

Info Product Empire

How to create your own information products... step by step

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Introduction

If you want to REALLY take advantage of the profits available in the information product market then you need to become a product owner.

Yep – there IS a lot of money you can make as an affiliate selling other people's info products, but if you look at most successful marketers then you'll see that the REAL success comes from being able to sell your own products.

There are several reasons for this...

A biggie is that as a product owner you can let other people do the hard work for you.

Imagine that you've created your own training course.

It's a series of PDF reports and you sell it for \$17.

But you've also got your own affiliate scheme, and you have an army of 200+ affiliates all selling your product.

As an affiliate you have to work hard to get the sales, but as a product owner you can let YOUR affiliates do the hard work and generate the sales for you.

Imagine that out of those 200 affiliates, 50 of them are 'active' and sell at least 20 copies each.

That means that your affiliate sales army has sold 1000 copies of your course....

... which equals \$17,000 in revenue. If you were paying your affiliates 50% then you \$8,500 of this money goes to affiliates and the other \$8,500 is yours to keep.

But crucially your affiliates will have done all the grunt work!

There are other benefits of being a product owner too...

Having your own products gives you instant credibility as an expert in your niche.

And with credibility comes sales. So – you might sell more as an affiliate too just because you’re a product owner!

As you can see, you NEED to create your own products if you’re completely serious about and dedicated to your online business.

Tell me how many successful internet marketers you see out there who DON’T have their own products?

Not very many at all – and the reason for that is that creating and selling your own information products can make you a LOT of money!

So – in this report I’m going to show you some of the ways you can develop your own products in the fastest possible time.

I’ll also present to you the different options that are available to you so that you can choose the one which best fits your skills, expertise or situation.

I hope that you enjoy the report 😊

Why Selling Information Is Such a Great Business

Today we live in an incredibly lucky world. It is an age where anyone with a computer and an internet connection can create a business and start selling products to people all around the world in next to no time. I also believe that the information product business is the best business you can be in, online or offline – and here's why...

1. The profits are incredibly high

Think of a 'traditional' business with physical products and then compare that to an information selling business. If you are selling digital downloads then your only costs are things such as web hosting and your autoresponder account, plus money that you put into developing the information product in the first place and a little for advertising. Once it's all up and running most of the rest is profit. There is no stock to buy in or expensive premises to rent. It's the perfect business model.

2. An information business can be automated

Ok so not everything can be automated, but how many other businesses do you know where you can set it up so that people buy from you, the money lands in your account and the product is delivered to your customer – all without you having to lift a finger? Of course there is a lot of work involved in first setting it up but after that it's ideal.

3. People are 'hot' about information

People are looking for information all the time. It is the reason why we surf the internet and information is all around us, everywhere you look. Many information products contain info that is readily available online – what people are paying for is the fact that somebody has compiled together all the useful information, (hopefully) got rid of the crap and put it all into one neat, organised product. Anyone can create an information product!

It is possible to set up a successful and profitable information selling business in a relatively short space of time. Think about all these benefits – is there a better business out there?

The Different Types of Information Product

There are a few different types of information product that you could create, so now let's discuss the advantages and disadvantages of each one so that you can decide which one is right for you...

Ebooks

An eBook can be a simple PDF document (such as the one you're reading right now) or formatted for a specific device (e.g. Amazon Kindle).

If you're a good writer or you enjoy writing then creating an eBook could be a good option for you.

Some people are uncomfortable creating an audio or video product, so again an eBook might be the right choice for you.

Disadvantages?

Writing an eBook or even a report can be a slow process.

Consider that writing an eBook is likely to take you several weeks at least, whereas an audio or video product can be created in just a couple of hours.

The other major disadvantage of eBooks is that they tend to have a low perceived value. Many people automatically associate an eBook with "cheap", although obviously this does very much depend on the person and/or the market.

Audio/video courses

Audio and video courses have become very popular in recent years.

The main reasons?

They are quick to make and have a higher perceived value...

You can literally create an information product in just a couple of hours if you choose this option.

All you have to do is make some Powerpoint slides, talk over the whole thing for an hour, and record it using screen capture software.

Bammm! You have an information product created in double quick time!

If you're feeling confident then you could even record yourself speaking to the camera too.

It might be a little uncomfortable at first but it's surprising how quickly you get used to it.

Drawbacks of this method?

The main one probably relates back to your confidence...

Some people just don't like speaking and recording themselves – and if you're in that category then you might struggle to come across as a confident speaker.

The other drawback is that your customers are more likely to have technical issues accessing their product because download sizes will be much bigger than they would be for an eBook – but this isn't so much of a problem nowadays because people tend to have faster internet connection.

Interviews and Webinars

This type of information product is closely related to the last one...

You just find an expert in your niche to interview and then jump on Skype together and record it.

You could either do it as a straight interview or do a live webinar and then record the whole thing.

The advantage of doing this is that all the content comes from the other person. You can tap into their expert knowledge, and all you need to do is actually ask the questions.

The other great thing about this is that if the person you're interviewing is well known in your niche then you can put their name alongside yours on the front of your product.

This attaches immediate credibility to what you are selling – and the other person will probably be willing to mail the product to their list too.

And a word about increasing value...

Why not create an information product containing both audio AND written elements?

Or could you split up your 200 page eBook into four 50-page reports and call it a '4 part course'?

Doing so increases the perceived value of your product massively without involving much or any additional work.

