Surefire Profit System

Module 5: Quick Product Creation

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Introduction

It can be intimidating to think about creating information products from scratch, especially if you're not a great writer or an expert on your chosen topic. And even if you are a great writer, you may not have the time or expertise to create a product yourself.

Well, don't worry. There are several easy ways to create info products fast. Some of those require you to start from closer to scratch, but some of them let you acquire rights to sell products that are already made so you can adapt them and sell them.

In this module, I'll walk you through how to use either approach. Consider them options.

First, I'll describe a simple five-step approach for using resell rights of various types to develop "your" product very fast. There are definite advantages to this method, and it's one you should consider.

Then I'll describe a simple four-step approach for creating your own product quickly and easily. Yes, it'll take a little work, but probably far less than you're imagining right now.

The main point is this…

Do NOT assume that creating your own product has to take you years, or even months or weeks. And don't assume its "hard" in the way you're thinking it might be.

I've found in my own business that creating a product is actually quite simple if you have the right mindset about it. The key to that mindset is to use what's available to you to make the product creation process faster and easier. If you keep that in mind, you'll be set.

Let's start with the simple way to use other people's products to give you a jumpstart.

Read on…

Option 1: Resell a Product

What if you could have your own product without doing all of the work to create it? That's what *resell rights* products are all about. They let you acquire rights to a product that somebody else created. They put in the sweat, but you get the reward.

Let's start by covering why you might want to do this instead of creating your own product from scratch…

Pros and Cons

I can't say that offering a product created by somebody else is a slam dunk, but there are several reason why it could be a great option for you:

- **It can save a ton of time.** Creating your own product does indeed take some time. I'm going to show you how to shortcut the process, but you'll still have to do a little work. A resell rights product can decrease the work required. It also typically saves you time in assembling all of the pieces and parts you need (graphics, ebooks, sales copy, etc.)

- **It can be relatively cheap.** If you create your own product yourself, you might not spend much money for it. But if you outsource the work, it can get expensive quickly. An ebook and sales letter, for example, can easily cost you thousands of dollars. A very good resell rights product might cost you a couple hundred, if that much.

- **It adds to your material library.** Whenever you buy a resell rights product to sell, you're adding to your library of material. As that library grows, so does your list of options for assembling products from it. That's a great way to make your future product creation easier.

Okay, so why wouldn't you do it? There are several things to consider:

- **You might not be unique.** Even if you purchase the right to change just about everything in the product, it's still not entirely "yours", because other people probably bought the same product.

That means they'll be starting from the same material to customize it into their own product…and that means yours might not be entirely unique.

- **Good quality can be hard to find.** I'm going to point you to some reliable sources, but there's a lot of junk out there. If you buy crummy material, you'll waste money and probably end up spending time or money to "fix" it…which kind of defeats the purpose.

- **Changing the material takes time, and maybe money.** Even with high-quality stuff, you may want to change the graphics, rewrite the sales copy, and so on. If you make extensive changes, have you really saved much by starting with an existing product? Maybe, maybe not.

Still, taking all of those things together, starting with a resell rights product can indeed give you a head start on getting your product out there.

As with most things, this is a judgment call you have to make for your business. Odds are good you'll use a mixed strategy over time—you'll create some of your own products from scratch (see Option 2 later) and you'll modify some resell rights products as well.

Step 1: Pick a Flavor

Resell rights products (they're sometimes called *reprint rights* or *resale rights*, so don't let that confuse you) come in several flavors:

- **Basic Resell Rights (RR).** You have the right to resell a product and keep 100% of the profits without paying any royalties to the creator of the product. However, your customers cannot resell the product to anyone else.

- **Master Resell Rights (MRR).** You have RR and you can sell the rights to your customers. Which means your customers can in turn resell the same product to their customers. The MRR can either be bundled together with the purchase of the product or purchased separately.

- **Private Label Rights (PLR).** You have MRR and the right to modify the product in any way you want! You can put your name on it as the author, change the content, and treat the product as if it

were your own creation. However, in most cases, you cannot pass on the PLR to others.

- **Giveaway Rights (GR).** You can give the product away for free or sell it for profit. These are usually short reports that were created for the sole purpose of distributing to as many people as possible, which is called *viral marketing*.

- **Branding Rights or Re-Branding Rights (BR).** You use a special software tools to brand the report with your affiliate links, so when you give it away, you will earn a commission when someone purchases a product through your affiliate link. BR can apply to RR, MRR, or GR.

Each resell rights product comes with its own license. So you'll want to check the terms before you start selling.

> **WARNING:** There is a LOT of junk resell rights stuff out there, especially of the PLR flavor. So take the time to examine each product and only sell quality content. Remember, your reputation is at stake!

A great example of how to use resell rights material is to create a membership site and offer resell rights material.

Which type of resell rights is best? There are advantages and disadvantages to each flavor, but PLR gives you the largest number of options, so I strongly recommend it. Here are some advantages of PLR:

- You can sign your name as the author

- Because it's "your" material, you can brand yourself as the expert

- You can (and should) include your own affiliate links

But PLR does have some disadvantages:

- Quality content is hard to find

- It's time consuming to re-write material if it needs heavy editing (and low-quality stuff often does

- It's expensive to outsource the editing

You won't find quality PLR for cheap prices. But I've found some pretty good stuff for decent prices. You just have to sift through a lot of sand to find the golden nuggets.

