be willing to read a twelve hundred page ream of text? I sure wouldn't, no matter how good it is.

Throw in a couple of stories to demonstrate what you're talking about. It's far easier for the reader to get the idea about what you're saying if you show them in way they can relate to, especially when it's presented as a real world experience. Some real simple steps, but seriously, something that's so important. If no ones reading your product, no matter how many you sell, it's a waste of time.

## **12c. Know It, Before You Write It.**

Here comes the fun part. Know what you're talking about. If you don't it'll show, people will laugh, tell other people and your reputation will be insta-ruined. Make sure you're successful in your field before writing. If you're writing about how to catch a shed load of fish every time you hit the riverbank, make sure you can and do actually do this yourself before telling anyone else how to do it.

I've seen so many poor excuses for info products. Not taking into account the length, or quality of the site or sales letters etc, but just on the basis of the info contained within them, and it's no wonder people are confused and going out of their minds about how to do stuff, and not only in the world of online business.

I've got so many examples of this it's worrying, but I'll just land one on you quickly. A friend of mine comes over one night for a drink. She's a part of an online game; you know the ones where there are thousands of people playing all at once, each one vying to be the best on the server. Anyway, she started talking about her game, and proceeded to tell me that she'd bought an info product on how to be successful, and become one of the rich that can buy pretty much whatever items they want.

So she drags me over the computer, brings this site up, and shows me the info. Oh dear, how poor it was. It was a basic copy of the instruction manual that apparently comes with the game anyway, and didn't give away any useful information at all. I proceeded to tell her she should have known by the domain, but that's not the point. The product was shoddy, and he plainly had no idea what he was talking about.

That's an outside the online marketing world example, but If you've been around for any amount of time, I'm sure if we got together and talked about crap info products written by people who had no idea what they're talking about, we'd be there all week. Unfortunately the same is true for online marketing. I've seen people teaching the most basic stuff and advertising it as online marketing reports. (Like we don't already know how to send e-mail, give us a break).

Creating info products is not an easy task in the first place, especially ones of any size, but make sure you know the full story. If a professional in your field, the best fisherman, the most famous actor, the highest earning online marketer came to you, and wanted to read your stuff,

would you be embarrassed to show them it? If so, it's probably best to do a little bit more research and testing before getting down to the creation of your product. Your customers and your pockets will love you for it.

## **12d. Don't Just Know It, Show It.**

Alright, so know what you're talking about is pretty basic, and pretty obvious. So lets get to something that I see missing all the time, and I'm going to take a guess and be pretty confident you've seen this too, and that's show that you know what you're talking about. So important, but hardly anyone does it. Why are you showing people how to do something? Have you done this before successfully? Can you prove it? Do you have the experience to be schooling people about your subject? Can you prove it? Do your methods work? Can you prove it?

It's all about inspiring confidence. See the problem is, even if someone comes along and buys your product without actually hearing anything about what you've done in the past, your success stories, testimonials about how your methods work, they'll read through, and no matter how great it is, they'll come to the end, and they'll be left wondering if your stuff really works.

That's exactly why everything I write is packed with examples, and previous experiences, and real life encounters. I like to show you this stuff works, where it works, and how it works in a way that everyone can relate to. It's easy to do, and all it means is your customers are going to

come to you, hand you their cash for your product, read it, be interested by it, and by the end, they're going to feel like they've actually learned something that they can apply to whatever subject it is you might be talking to them about.

There's so many ways you can do this, snippets of your bank account, the hits to your website, your list of contacts, the success of your products, previous and present, stories from the past told in a way that people can relate to and say "Hey yeah, I know exactly what you mean", testimonials from other people that your customers trust, photos of that big haul of fish you caught, and regularly catch each trip, the list goes on. Use your imagination, provide proof in an interesting, non stuck up way, and people will provide you with all their attention, and more.

Don't forget to do this regularly in your reports. No matter how good your sales letter is, if your product doesn't enforce that you know what you're talking about, don't expect any repeat business from the most important people of all. Your long term customers willing to actually pull their wallets out and spend their money on the quality products that you create.

## **12e. Enjoy It.**

Rule four; enjoy the heck out of it. If you're writing about it, you have to enjoy it. If you do it'll show through and your readers will know it. Coupled with the examples above, you can take a standard drab report, and turn it into something amazing, inspiring, fact packed and interesting that your customers will love you for.