Remember too that you can include upsells behind your product (in fact it's often said that's where the real money comes from).

So, if your information product teaches businesses how to build an email mailing list, your upsell could be to offer those people personal training...

For example you charge \$197 a month and for that you personally coach people by Skype on how to build a list.

Or if you don't want to go down that route then your upsell could simply be more in-depth training.

The more opportunities you give people to buy then the more money you will make! It's really that simple....

Coming Up With An Idea

Ok, so before you can create your own information product then you obviously need to come up with a subject and an idea.

If you're already in a specific niche then you'll maybe have some ideas already.

But if not then don't panic because it's pretty easy to come up with a whole host of ideas!

Below we're going to talk about some of the ways you can do this – but bear in mind that there are several areas that are traditionally 'evergreen' and these are often well worth considering as a topic.

So – anything to do with subjects such as...

- **Wealth**
- **Fitness**
- **Slimming**
- **Dieting**
- **Self improvement**
- **Motivation**
- **Dating**
- **Golf**

Etc

... are generally pretty popular.

Obviously those are general topics and you'll need to narrow down those broad subjects in order to come up with a specific subject for your product.

Think about what problem your product could SOLVE.

So – it could be 'How to date more women if you're a twenty-something man with low self confidence.'

See how I made that much more specific and angled it to a specific audience and solved a specific problem?

Whatever niche you're in it's important that you do that.

So, we need to find out what problems people have in our niche that we can solve with an information product.

What questions do people have?

What are the hot topics?

Are their topics/issues that keep cropping up again and again?

Internet forums












One of the easiest ways to come up with ideas for an information product is to look at internet forums.

People go to forums to talk about a specific topic, so they provide a wonderful way to research exactly what people want to know in your niche – and exactly what's HOT.

Let's say you're in the dieting niche and want to come up with product ideas in that niche.

A weight loss forum could provide you with a whole host of ideas.

For example I just found this forum:

 What skinny people say? Started by lass321, 10th November, 2010 1 2 3 ... 19	Replies: 272 Views: 19,837	Periwinkle 2 Days Ago
 Has losing weight made you happier? Started by Jenna88, 1 Week Ago	Replies: 12 Views: 455	LauraLooLa 2 Days Ago
 Weight Loss + Theatre! Any actors out there???	Replies: 0 Views: 122	Periwinkle 2 Days Ago
 Attractiveness Started by Poobe, 23rd October, 2012 1 2 3	Replies: 37 Views: 3,020	sknnybodyc 2 Days Ago
 Question time! Started by elm, 5 Days Ago	Replies: 3 Views: 239	becmarie 2 Days Ago
 What size would I be? Started by litlemisscadoury, 2 Weeks Ago	Replies: 5 Views: 432	kapekapekapekape 3 Days Ago
 Arrgh!!!! Devastated!! Started by Carlyd85, 1 Week Ago	Replies: 3 Views: 350	Caz 4 Days Ago
 gastric band hypnotherapy Started by freddysmum, 15th April, 2010 1 2 3 ... 53	Replies: 787 Views: 78,267	Taz 5 Days Ago
 Binge eating Started by sknnybodyc, 5 Days Ago	Replies: 7 Views: 193	sknnybodyc 5 Days Ago
 Mind over matter! Started by sknnybodyc, 5 Days Ago	Replies: 0 Views: 143	sknnybodyc 5 Days Ago
 General public perceptions?	Replies: 5	Choccyfizz

Now even just glancing through that for a few minutes I could see some of the main topics people were talking about and some of the questions people were asking.

Those could give you quite a few ideas.

Or let's say that you're in the internet marketing niche and you want to come up with ideas for a product targeting that market.

The biggest forum in that niche is the Warrior Forum – and it's even better than most forums because inside the Warrior Forum is a handy sub section called the WSO forum (Warrior Special Offers) where people actually offer information products for sale.

So – you can see what's selling.

(and yep – you don't really need to come up with a completely new idea. Just look at what other people have done and have a think about if you could create something similar).

So – the screenshot below is of the WSO forum:

	Got 30 Lousy Minutes A Day & a Tiny List? You Too Can Be Making \$3,000.00 a Month From Home... (1 2 3 ... Last Page) igorhelpsyouucceed	02-14-2013 12:54 PM by khooster1	286	46,433
	<input checked="" type="checkbox"/> [50% OFF - Only \$39] - GUARANTEED Google 1st Page Sites! 1 Year FREE SEO With 6 Month REFUND Period! (1 2 3 ... Last Page) MichaelNech	02-19-2013 10:33 AM by khooster1	460	19,591
	Are You Willing To Commit? (1 2) John Taylor	12-12-2012 03:57 AM by aZapX	90	26,942
	<input checked="" type="checkbox"/> [FREE WSO] Easy Mass Mail Sender / Uses Text File Email Lists / Send Bulk Emails Instantly- FREE ! (1 2) Vendor-Lock	02-19-2013 07:23 AM by Vendor-Lock	91	4,466
	<input checked="" type="checkbox"/> Google Page 1 for only \$3. People are getting Result in just 2 Days. [5 Star Reviews] (1 2 3) singhavn	02-19-2013 10:29 AM by vidur9	122	5,312
	<input checked="" type="checkbox"/> Alexa Rank Boosting Service.100% Money Back Guarantee.[5\$ Trial and upto 30% discount packages left] (1 2 3) ronyjones	02-19-2013 08:40 AM by ronyjones	108	1,463
	<input checked="" type="checkbox"/> EXPLOIT GOOGLES DIRTY LITTLE KEYWORD SECRET - Learn This and Make Money Like Crazy - RAVE REVIEWS IM Guerillas	02-19-2013 01:34 PM by DoubleOhDave	35	1,392
	[\$5 WSO] HOW TO CRAFT THE PERFECT SALES FUNNEL AND EARN REAL AUTOPILOT INCOME - NEWBIE FRIENDLY! (1 2) Lee Murray	02-14-2013 12:13 AM by johnnyd326	62	5,961
	<input checked="" type="checkbox"/> Now anyone can create custom Facebook pages, contest, sweepstakes and more without a monthly fee! FirstSocialApps	02-19-2013 05:40 AM by William2010	40	1,423
	<input checked="" type="checkbox"/> [FREE WSO] HOW TO PULL IN 1,000+ UNIQUE VISITORS TO YOUR WEBSITES EVERY DAY! Fabian Tan	02-19-2013 05:11 AM by johntan17	27	3,826
	Build Affiliate Stores with WordPress: NEW PLUGIN imports ANY CSV or XML datafeed! 40% off this week (1 2 3) Soflyy	01-05-2013 05:58 PM by Soflyy	128	19,109