Another thing to keep in mind is that selling outdated products or products everybody else is already selling will keep you from getting JV partners to promote for you. You need to find fresh new products to sell and be one of the first to the market. Before you go find them, you need to do something important…

Step 2: Decide How You'll Offer Your Products

You have two main options:

- You can offer a product by itself, as a standalone offer (perhaps with some additional resell rights products as bonuses)

- You can offer a steady stream of resell rights products as "turnkey packages", perhaps via a membership site

Either approach has advantages, and you can easily start with the first one and move to the second one over time. In later steps, I'll describe what you'll need to do to prepare a single product for resale…but you'd use the same approach if you offered a steady stream of them.

Offering a stream of turnkey packages lets you "flip" products. You can offer rights to fresh new products on a regular basis, and your existing customers will buy almost everything you sell because they're always looking for new stuff to sell too (until they find your source, so mum's the word!)

If you choose to do that, you'll need to apply the next several steps to each product to create each of the turnkey packages you offer. You also should consider adding to your offer with things like free hosting and installation.

That's not as intimidating as it sounds. Just get a hosting reseller account and offer free hosting for 90 days or a whole year. Then hire an expert to set up the reseller site for your customers (you can easily find freelancers to do this for $15-30).

If you offer a limited number of resell rights licenses (25–50) to a turnkey package like that, you can easily sell them for $197-297 each!

Okay, now on to selecting good products…

Step 3: Select Your Products

Here are a few websites where you can find new, high-quality products:

- Warrior Special Offers Forum. This is a great place to find the newest products at rock-bottom prices. Use the advanced search function to search for keywords like PLR, private label rights, resell rights, etc.

- Maximum PLR. This is an exclusive membership site where you get a new product with PLR every month. Each turnkey package comes with a video series, PDF ebook, complete graphics package, and a matching blog theme. *Hint: you could turn around and create your own membership site and sell MRR to these products.*

- Nicheology is one of the best sources for PLR content I've ever found. Paul Evans has made a reputation for himself by offering excellent material, and this membership site is no exception. The material is great, and you'll get fresh stuff every month.

- Infogoround is another great place to get PLR content, and you can't beat the price. They have a huge library of PLR articles you can use however you want, which includes assembling them into killer products. What really sets Infogoround apart, though, is their turn-key packages.

- Instant Private Label Videos. This is another membership site that offers private label videos every month. They come with a complete website and sales letter. You sell resell rights and/or add them to a membership site. You can also bundle them with other products.

It's very easy to scarf up resell rights material and just assume it's good. Big mistake. I strongly recommend that you read and/or watch the material thoroughly before you use it, and that you use any "how-to" product or software product before you consider reselling it. Here's why:

- **Your reputation's on the line, so make sure you're not offering junk.** If you resell garbage, you'll get that reputation and your sales will suffer. It's always been true that people buy from people they trust. Don't sacrifice trust because you're too lazy to review what you're selling.

- **It's just good customer service.** If you don't review what you're selling, you might give people software that doesn't work, or ebooks with sections missing. If you take the time to make sure the material's complete and that stuff works, your customers will love you for it.

- **Your experience will help you sell.** If you've used a product, you can get behind it without reservation. That will come across when you're selling it, which will help you close the deal.

Once you have a product you think will be a winner, it's time to make it "yours".

Step 3: Edit the Product

What you can edit depends on what kind of rights you buy:

- If you buy PLR, you can pretty much edit anything you want, including putting your name on the product as the author.

- If you buy most other kinds of rights, you can't edit much at all—you'll be selling the product "as-is".

Assuming you've got some PLR you can edit extensively, here are some things to do:

- **Format the text.** Change the margins to add a bit more whitespace if the text is crammed in. Make sure the font is readable, but not crazy big. Underline or bold important points, but don't overdo it. Make sure the pagination doesn't reduce readability. Those small cosmetic changes can make your product seem immensely better.

- **Add graphics within the text of an ebook.** This adds value, because it illustrates concepts. Don't just throw graphics in willy-nilly, but if you can find some that illustrate what you're talking about, it can make a book a better read.

- **Break it into sections and add bold headings.** This helps your reader by splitting the text into bite-sized chunks. You'll have to make up the headings, but that's not too hard—just describe the main topic of the section in as few words as possible.

- **Consider adding a *Recommended Resources* section to ebooks**...if there's not one there already. This not only gives you another chance to sell, but also makes things convenient for the reader.

- **Change the title.** Remember, other people bought this stuff too. Only about 10% of buyers will do anything with the material, but if that's 25-50 people, others will be selling it with the same title you are...unless you change it.

- **Put your name on it.** Hey, you paid for this privilege, so use it!

- **Rearrange the material.** This makes your product different from anybody else who's selling the same material, and it takes very little work to do. You'll probably have to edit some transitional material in an ebook, for example, to make sure things flow with new order, but it's a lot better than starting from scratch.