Like I said earlier, it's good to be professional about your work, if you're enjoying it, the work you produce will be so much better. Many people nowadays do stuff for the sake of it, and to make money out of it, but it's so clear in the quality and presentation of their work that they don't enjoy it. And remember, that's why you're here right? To give yourself a little freedom, more cash, knowledge and insight.

You have to enjoy the journey rather than look at the goals and push yourself on because you really want to make a bucket-load of cash. Now personally, I love the business game, and I love writing and talking about it, which is why I'm here. It's no good shattering yourself and boring yourself to death just for the goal of the extra cash, because quite simply, you're defeating the object of reaching that goal by making yourself, and most likely your customers unhappy. Not good.

Enjoyment is one of the primary reasons for creating products as well, if you enjoy it, you're going to do it well. If you do this particular activity you'll get to know it better and come up with even more ideas. Most importantly, Don't feel that you're limiting yourself or stunting your potential income by not releasing an online marketing product, that's not true at all, even though it may feel it if you've been in the game for a long time.

## **12f. Give It A Twist.**

Whatever you're writing, give yourself some identity. Something that defines you against the gray background of other marketers or

competition out there. It'll make people remember you, and it'll stand out as something new, something innovative and something that people will want to buy and use. It also suggests that it's an organized plan, which is definitely a plus.

People don't want to be bogged down by random unstructured information that jumps about all over the place. Now I talked about this earlier in the product creation reports, so I won't go back into that here. Just keep it in mind. It's a real fundamental of a good recognizable and successful info product.

## **12g. Plugging Done Correctly**

Rule 6. We've got a little something for you that no one seems to have a definitive answer on. Should you plug other products and services through your info products, and if so how? Well, the simple answer is yes, you sure should. If you don't, you're wasting valuable customers that may just enjoy your product so much; they head off to buy another one putting even more cash in your pocket.

The problem is how do you plug other products inside info products effectively, without annoying the heck out of the readers? Well, first and foremost, this is kind of a gray area. A little like up selling that we talked about earlier. If you mention this method to someone in conversation, they'll give you funny looks and shy away, simply because this has such a bad name, due to the poor products out there that are just excuses for an advert. So the first thing I will say, create a product for the creation of



the product, and make it good.

Don't create a product to be an advert. Whether it's free or paid, if you start talking to someone about this great new tactic you've learned, they take their time to listen to you, or read your stuff, and by the end it's just an extended sales pitch, don't expect to be very popular or leave a good taste in peoples mouths.

I've seen a lot of methods, and different ways that people advertise their stuff inside paid and free info products. Some of them you can instantly see through common sense that they're not doing much for the writer, and on the other hand, some of them are excellent, and compliment the product very well.

So here's what I suggest. The next time you write an info product, whether it be paid or free, talk about your previous experiences with some of your other products. This is especially easy with online marketing, shows your customers what other stuff you've done, without annoying the heck out them because your product is a poor excuse for an advert.

Second up, find a way to link your sites and products at the end. For example, if I wanted to plug some of my other products here, I wouldn't write a whole guide that was based around that product working, or what people thought of it, but you can bet your life I'll let you know about them either at the end, or refer to it in my examples.

Another method that works extremely well is to write sections that relate to your other products, but you have to reveal something and give good info at the same time, because if you don't, again missing the big key here, your info product will turn into another glorified advert.

So here's the general rule. Do you plug other products in your free and paid products? Yes you do, but you do it in a way that doesn't take away from the original aims of the info product, and the information it promises to give. The reason you'll hear and see people not doing this is because they're worried about what their customers and readers are going to think. The fact is, as long as your product does the job it set out to do, and what you told the buyers or readers it will do, you can refer to affiliate links, your own sites links, whatever. Just make sure the product does the job.

## **12h. Inject Your Own Personality**

Rule 7, and probably the least used of them all. Inject your own personality into what you're writing. People like to be entertained, even when they're learning serious business-like stuff. Don't be afraid to talk to your customers like you would your friends, because not only are you likely to enjoy the writing and find it easier to flow, but the reader will have a much more enjoyable experience, and of course is more likely to remember you.

One thing to be careful of here though, when you're writing, try to avoid things like sarcasm and irony, because I can tell you from previous

experience, different people have different understandings of such things, it can lead to misunderstandings, and big problems, especially when the facts aren't clear. Interest people, sure, but don't confuse the heck out of them, because they might not know what you're talking about, even if it seems obvious to you.