Already you've got a few topics right there...

- List building
- Google ranking/SEO
- Motivation
- How to create a sales funnel

- Facebook page creation
- Traffic generation
- Affiliate marketing
- Wordpress/blogging

You could basically create an information product around any of those things...

And just look at the number of page views some of those offers have had!

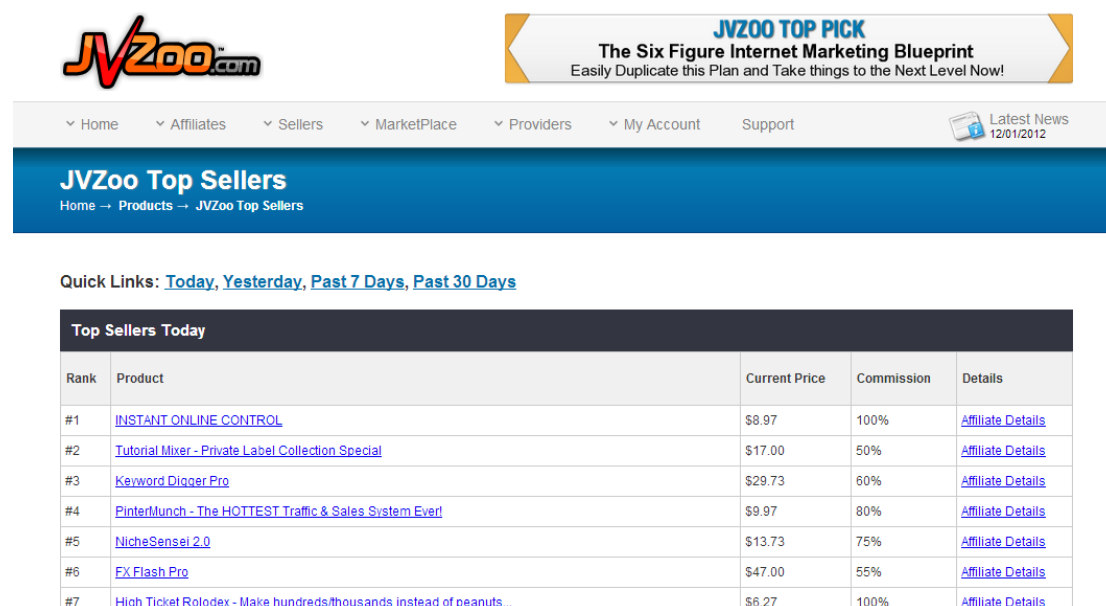
The top one has had over 46,000 views – so it's pretty safe to say that's a hot topic!

JVZoo/WarriorPlus/Clickbank etc

Another way to see what's selling is to head on over to one of the big affiliate networks.

Take a look at the JVZoo 'Top sellers of the day' to find out what's really selling right now...

(<https://www.jvzoo.com/products/topsellers>)



JVZoo Top Sellers
Home → Products → JVZoo Top Sellers

Quick Links: [Today](#), [Yesterday](#), [Past 7 Days](#), [Past 30 Days](#)

Rank	Product	Current Price	Commission	Details
#1	INSTANT ONLINE CONTROL	\$8.97	100%	Affiliate Details
#2	Tutorial Mixer - Private Label Collection Special	\$17.00	50%	Affiliate Details
#3	Keyword Digger Pro	\$29.73	60%	Affiliate Details
#4	PinterMunch - The HOTTEST Traffic & Sales System Ever!	\$9.97	80%	Affiliate Details
#5	NicheSensei 2.0	\$13.73	75%	Affiliate Details
#6	FX Flash Pro	\$47.00	55%	Affiliate Details
#7	High Ticket Rolodex - Make hundreds/thousands instead of peanuts...	\$6.27	100%	Affiliate Details

They also provide you with full stats – how many copies of that product have been sold, the conversion rate, refund rate + a link to the sales page.

Basically it allows you to see exactly what's selling right now!