- **Add new material.** It doesn't have to be a ton, just enough to make your product unique. For example, you might add a case study, or another chapter to an ebook.

- **Get new graphics.** Just like the original title, many people will use the original graphics. Why not look different and stand out? You can get some great graphics for not a lot of money at places like http://www.minisitegraphics.com and http://www.pixelofgenius.com.

Another option is to outsource the editing work. All you have to do in that case is tell a freelancer what needs to be done. You'll pay for the work, of course, but you'll save a lot of time, and the results might be (often are) better than you can do yourself.

If you decide to outsource, try to find an expert in your market who has written about the subject before. At www.Guru.com, for example, you can search for Pros by keywords in a specific industry. You can do something similar at www.Elance.com.

Step 4: Edit the Sales Letter

It's unfortunately true that many PLR and other resell rights products come with lousy sales copy. In most cases, though, you can edit the copy, so you can fix the problems.

Here are some things you'll probably want to adjust:

- **Change the headline.** Headlines sell. The "off the shelf" headline often doesn't focus well enough the key benefit of the product, so reusing it is likely to cost you sales. Ask yourself, "What's the BIGGEST reason people will want this?" That benefit is what goes in your headline.

- **Consider changing the flow of the copy.** Your copy should pull a reader through, naturally leading from section to section. If it feel sort of disjointed, consider adding some bits to make it flow better, or even rearranging what's there to make it stronger.

- **Change the highlighting.** Some sales copy really overdoes the yellow highlighting and/or the emphasized text (bold, italic, underlined). I suggest reading just the highlighted material to see if it presents a coherent sales message on its own—that's the goal. If it doesn't, or if it there's too much highlighting/emphasis, edit to make it right.

- **Strengthen the guarantee.** If the guarantee is weak, it could cost you sales. If you're selling your product through ClickBank, you have to offer an eight-week guarantee and you don't have much choice about it (so increase the guarantee period if the copy you bought has a 30-day guarantee, or something shorter). You'll also want to give your guarantee a name. You might call it the "Make A Mint Or Pick My Pocket Guarantee". That personalizes the copy.

- **Beef up the call to action.** Most copy you buy falls flat at the end. I strongly suggest that you spend a little time making the call to action stronger. Come up with a great urgency factor to get people off the fence, and use emotional language to encourage action (don't overdo it).

Those changes aren't hard to make, and they'll improve almost any copy you buy with a resell rights product.

Step 5: Package the Product

Once you've edited the product itself, it's time to get it ready to deliver. Here are some things you might consider doing:

- Change file names to be more obviously descriptive (assuming that won't invalidate anything inside the product, such as a reference to a specific file name you're changing)
- Reorganize files so they're easier to find
- Add a *ReadMeFirst* text file to explain any installation instructions
- Use a tool like WinZip (www.WinZip.com) to compress the files so people can download them easier and faster

Once you have your product packaged up, it'll be ready to sell from your website.

Action Steps

There are five steps you need to take to sell resell rights products:

- **Step 1: Pick a flavor.** There are several types of resell rights, and you get to choose. Take a good hard look at PLR, though, because it gives you the most editing flexibility, and you get to put your name on the product to build your brand.
- **Step 2: Select your products.** I gave you several sources to use, and they all offer great quality. Remember, I strongly advise you to examine each product thoroughly, and ideally use it yourself before you sell it. That will help your sales, and increase your customer satisfaction.
- **Step 3: Edit the product.** I have you nine tips for editing your product to improve the perceived quality/value, and to make it unique.
- **Step 4: Edit the sales letter.** Five relatively quick changes are all you need to make to transform ho-hum copy into a profit engine.
- **Step 5: Package the product.** Make sure it's organized well, and that everything that's supposed to be there actually is. Then zip everything up and you're ready to roll.

Reselling products is a great way to get started quickly, and it's also a great way to make money. But it's just one option. The other option is to create your own product. I'll cover that next.

Option 2: Create Your Own Product

There are many advantages to creating your own products from scratch. And as you'll see in a moment, it's not as hard as you may think.

But it does take a little more work than simply reselling someone else's product. Let's take a look at the pros and cons…

Pros and Cons

Pros:

- **You'll certainly be unique.** You get to use your "voice" in the content and you can choose the format (text, audio, video).
- **You have complete control.** You have full rights to the product and you can sell any type of rights if you choose.
- **It adds your OWN material to your material library.** Even if you re-write PLR, its content that you feel good about selling and you can re-use it for future products.

Cons:

- **It can take a lot of time.** Especially if you're writing an ebook, it could take months to finish a big project.
- **It can be expensive.** If you're not a great writer or you don't have a great voice for video, outsource good quality work can cost thousands.

Fortunately, I have broken it down into a simple, four-step system to make it easier for you.

Step 1: Create an Outline

Whether you outsource the work or create it yourself, you still need to create an outline for your product. Even if you create video tutorials, you need an outline to follow or give to an expert to create.

Without an outline, you're winging it. That strategy is very likely to give you a bad product that most people will feel cheated by. So consider the work you do to create a solid outline to be an investment in reducing your refund rate.