## **12i. Keep Your Language Mainstream**

Finally, try to keep your language mainstream. Now I'm from England, and sometimes have a problem with this. I remember writing the sentence 'It works a treat' in one of my sales letters, meaning that the method I was explaining works well. It seems that this turned out to be a problem, as one of my good friends from over in the US totally misunderstood what I was saying, and a slightly different meaning of this popped into his head.

So whilst you're writing, remember to keep things fact based, very structured, professional, and insert your own personality in there a little, without using slang words, or things that people from abroad might misunderstand, or even worse, just not understand at all.

## **12j. Sell Yourself.**

Rule number nine. Selling your products isn't the only thing you're doing inside info products, don't forget to sell yourself. Let your readers know who you are, where you've been, what you've seen or experienced, because in the long run, not only will they have much more belief in your work, but they'll elevate you in their minds and consider you a

more trustworthy and a reliable source, and I don't need to tell you how important that is.

So there we have it. Eight basic rules that you can follow when writing your info products, ranging from increasing your reputation and how much people trust you, to actually getting people reading and taking action and talking about your product, how not to annoy the heck out of your customers and plug yourself effectively.

That's all I can do. Give you the basic rules to follow, and let you follow them. I would love to give you more, but I can't do that, simply because I have no idea what you're going to be writing about, I have no idea what your product is, and I have no idea about your writing style or your personality. One thing I can be sure of, if you follow the above basic rules to a tee, don't deviate from them at all, you'll end up with a good solid product based on your knowledge of your chosen subject, and your customers are more likely to actually read it, finding out all sorts about your previous experiences, your previous products, and really stomping your name and personal brand in their minds, ready for future follow-up products.

## **12k. And Finally.**

I want to further re-enforce what can be done with your product once you've been selling it for a while. This is a great move to get some cash quickly, when you need it, and that's to sell resale rights. Not just the normal re-sale rights though, oh no. The majority of resale stuff out

there is useless garbage that's twenty years old and is being given away for free anyway.

If you really want to get noticed when you put your info product up for sale with re-sale rights, put a high price tag on it, and set some rules. See, people who don't know how to come up with new product ideas like us now, swarm all over these things. Not only that though, people that don't want to go to the trouble of setting up their own products, or people that just want a hassle free, everything done for them, ready to go product to add to their lines.

If you want a successful re-sale rights info product, the method is simple. Set rules as to how much it can be sold for so it doesn't devalue in price, set a number of copies to be sold to something low, around the 500 and downwards mark, set a no auction sites rule for the same devaluation reason, and there we have it. Two products out of one. A high-ticket re-sale, and a high-ticket info product.

One word of warning, you might want to wait a little before you do this, because if someone real good gets their hands on your products, and they're targeting the same market as you, as big as the internet is, you're going to lose a wad of cash.

So there we have it. An outline, and a basic rule set for creating info products and getting the most out of them. It's not rocket science by any means, but there was no way that I'd be leaving this section out just because it sounds common sensical to some people. As far as this course goes, if it's important, if it works, and makes you more contacts,

gets you customers and puts more money in your pocket at the end of the day, it's in. Simple as.

## 13. Summary.

- I want to give you a little more info about where what I'm relaying to you came from, and why no matter what you think of us personally, you should be taking note of the methods being taught so far and from here on in.
- So here I am writing this product right now, but previously, one of my exploits involved a rather hefty membership site that consisted of admin and automation software, but later in it's life a section on online marketing, which could be placed in the info product category.
- Granted it wasn't as detailed as this and it's now showing it's age, but that site was nicknamed by myself and a few of my contacts that were paying attention to what I was doing at the time 'The big experiment'. Each time I tested a section I found something that showed significant results, and went ahead and wrote about it. What was tested, where it was tested, why I thought the results would occur and whether or not they did.
- This marked the beginning of my info product writing, several members only tracking results and general marketing knowledge pages followed. Through this experience I learned more than any book could have taught me at the time, and it's this tried and tested info that I'm

passing to you right now, not some made up stuff I threw together as a cheap excuse to sell something.

- How could I get them to trust what I was saying, how could I get them to take notice and take action? What content should I include and exclude, where and why? Should I promote my other stuff in the content and how should I be doing this?

- I don't have a degree in copywriting, but just that short list off the top of my head is the type of real world experience, tried and tested means, methods and testing parameters I'm showing you here. After all, I want you to come back and buy more of my stuff later, I want you to tell people about the positive experiences you've gained from my products, and make sure that you reach your goals at the same time.