And it's the same with WarriorPlus...

www.warriorplus.com/wsopro/affiliate/get-offers.php?pg=2&

Available Offers [« prev](#) 101-200 of 9484 results [next »](#)

Product / Vendor	WSO Date	Sales	Visitor Conv.	Visitor Value	Avg. Price	Bumps	Comm Rate	Refund Rate	
Want more exposure for your affiliate offer? Advertise here									
Commission Apex Doppelbock	2013-02-11	1000+	11%	\$0.91	\$8.41	0	75%	3%	request
Commission Apex OTO Doppelbock	2013-02-11	100+	46%	\$5.91	\$12.92	0	50%	3%	request
Offline PLR: Online Reputation Management Niche Whiteboard Videos OTO MsMotivation1	2013-02-11	100+	63%	\$5.02	\$7.97	0	50%	0%	request
Offline PLR: Online Reputation Management Niche Whiteboard Videos MsMotivation1	2013-02-11	100+	12%	\$1.05	\$9.11	0	50%	0%	request
5 Minutes = \$50+/Day LegitSells	2013-02-11	100+	9%	\$0.78	\$9.01	4	50%	0%	request
Valentines Day Massacre oshe	2013-02-11	10+	3%	\$0.13	\$3.99	1	70%	0%	request
How I Made \$933.45 From My 1st WSO jmittele	2013-02-10	1+	0%	\$0.03	\$7.08	1	80%	0%	request
Income Jacker OTO - 4 Over-The-Shoulder Videos Of My YouTube Campaigns Edwin Torres	2013-02-10	100+	20%	\$3.39	\$17.00	2	60%	3%	request
Income Jacker- YouTube Marketing Software Edwin Torres	2013-02-10	100+	6%	\$0.73	\$12.48	2	100%	2%	request

Magazines

People often overlook this one, but the fact is that there is a magazine for nearly every niche you can think of – and they can provide you with a wonderful way of coming up with ideas for an information product...

Just have a flick through any magazine and I almost guarantee that you'll come up with some ideas!

Let's say you're in the tennis niche and you want to create an information product that teaches people how to play better tennis.

Most tennis magazines publish regular 'how-to' and 'tennis improvement' articles – and many of these could form the basis of an information product teaching similar things.

You should NEVER copy of course, but you can look at them to come up with possible topic and content ideas.

Just look around you...

Listen, I know that sounds a little vague, but quite honestly ideas for information products are all around you right now...

You just have to learn to open your eyes and ears!

Seriously – I see ideas that could be turned into information products every single day on the TV, in newspapers, magazines, on billboards, in books, on the internet whilst browsing Facebook, Twitter etc.

There are almost an unlimited amount of things that you could create an information product about – and thanks to the internet you can research and become an ‘expert’ on pretty much anything in double quick time.

Actually, I just hit on a point right there...

“I don’t know enough about anything to create an information product” is a common thing that I hear people saying.

And quite honestly it’s completely untrue.

Tell – me what defines an “expert”?

Is it somebody who knows every single thing about a particular subject?

Or is it somebody that knows more about it than somebody else?

I would definitely say the second one!

It’s impossible to know everything about something, so don’t even try.

You just have to know something that you can teach to somebody else... something that the other person doesn’t know!

And with access to the internet you can basically research and find out good information about something that you previously knew nothing about.

Creating The Sales Page

I actually recommend that you write the sales page BEFORE you create your actual product.

There are two main reasons for this:

1. It gives you an outline for creating the actual content for the product, and you'll know exactly what you're going to be putting into it when you start work.
2. You can create the ideal sales proposition and then create the product around that.

You see it's usually a lot easier to write the sales letter first.

That way you can decide exactly what's going to be IN your product and outline the perfect sales proposition before you start work on actually creating the content.

Sales letters that actually sell...

You might have heard the expression "a product is only as good as its sales letter" and that's absolutely true.

The fact is that you can create the best product in the world, but if your sales letter is really CRAP then nobody is going to buy it.

In fact I would go as far as to say that your sales letter is actually MORE important than the actual product you create.

That's not to say that you can create and palm people off with a rubbish product of course, but the point is that the sales letter needs to be good.

We'll outline the key elements of sales pages in a moment, and remember that there are plenty of basic copywriting courses, articles and eBooks on the net to help you write your sales letter yourself. (Look for ones that provide you with templates.)

But if doing it yourself (and doing a good job) sounds like an impossible task, consider hiring a copywriter.

Remember – a good sales letter can be the difference between your product being a big success or falling flat on its face.

So if you think you're RUBBISH at copywriting then consider hiring someone to do it for you.

How good a job your copywriter will do depends, however, on whether you pick a quality copywriter. There are many copywriters out there – good, bad and better. And not all of them charge the same price.

You can hire a copywriter for peanuts – or you can hire one whose sales letter prices are up in the thousands.

But no matter what your budget is the most important thing is to check out their previous work...

You'll definitely want to see examples of sales letters they've written before and ideally you will want testimonials from their previous clients too.

The good news is that it's usually not too difficult to find copywriters to consider hiring.

Post your job on a site like eLance or even the Warrior Forum and you should get people contacting you pretty quickly...

Be very specific about exactly what you're looking for, when you need it by and how much you're willing to spend – and then carefully evaluate all applicants before deciding on who you're going to hire.

Writing it yourself

If you've decided you would like to tackle the job yourself then don't fear because it might not be as hard as you first imagine.

There are also some advantages of writing the sales letter yourself too in that it will be easier to get across your own personality in the sales letter

(essential if you're looking to brand yourself) and of course after you've done it a few times then the task will become a lot easier.

The first piece of advice I would give is to look at other sales letters that are similar to the one you're looking to write.