Now let me give you four different methods for coming up with your outline.

Method 1: Use Your Own Knowledge

This one uses your own brain, and is the closest you'll get to starting from scratch. Still, you're not entirely starting from scratch. If you have first-hand knowledge on the topic, then it should be easy to right an outline for your product. Just talk about what you know!

If you need to fill in the pieces, here are some simple strategies for doing it:

- **Do some research on Google.** Google is a product creator's best friend. You can find basic information on just about anything with a little typing and a few clicks.
- **Look at other people's work.** This could be reports, articles, blog posts, the tables of contents for books on Amazon, etc. You're not going to copy their content, so there's no reason you can't get ideas from what they've done. Remember, there often aren't "new" ideas—there are just old ideas presented in new and different ways.
- **Visit forums and groups.** Focus on what people are talking about, and pay particular attention to questions that keep coming up about your topic. Those can give you nearly 100% of what you need to cover.

Your own knowledge is a great starting point, but don't be afraid to supplement what you know (or think you know).

Method 2: Copy a ClickBank Product

The top products at ClickBank are already proven winners. So you can take one or more products and create your own outline. This lets you profit from somebody else's hard market research work.

Here's how to copy a ClickBank product ethically (meaning without plagiarizing or stealing intellectual property):

- **Purchase the product.** You can get some of the basics from the product sales page (ClickBank calls it a *pitch page*), but it's almost always better to buy the product. That gives you all of the content so you can pick and choose which ideas you want to use.

- **Use some of the techniques and prove they work.** This gives you your own story to tell, and guarantees that you're speaking you're your own experience…which will always be unique.

- **Write your outline.** Once you have a firm grasp of the ideas in the product, use your head to put the ideas into your own words. Nobody can copyright an idea, but they can copyright specific terms and language that presents an idea. Your outline should focus on the ideas to keep you out of legal trouble.

- **Add your own twist from your experience.** This is the key. Your own experience is yours. Take the original ideas, filter them through your own experience of what works and what doesn't (or what could work better) and present those new/modified ideas.

In a sense, you're copying a successful product without really copying it. You're using it a platform or springboard for your own ideas, which will give you a unique product.

Method 3: Ask Your List

People with email lists often completely overlook them as a source for product ideas. That's leaving money on the table, believe me.

Here's how you might get your list to hand you your next product idea:

- **Send a survey to your subscribers.** Ask what their biggest question is about whatever your topic is. I use One Minute Poll. You can get a free 30-day trial and after that, it's just $50 for a whole year.

- **Post the question on your blog and have your subscribers post questions as comments.** This also gives you social proof because people see the other comments.

- **Run a contest and give a free copy of your new product to the people who ask the best questions (the ones you use).** This is a great way to get feedback and build buzz at the same time.

Remember, the essence of good market research is letting an existing market tell you what they want. Your list is a perfect cross-section of your potential market.

All you need is a topic you think they might be interested in. Ask them what they want to know about that topic, and you're well on your way to having the major points for your product outline.

Method 4: Use A Survey Squeeze Page

If you don't have a list, you can drive traffic to a survey squeeze page. This is a great way to build a list and make money at the same time!

Here's how it works…

Create a page that asks people what their biggest question is about a topic related to the product you're promoting. You can use this method to collect leads before you even write the report to give away on your squeeze page! You're killing two birds with one stone—you're building your leads, and you're getting content for your product.

Again, run a contest and give a free copy of your new product to the people who ask the best questions (the ones you use). This gives them incentive to ask a good question.

"If you submit one of the top 10 questions that we'll use in this product, then you'll receive a free copy when it's finished." That also gives them a reason to enter their email.

The basic page might look like this:



"Here's How to Get a FREE Copy of my Affiliate Marketing Report"

Dear Affiliate Marketer,

I know your time is valuable, so I'll get right to the point...

I need your advice!

I'm putting the finishing touches on a new report called "Affiliate Marketing A to Z," and want to make sure that I don't leave anything out.

So, will you tell me what your biggest question is about Affiliate Marketing? It could be anything... even if you think it's silly.

All you have to do is enter your name and email and your question in the boxes below and click "Submit Question." In exchange for your advice, **I'll send you a free copy of the report** before it's released to the market.

Ok, here's the easy form:

What's Your Biggest Question About Affiliate Marketing?

Name:

Email:

Question:

Submit Question »

Thank you very much for helping make this the best Affiliate Marketing resource possible.

Sincerely,

Derrick Van Dyke

Here's what you do:

- **Add an autoresponder sign-up form that requests a question plus name and email address.** Custom fields at Aweber (which is the service I strongly recommend) hold 100 characters, so you can just set the data length of the form field to 100 by adding *maxlength="100"* to the input tag. Aweber will pass this data along to you when it notifies you of a new sign-up (see below for what to do with the feedback).

- **Redirect prospects to a page that can help you make money.** That could be a thank you page where you recommend a product, or a bonus page where you can offer a bonus to anybody who buys an affiliate product through your link.

- **Have Aweber email each subscription result to you.** You'll see the name and email address of the new subscriber, along with the question they entered.