- It's this experience and the situation we're both in right now that should tell you that anything in this report or any other is real, proven and there for one reason and one reason only. To get your business up and running in a quick, profitable, no BS way. So lets continue to talk about the specifics of physically creating an info product.

- Rule number one. Keep it interesting. Look at your presentation, keep it structured, use short sharp points, and bullets if creating summaries.



- Vary your methods. A ream of text is tedious. A ream of text complimented by several different structure layouts, diagrams, tasks and methods of presentation such as audio and video will have people sit up, take notice, remember you and most importantly, not be bored out of their skull reading your stuff.
- Imagine what this product would look like if we removed everything but the text from the full manual set. Over a thousand pages, one big block of text. I sure would find that hard to read, never mind follow and take action.
- Throw in stories and examples at every turn. Not only to add to the trust factor, but to keep people reading, to keep it interesting, and like we did above, snap people out of a routine.
- Rule number two. Always know what you're talking about. I've seen so many poor info products, which at the time I didn't know gave incorrect or uneducated information until I found my own path and discovered they were incorrect and actually counter productive. It's no wonder people are confused as heck trying to simply start their own business that makes them money on the net.
- Creating an info product of any size and quality isn't easy work, but it can be fun and extremely rewarding. If you know your stuff, not only will you sell more, inspire trust and make a bunch of cash short term, but also people are going to come back to you again and again. If your customers love it, and you really did solve their problems through

knowledgeable writing, it's going to give you a heck of a lot of promotion power and reputation for future products.

- Rule number three. Prove that you know what you're talking about. Why are you showing people how to get or avoid something? Show through examples and demonstrate that you've been there and how you fixed your problem and found the best solutions.
- Talk to your readers about why things happened as well as how. A how report is all good, but when times change as quickly as in the modern world, it isn't worth much without adding the why's too, allowing your customers to adapt your methods in the future, making your product even more valuable.
- Snippets of your bank account if you're claiming to be a millionaire and showing people how to get there too, pack it with real life experiences and examples, get other people to say good stuff about you through standard testimonials, not for your sales letter, but within your product itself. This is important when trying to spur your readers into action and inspire them. You don't want them to go away telling people your stuff doesn't work, when actually the info is there, but you failed to inspire them and spur them into action.
- Rule number four. Enjoy what you're doing and writing about. If you're not enjoying it, it will show in your work, and you won't be inspiring anyone, let alone your customers and readers. Remember why you're

here, back to those original questions. Why are you here? My guess most said money, but also freedom, enjoyment, control, making earning money not a job, but a joy. This is made impossible if you don't enjoy your chosen subject to the max.

- Rule number five. Give it a twist. Give yourself some identity so that people remember you. The frantic fishing catch more fish today intensive training course, the millions in minutes marketing system for example. These are very basic examples off the top of my head. Try to avoid the word system too. It's the ultimate cliché today, almost as bad as e-book or 'Fire Your Boss!'. Be creative, make people take notice, talk about you and remember you.

- Rule number six; plug your other stuff through your products. Remember, make sure that your products are quality and do what they advertised. If you do this, there's no problem with plugging your other stuff inside them, and this works extremely well when talking about previous experiences and you can plug your other stuff in an indirect manner.

- Rule number seven. Inject your own personality. People like to be entertained, make the odd joke here and there, but don't go overboard. Avoid the use of inverted comers and be specific, avoid sarcasm and the potential to be misunderstood, but inject your own personality, tell a joke, talk as if you were talking to friends in a relaxed non-threatening manner. Every individual is different, and this is a great way of making

your products stand out both from a memory and sales perspective without too much effort.

- Rule number eight. Sell yourself and your brand in your product. Let readers know who you are, what you've seen and experienced, and why you're an authority figure on your chosen subject matter. This will go further towards having people listen and take action on your experiences, helping themselves and in return your reputation and your pocket.

- There we have it, the top eight rules for creating your very own info product. These are surefire rules that you can follow when creating all sorts of information based selling tools and products.

- Use this as an outline, and a basic rule set for creating info products and getting the most out of them. It's not rocket science by any means, but there was no way that I'd be leaving this section out just because it sounds common sensical to some people. As far as this course goes, if it's important, if it works, and makes you more contacts, gets you customers and puts more money in your pocket at the end of the day, which is good.