Have a look at a sales letter that makes you want to BUY and ask yourself 'what is it about that sales letter that makes it so effective?'

'What is it that appeals to me or grabs my attention?'

Once you've done that then you can then use that sales letter as a template for your own (or you might incorporate the ideas of several different sales letters).

You should never copy or steal the content word for word of course, but you CAN use it as a skeleton for your own sales letter and/or to use ideas or angles.

Never copy but look for ideas and inspiration.

The elements of a sales letter

Ok, so most sales letters comprise of several key elements.

The headline



This will be right at the top of the page and should be designed to immediately grab the readers attention.

What's the main benefit of your product?

What will buying it DO for the reader?

Think **benefits** rather than features of your product, and really get the attention of the reader. It should act as a 'hook' and draw people into reading the rest of your page.

Remember that if you can't grab their attention immediately then most people won't even bother reading on, let alone actually buying your product.

So – the headline is absolutely crucial.

The main body

This is where you start telling people more about why you've created the product and what it can actually do for them. Again, think benefits rather than features.

You'll notice that a lot of sales letters start by outlining a problem and then gradually introduce the product as the solution.

This can be a very effective tactic.

Remember, most information products teach people how to get a particular result or solve some sort of problem, so begin by identifying with the reader.

You want to say 'this is where you are now, but if you discover what I'm about to teach you then you can solve all of that and do this, this and this.'

Do you see what I mean?

Remember to be informal and chatty too. It's quite rare that you see a very 'serious' formal sales letter, although that can be appropriate in certain markets.

Add in subheadings, and emphasize particularly important bits of text. (You want to add emphasis to points that will catch your reader's eye as he or she skims down the page – most people will never actually read all your scintillating copy. They'll hit just enough data to convince themselves – often all it takes is one bullet point.

("It will set up any autoresponder for me, guaranteed? Wow, with my little-known autoresponder service that I can't find any tutorials for, I really need that!")

And at the end include a P.S., reminding them of your product's biggest benefit.

Bullet points

Most sales letters will have a section of bullet points that summarise the main things people will learn from the product.

For example:

"Inside you'll discover:

- How to build a list from scratch – step-by-step.
- The one element you **MUST** add to your squeeze page (Hint: This can be the difference between success and failure)
- The main mistakes people make when building a list (I'll show you how to avoid them every time)"

Etc.



Here are just **SOME** of the things you'll discover in this no-fluff 33-page report:

- **How to use article marketing effectively in your online business, step-by-step**
- **The important decision you have to make straight away** (and why sometimes the obvious decision isn't the best one)
- **How to come up with winning article ideas in a flash** (No more looking at a blank screen in Word and thinking 'what the hell do I write about' - I'll show you how to come up more ideas than you have time to implement!)
- **How to write articles that get your readers to do exactly what you want them to do** (HINT: this is very important)
- **Why writing your resources box is the most important step** - and how to do it correctly
- **Don't fancy doing the work yourself?** I'll take you through your main options
- **The biggest mistakes people make... and how to avoid them**

...and much, much more!

Many people will **ONLY** read the bullet points, so this is a very important section and usually comes towards the end of the sales letter but above the main BUY button/box.

Buy/order box

☐ **Yes!** I want to be an article marketing pro!

I want to learn how to use article marketing to drive traffic and build credibility in my online business.

I'm ready to invest in your report today and I understand that the price below may increase at any time.

\$7



Graphics

A good set of graphics and ecovers can add a lot to the impact of your sales page and make your product look both more valuable and more professional.

Unless you're a graphics designer yourself then I would always recommend outsourcing your minisite graphics to a professional designer because there is nothing worse than a crappy set of graphics on an otherwise good sales page.

You either want to have professional graphics or no graphics at all!

Testimonials

Testimonials can really boost the effectiveness of your sales page.

The simple truth is that people trust what other people have to say about your product FAR more than they trust what YOU have to say about it ☺ So it's always good to get some testimonials to go on your sales page.

Getting them is usually pretty easy – just give away some review copies to other marketers and ask them for a testimonial to go on the sales page.

This is also a great way to get feedback on your product too. As well as the testimonial, ask people to actually review your product and give you what they think are the good and bad things about it.

By getting feedback you can then go away and improve your product.

A note about conversions and testing...

The only way to know how well a sales page really CONVERTS (ie. Makes people buy) is to throw some traffic at it and see what the % conversion is.

(For example, if 100 people visit your sales page and 5 of them BUY then your sales page has a conversion rate of 5%)

I would always recommend coming up with at least two different versions of your sales page and then split testing them against each other to see which one converts the best.

So, you might for example try testing two different headlines.

Set it up as a 50/50 split test (easy to do in most tracking software) where 50% of your visitors are sent to one version of the page and 50% are sent to the other.

By doing this you can try out different things, see what works and what doesn't, and ultimately increase the conversion rate of your page.

Remember, just a 1 or 2% increase in conversions can add THOUSANDS to your bank account when you start throwing serious traffic at it.

Creating The Product

Ok, so by now you should have done your research, come up with a product idea, outlined what's going to be in it and produced (at least a draft) sales page.

Now it's time to create the actual product...

Outsource or do it yourself?

As with the sales page, a key thing to think about is whether you're going to create the actual product yourself.

Do it yourself and you're obviously going to have to put in more effort, but there's also an advantage in that you can make the product more 'personal' to you. This is especially the case with audio and video products because whilst you COULD outsource these types of product it generally looks better if it's coming from you directly – and if you plan to market the product under your own name then outsourcing the creation of the product might not be the best thing.