As you get input from new subscribers, keep track of the questions they ask. You might want to start entering them in a spreadsheet.

Odds are good you'll get the same questions from lots of different people (plus some unique ones, of course). Pick out the top 5-10 questions, which could be the ones you consider "best" or just the ones you got most often, and use them to create an outline for your product.

Action Steps

To summarize, there are two steps you need to take to create your product outline:

- **Step 1: Choose where you'll get your outline.** Your source could be your own head, a ClickBank product, input from your list, or some combination of those.

- **Step 2: Create your outline.** Write down the topics you'll cover, and in what order. Don't be afraid to write down preliminary content ideas for each outline topic (you might remember your primary school teacher calling this a "sentence outline").

Once you have your outline created, it's time to create your product.

Step 2: Create the Content

This is where your product starts to take shape. Once you have an outline, it's time to create the product…and here's where you can avoid a mistake that derails a lot of people.

Don't assume your first cut at the product has to be perfect! Create a rough draft. You can (and almost always will) refine it later.

Now I get to tell you how easy it can be to create a product. I'm going to give you five methods, with the first one being the most "grunt work" intensive, although it's still a great method I'll almost you guarantee you'll use at least once in your career.

Method 1: Do It Yourself

This the tried and true method of rolling up your sleeves and getting it done, but keep a couple things in mind before you assume this is the right way to go:

- **This can be very time consuming.** Have you ever created a product from scratch before? It can easily take weeks, even if you're not a perfectionist.

- **It takes some skills.** Are you a great writer or speaker? Do you have outsource partners who can handle stuff you can't? There's no getting around the fact that you'll need to know how to do some stuff that many people either don't know how to do, or don't feel confident doing.

- **You need some expertise on your topic.** You don't have to be the world's foremost expert, but you need to know what you're talking about, or be able to fill all of the important gaps with research that adds to your knowledge.

In a nutshell, unless you're an expert on your topic, and you're a great writer or speaker and you have partners that can handle everything else, I recommend you use one of the other methods below.

But let's assume you're an expert on your topic, and you have most or all of the skills necessary to create your own product from scratch. You have a couple options:

- **You can just write an ebook.** The fastest method is to just start writing everything that comes to your mind for each section of your outline. Don't worry about grammar or spelling—just dump your brain onto the paper. Then go back and organize it and edit the material.

- **You can record your voice and transcribe the recording.** Just answer the questions or talk about the topics in your outline. Again, don't worry about getting it perfect. It's just a rough draft.

- **You can create a PowerPoint presentation.** This is similar to the previous option, but instead of audio and a transcript, you will create a video. Obviously, you'll need to practice before you make the final cut. And you can edit the video before you render it to Flash format.

See what I meant about this being a potentially more difficult approach? It's not bad, but it often ain't easy either.

Here's another approach if you're not expert on the topic you'd like to address with a product…

Method 2: Hire an Expert

If you're not an expert on your topic, then the logical choice is to hire someone who is. You can hire experts to write your product, do screen capture videos, or narrate your PowerPoint presentation in a tool like Camtasia. (You can even hire an expert to interview for method 3 below.)

Here's how it works:

1. Register at Guru.com or Elance.com
2. Post details about the type of expert you're looking for and how much you're willing to pay
3. Wait 24-48 hours and review all the applicants
4. Look over their applications and select one or request more information

Once the job is done, you'll pay your expert through the service and then give feedback on his performance. Sometimes you'll be required to deposit part of the payment in escrow. But nobody gets paid until the job is done to your satisfaction.

The two sites I recommend are:

- www.Guru.com
- www.eLance.com

Guru.com is the currently number one outsourcing marketplace online. So I'd start there. If you don't find the expert you want, then you can post on eLance too.

> **Tip:** Use the search tool at Guru.com to seek out "experts" before you post a project. You should always do your due diligence. Look at the profiles of pros on this site. See what kind of customer feedback they've gotten.

Remember, if you're hiring a writer or an expert to interview, you want to work with someone who has first-hand knowledge of the subject, not just a ghostwriter who happens to be good researcher.

If you're hiring someone to do a voice over, then you just need someone with a professional sounding voice. Hiring voice talent costs money, of course, but you can find reasonable prices from freelance voice talent at places like this:

- www.Voices.com
- www.Voice123.com
- www.audiobookvoicetalent.com

Method 3: Interview an Expert

Expert interviews are great as front-end products, membership site content, or upsells. You're giving people exclusive access to somebody they probably wouldn't be able to ask questions of directly themselves.

Here's a simple formula that you can use to create a product within a day…

First, you need to find an expert on your chosen topic (or if you're the expert, you can have somebody interview you). You can contact people in your market who sell related products or you can pay someone at Guru.com. Then:

- Ask them to do a Skype interview or an online teleseminar at www.freeconference.com
- Grill them for 45-60 minutes on that topic
- Have the audio transcribed

That's it. You have a product!

In module 4, I showed you where to find experts in your field. Now you're going to contact these experts and ask them to do an interview. You can either pay them for their time or arrange to give them a share of the profits.

Once you find an expert to interview, you need a list of questions to ask. Coming up with those is easier than you might think.

Visit forums and see what people's problems are in your niche. What are they talking about most? What do they say is "missing" from the market? What are their biggest frustrations or concern?

Answer their questions in the interview. If there are areas you're not familiar with, you can do some research and either find more information that lets you come up with great questions to ask, or you might even find the answers.

Once you have your questions to ask, you'll need to conduct the interview and record it to create your product. I recommend two methods for recording the call:

1. **Use Skype and PowerGramo to record the call.** Skype is a free application that allows you to speak to anyone in the world through your computer for free. There is a plugin called PowerGramo that allows you to record your Skype conversations and convert them to MP3. At the time of this writing, the basic version was $14.95 and the standard version has a few more features for $24.95.

2. **Use FreeConference to record the call.** The regular service is free and allows you to create a conference call with up to 150 on the call. But the "Web Scheduled Premium 800" service allows you to record the call and you get it in MP3 format. The cost is 10 cents per minute per person on the call. So if you're on with an expert, you can record a one-hour call for $12.

The next step is to edit the audio recording. You can use a free application called Audacity to remove anything you don't want on the recording and improve the quality of the audio.

The final step is to have the audio transcribed. Escriptionist.com is quick and cheap and they do a great job. The standard rate is $1.50 per minute. So an hour-long call would be $90. But if you edit the call, you can knock that down to $60.

Method 4: Record a Video

We already discussed the power and popularity of videos in module 3. Now I'm going to show you how to create your videos. You really have two options:

- **Use PowerPoint plus screen capture software.** Use PowerPoint to create a presentation, and use screen capture software to record the presentation as you run it within PowerPoint.

- **Record the screen as you're teaching a lesson.** Done right, this option has more perceived value than a simple PowerPoint presentation because it's like watching over your shoulder as you show people what to do.

Screen capture software lets you capture a portion of your computer screen (the PowerPoint slide or your screen) and record audio through your microphone as you capture the video. It's a great way to create videos that really shine.

I like to use Camtasia to do this, but at $299 it's a little expensive for some people. There's a free option called CamStudio that does just fine for short, how-to videos.



The key is to keep them short because the file size is larger than what Camtasia renders. To be honest, you may want to break your training into tasks whether you use Camtasia or CamStudio, because it's easier for people learn if they do it one step at a time.

CamStudio is free, which is a powerful argument in its favor, but there's a drawback—you can't edit the video. So you'll want to practice and know exactly what you're doing before you start. And again, keep it short and sweet.



There are many video tutorials on both products, but I'll go over the process briefly and give you a few tips for increasing quality and reducing file size:

- **You can use function keys to start and pause your video.** This comes in handy when you want to skip something like waiting for a page to load or a file to upload. Camtasia is F9 and CamStudio is Shift + F9. You can change those hot keys in the settings for each program.

- **Let mistakes run for a while in Camtasia.** Here's a trick I learned from the "video guy" Todd Gross. If you're using Camtasia and you make a mistake, let the video run for 10 seconds and then say it again. That makes it easy to find the mistakes and edit them quickly. In CamStudio, you don't have the edit option, so do your best to recover from a mistake quickly.

- **Record your videos at 640 x 480 resolution.** That's the best viewing size for most computers and makes your videos more clear because you don't have to shrink the full screen.

- **Get a good microphone.** I picked up a Blue Snowball for $100 bucks. But I just found one on Amazon.com for $83. It gives you studio quality sound and you don't have to use a headset. Another good one is the CAD U37 USB Studio Condenser Recording Mic – about $60 on Amazon.com

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Action Steps

To summarize, there are two steps you need to take to create your product outline:

- **Step 1: Decide if you can (or want to) do it yourself.** There's nothing wrong with doing it yourself…but are you really equipped to do it? If you think it would be a painful stretch, go another route.

- **Step 2: Decide the form of your content.** Will it be a resell rights product, or set of products? An ebook? An audio interview? A video? Some combination of those?

- **Step 2: Create your content.** If you're going to offer a resell rights product, modify it as necessary (and as you're allowed to do). If you're going to create your own product, use the techniques I gave you here to create your content, whether that's by writing an ebook out of your own head, or interviewing an expert, or something else you come up with. And remember, it's just a first draft!

Once you have your content created, it's time to refine it for your final product.

Step 3: Edit the Draft

No matter what content you created, odds are good that it's not a masterpiece after the first try. Nobody likes reworking material, but the extra effort you put into making it good can pay you back hugely in customer satisfaction.

Some of the editing you'll need to do is obvious. For example: if you notice errors (typos, bad video frames, etc.), you'll want to remove them. But here are some other considerations for the different types of products you can create…

If You Did an Audio...

If you did an audio recording, the next step is to edit the transcript and make it look nice. That will let buyers see the quality, and reinforce the idea that you produce professional stuff.