If you DO decide to outsource the creation of the actual product then there are two pieces of advice I will give...

1. Find the right person for the job

As with any project it's important that you select the right person for the job...

So – you'll want to thoroughly check out potential candidates before you hire them. How many products have they created before? Do they have any previous knowledge of the subject they're going to be writing about?

Ideally you'll want to see examples of their previous works, as well as seeing testimonials from previous clients.

2. Tell your outsource worker EXACTLY what you want.

One of the biggest reasons why people are often disappointed with the work they get back from their outsource worker is that they didn't actually tell the other person exactly what they wanted in the first place!

People aren't mind readers, so if you don't tell them what you're looking for then you'll probably get back something that's a little different than you were expecting.

So – if you're outsourcing the writing of an eBook, you'll want to give your freelancer chapter titles and an outline of the things you want them to discuss in each section, as well as how many words you want them to write as a minimum.

If possible, it's also a good idea to provide your freelancer with examples of other products that are similar to the one they are creating for you.

It's also an additional benefit if you choose someone who has a good knowledge of the subject area in the first place. If you're product is about gardening, then you'll receive back a much better product if the outsource worker has some experience and knowledge of gardening 😊

The other crucial thing is that you agree a fixed price and deadline before they start work. It's common practice to pay half of the full amount upfront, with the remainder due once you've received the work back and you're fully happy with it.

Creating it yourself...

If you're going to create your product yourself then here are some tips to be going along with...

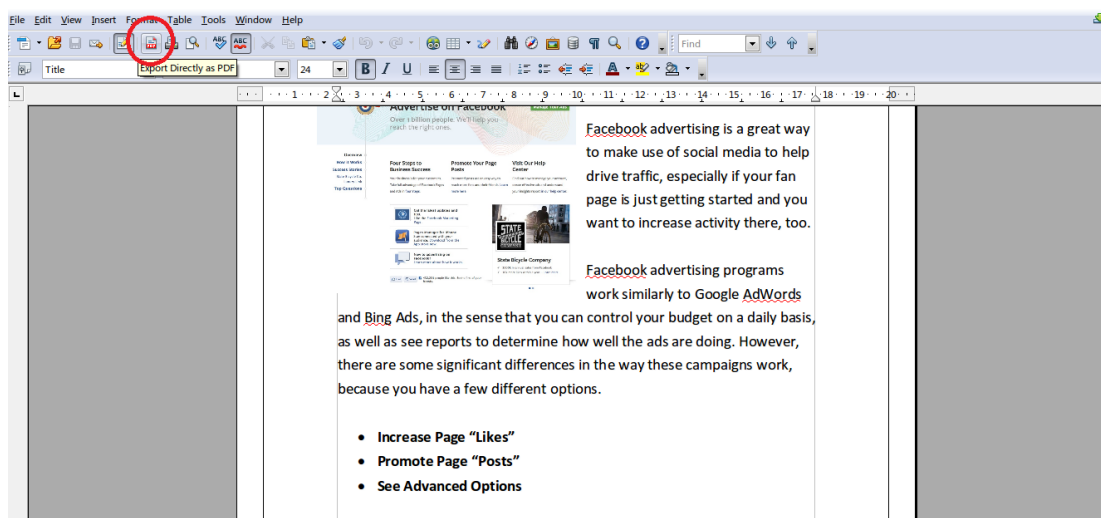
Writing an eBook or report

If you're going to write an eBook or report then there are several things to bear in mind:

- Try to **include your best information** and don't include filler sections or general "waffle." People have short attention spans, so a short 'to-the-point report' is often better than a long boring report.

- **Make it easy to read** by using a careful structure. Split your report into different sections and use subheadings and bullet points throughout. In addition, it's best to keep paragraphs short and use 1.5 line spacing so that your pages are easy on the eye.
- **Keep your report informal.** In most instances people want to enjoy reading your report as well as learning something from it, so an informal "chatty" style can often work well.
- **Include screenshots and pictures to emphasize your points.** This also helps to make your report more visually interesting and breaks up the text.

I would recommend writing your reports in OpenOffice and then exporting them to PDF from within it.



Creating an audio or video product

In recent years pure audio products have become less popular and most products will now incorporate video into them.

A video product also has a much higher perceived value and will be more useful to people, so it's a no-brainer really.

In general there are three main types of videos you can create:

1. Videos where you talk directly to camera
2. Screen-capture videos, where you talk over Powerpoint slides
3. Screen-capture tutorial videos, where you talk over a video of your computer.

Which one you choose will depend on exactly what type of product you're looking to create and exactly what you feel comfortable with.

For most tutorial or training type products then options 2 or 3 will probably work best because you can demonstrate what you are saying with visuals too and then simply talk over it.

If it's not really a tutorial or training and you're just talking generally AND you feel confident enough then option 1 can work well too.

It's a good idea to write a "skeleton" outline for each video – just as you would if you were writing a report.