Here are some enhancements to consider:

- **Format the text of your transcript.** When you hire a transcription service for your audio (which you would do for an expert interview product, for example), you'll receive the transcript in a file you can edit in Word. You'll want to format that nicely, with spacious margins. I suggest using Georgia font for easy readability.
- **Add a cover graphic.** Assuming they're nice, graphics make your products look more professional.
- **Break it into sections and add bold headings.** This helps your reader by splitting the text into bite-sized chunks. You'll have to make up the headings, but that's not too hard—just describe the main topic of the section in as few words as possible.
- **Underline or bold important points.** Don't over do this, or your product will actually look UNprofessional, almost like you're screaming all the time. Pick out a few key points on each page and emphasize them. That should be enough.

If You Did a Video...

If you created a video, there's a good chance that you messed at least once. ;o) So if you notice errors, and you're using a tool that lets you edit (like Camtasia), you can redo sections and drop the modified ones in. Otherwise you can use the free editing software called **AVI Trimmer**.

If You Did an Ebook...

The editing advice for ebooks is similar to the advice for audio transcripts:

- Format the text
- Add a cover graphics, and other graphics throughout the text

- Underline or bold important points

- Consider adding a *Recommended Resources* section at the end, where you can list your affiliate links (see below for more on adding affiliate links)

Your outline should have helped you break your book into sections, so that should be done already.

If You're Offering a Resell Rights Product…

If you're offering a product that you can't change much, or at all (such as a RR or MRR product), change what you can, but spend most of your time getting things ready to package up:

- Change file names to be more obviously descriptive (assuming that won't invalidate anything inside the product, such as a reference to a specific file name you're changing)

- Reorganize files so they're easier to find

- Check the links to make sure they work

If you're offering a PLR product, you'll want to make a few changes to it:

- **Put your name on it as the author.** This stamps it as yours, and it's such an easy step with a lot of upside reward.

- **Reformat the ebook as I described above**. The material itself may be great, but it might look awful. Spend a little time cleaning it up.

- **Consider getting new graphics.** If the ones that came with the package aren't top-notch, you should give this some serious thought. Bad graphics can kill sales.

- **Edit the sales copy.** Add your name and order link and check for spelling, grammar mistakes and text format inconsistencies.

Add Affiliate Links

In module 3, you built a small portfolio of backend affiliate products to sell to your customers. Now is a great time to plug those affiliate links into your product anywhere you can. Here are some ideas:

- I mentioned including a Recommend Resources section in ebooks—it's easy to do, and a natural fit.
- You can add a section like that to your audio transcripts as well.
- For videos, you should weave your affiliate links into the presentation as you go (such as showing a link on the screen that people can type into a web browser), but you also can add Recommended Resources to the end of your video that presents your affiliate links, or provide a companion document that lists them.

Remember, affiliate links are another source of passive income for you when you create a product, so don't forget them!

Outsource What You Can

Editing is something you can outsource most of the time, especially for ebooks. Certainly consider it as a time-saver.

Remember Workaholics4Hire.com and other freelance sites like Elance.com.

Action Steps

To summarize, there are three steps you need to take to edit your content:

- **Step 1: Decide what/if to outsource.** If you have an ebook that needs editing, this might be a perfect chance to outsource something relatively small.
- **Step 2: Do the editing, or review somebody else's edits.** Don't rush this too much. Your goal is to have a product that looks professional, so take the time to do it right.
- **Step 3: Add your affiliate links.** Remember, this is another way to make money on autopilot, so it's well worth the effort.

Once you have your content created, it's time to refine it for your final product.

Step 4: Create the Final Product

Once you have a final draft, it's time to create your final product. For some types of products, you'll have to do some simple technical stuff to finalize things. For others, it's more a matter of assembling materials and packaging them up.

Either way, creating the final product is your last product creation step, so you're just about to the end of the tunnel.

Finalizing Ebooks

This isn't really just about ebooks—it's the same for any written material you want to include in your product.

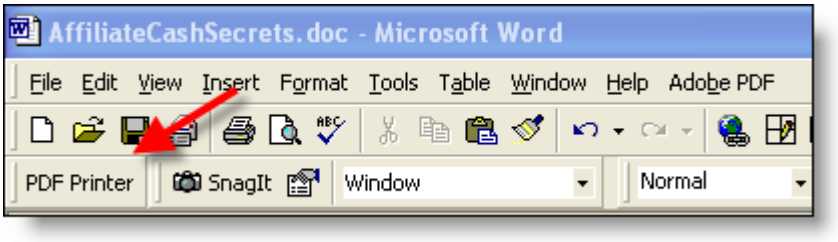
You'll need to convert written material to a PDF document so anyone can read it on any computer.

> **Note:** If you're working with a resell rights product, you probably won't have to do this, because your product probably already comes as a PDF.