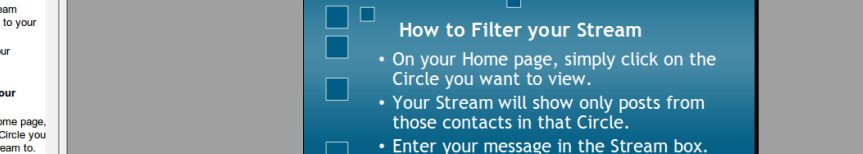
Here's an example:

- "Welcome from me
- Brief description of what this module will cover
- Any fact my viewer needs to know before I get down to the instruction part
- Showing my viewer how to perform one section or task
- Telling my viewer that module has concluded, and what he's going to find in the next one
- Remember to close mouth and freeze for the camera at the end"

Creating slides

If you're using the tried and tested method of making slides and then talking over them then you can use a program such as Powerpoint or the OpenOffice alternative (free) to make them with:

1. **Google Plus (7)**
Streaming
2. **Streaming**
 - How to stream information to your Circles
 - Filtering your streams
3. **How to Stream information to your Circles**
 - On your Home page, select the Circle you want to Stream to.
4. **How to Stream information to your Circles**
5. **How to Filter your Stream**
 - On your Home page, simply click on the Circle you want to view.
 - Your Stream will show only posts from those contacts in that Circle.
 - Enter your message in the Stream box.
 - Then click the green Share button.
6. **How to Filter your**



Recording your videos

A popular option is a program called Camtasia Studio:



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Screen Recording and Video Editing Software

More than a simple screen recorder, Camtasia gives you the tools you need to truly customize and edit your videos. Record on-screen activity, add imported media, create interactive content, and share high-quality, HD videos that your viewers can watch anytime, on nearly any device.

Overview Video



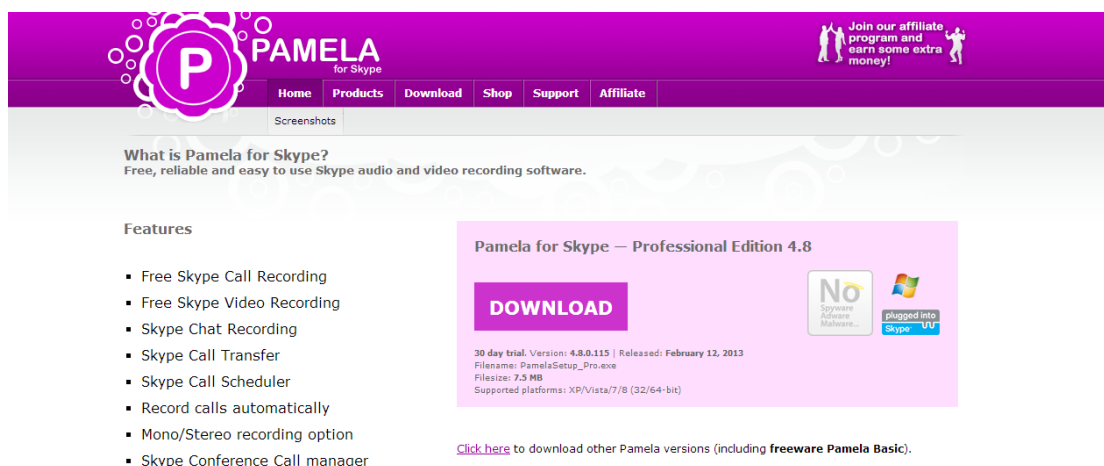
This is screencapture recording software and will simply record everything on your computer's screen.

Just plug in your microphone, go through your slides and start talking.

If you're looking for a free alternative then you might want to consider something like Camstudio which does a similar thing:



If you're doing an audio interview and want to record a Skype call then you can use a piece of software called Pamela For Skype:



No matter what type of product you're creating however you have to remember one thing...

It's all about the CONTENT!

At the end of the day people usually buy an information product to learn something – and as long as your product teaches them what you promised then most people will be happy.

Pack in as much value into your product as you possibly can.

Give people good information and try to make it entertaining/fun too.

If you can actually exceed people's expectations then you will win a lot of fans and many people will buy from you again and again.

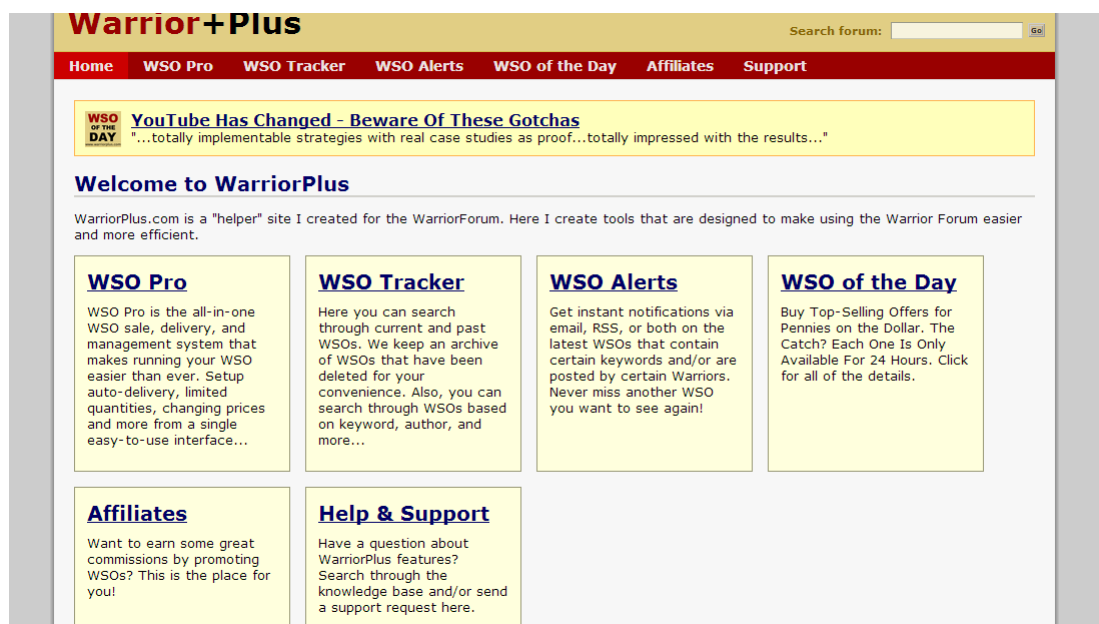
Selling your product

If you want to get lots of sales then it could be a good idea to launch your new product through one of the instant payment affiliate networks.

JVZoo



WarriorPlus



The great thing about both of these sites is that they can handle your entire sales process.

You should also find that once your product is in the marketplace you start getting affiliate requests with little or no effort, although of course

it's always helpful to be proactive and actually approach potential affiliates yourself.

Top tip to get affiliates on board:

If you already have a mailing list then mail them to tell them about your product as soon as you have launched it...

Once you've got 25+ sales then you will find that many more affiliates come on board because they can see that your product is already selling.

If you can go a stage further than that and get into the "Daily Top Sellers" then the effect of this will be even greater 😊

Basically, the more sales you get then the more momentum your product will gain within the marketplaces.

Don't have a list?

If you're in the Internet Marketing niche then another good way to do this is by launching your product as a Warrior Special Offer (WSO) on the Warrior Forum.

It will cost you \$40 to do this but it can be well worth it and generate you plenty of sales.

	Shortest salesletter ever? (and how to make 2x more \$\$ by working less) Jacer	02-20-2013 02:55 AM by Jacer 	7	549
	The FASTEST Way To Create Your Own Info Product, Guaranteed! Jacer	02-22-2013 07:30 AM by gator1985 	30	3,465
	<input checked="" type="checkbox"/> [WSO OF THE DAY, AGAIN!] [INSANE] AUTOMATED System WITH Raving Reviews of people EARNING \$\$ ALREADY! (1 2 3 ... Last Page) creditbuilder	02-23-2013 01:07 PM by anwiii 	625	19,896
	WSO SELLERS: WarriorJV - WSO Launches - WSO Joint Venture Partners - JV Bulletin Kenster	01-30-2013 01:42 AM by jrush331 	41	2,596
	100% Unique Articles Written For You! Only \$1.25 & 30 Min Turnaround!!! iWriter.com (1 2 3 ... Last Page) Brad Callen	02-17-2013 11:10 PM by Brad Callen 	715	46,139
	STOP DOING INTERNET MARKETING THE HARD WAY! - GET THIS SIMPLE SOLUTION [ONLINE/OFFLINE] jamestcarter	02-21-2013 02:35 AM by jamestcarter 	0	416
	[1-ON-1 COACHING] With a 6-FIGURE Earner! Make Money in 2013 GUARANTEED! See Testimonials INSIDE! (1 2) Shane Natan	02-18-2013 11:43 PM by Shane Natan 	79	6,603
	Attention Professional SEOs: You Do Not Need To Think About Link Building Ever Again (1 2 3 ... Last Page) GangsterProfit	02-20-2013 09:57 PM by jdjenkins 	751	79,284
	[FREE \$27 WSO] Create Your First Profitable Sales Funnel Within The Next 3 Hours! (CLOSING DOWN...) TipTopMarketer	02-08-2013 01:43 AM by TipTopMarketer 	14	1,039
	<input checked="" type="checkbox"/> [WSOTD 19/2/13] 330+ Sold - How I Got 494 UV's And \$360 In Just 24 Hours [Real Proof] (1 2) warriorfaraaz	02-23-2013 01:51 AM by waynet53 	63	4,398

Frontend/Backend offers

It's a good idea to offer people more than one product.

Why?

Quite simply you'll make MUCH more money!

(As we mentioned before, the more products you give people to buy then generally the more money you will make)

For example, you might have a frontend product for \$7 (on which you offer affiliates 75% commission) and then have a \$17 product as your backend offer.

The backend product (upsell) could simply offer additional or related information, or it could be your membership site or even something like personal coaching.

Build a buyers list

The last thing I would say is that you want to create yourself a buyers list.

(Both WarriorPlus and JVZoo have an inbuilt system that works with your autoresponder to allow you to do this.)

Once people are on your buyers list then you can sell to them again and again – and because they are proven BUYERS then such a list will be much more valuable to you than a freebie seekers list.

This is the reason you often see people offering products for \$4.95 with 100% affiliate commissions. They are building a buyers list – and the more affiliates they have on board, the bigger a list they will build.

They will also make money on the backend product(s) because they will typically only offer 50% commissions to affiliates.

Conclusion

I hope I have shown you in this report that creating and selling information products is a great business to get into.

I also hope that I have showed you that it's pretty easy to come up with ideas and quickly turn those ideas into information products.

There's no real secret to being a successful information publisher. If you can come up with decent ideas in the right markets and then generate a decent amount of traffic to them then you stand a good chance of doing well.

Creating information products isn't that hard. Whether it's an eBook, short report, a video course or an interview product, an information product can be produced quickly with minimal costs.

I hope that you found value in this report – and now all you need to do is go out and actually do it for yourself.

I wish you the very best of luck.