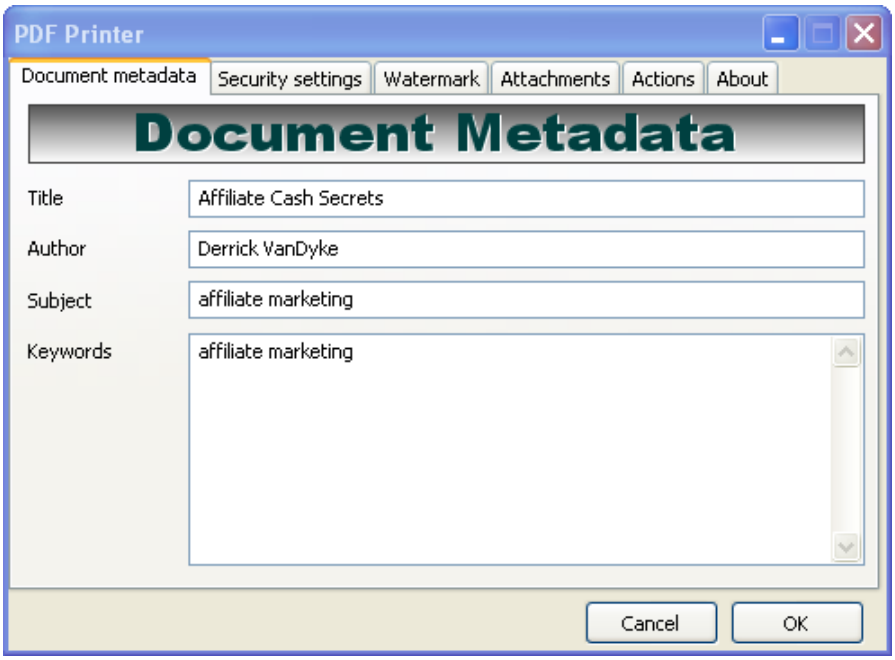
To do this, you'll need a good PDF converter that will hide your affiliate links and protect your documents. I have been using Adobe Acrobat for years and it works great. But it also costs $299!

Sean Kelly recently created an excellent alternative called PDF Printer and it's about $270 cheaper. It's actually easier to use than Adobe Acrobat.

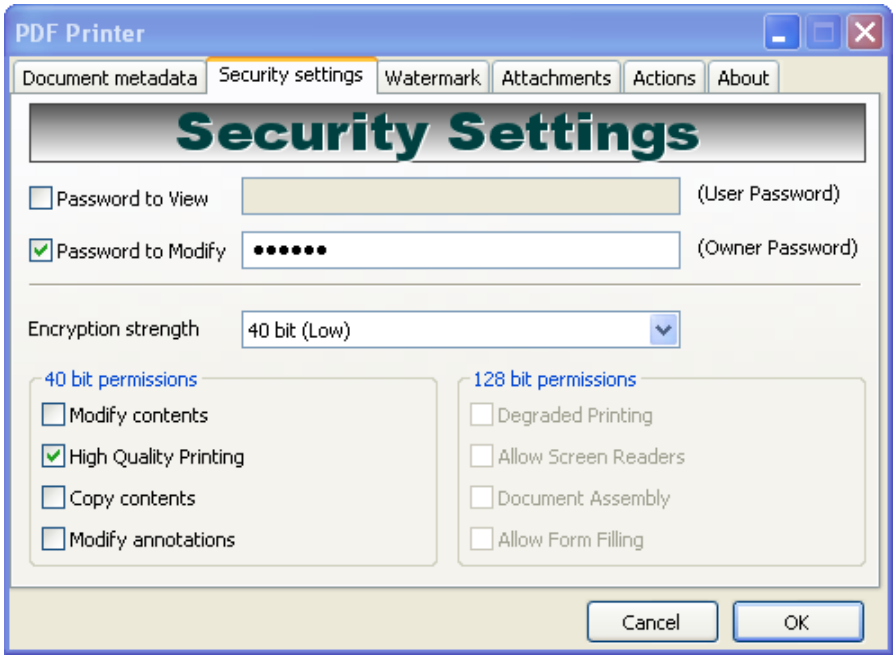
After you install the software a new button will appear on your toolbar, like this:



When you're ready to convert your document, just click the button. A dialog box will appear:



Fill out the form and click OK. That's the basic procedure. But you also have the option to add some security to your PDF to protect it. You'll see your options on the Security settings tab, which will look like this:



Notice that I checked Password to Modify and entered a password. This will prevent from modifying or copying your content. I also checked High Quality Printing to allow people to print.

That simple tool is all you need to create as many high-quality PDF files as you want.

Finalizing Audios and Videos

There's almost no work to do here.

If you have a written component to offer with your audio or video (a transcript, for example, or maybe a list of recommended resources), create a PDF for it so you can include it in the final package.

Other than that, you're pretty much set.

Packaging Things Up

If people are going to download your product, you'll want to package it in a compressed format, like a ZIP file. This will reduce download times and make customers happier. You can get a free trial of compression software at http://www.WinZip.com.

When you package things, make sure the result is something you can understand. If you get it, odds are good your customers will too.

For example, a simple thing to do is to put all of your files in a folder with the name of your product. That way, when somebody unzips your product to his hard drive, it'll end up in a folder that's clearly named.

And put files in sub-folders that make good sense. If somebody unzips your product and can't find things, that's a recipe for customer support headaches and refunds.

One last thing…

I strongly encourage you to create a simple text file with basic instructions and put it in the main folder for your product. Name it something like *ReadMeFirst.txt*. It might say something like this:

> *Welcome to [your product name]!*
>
> *Since you've unzipped the files, you already know how to do that. Here's what you'll see after you unzip…*
>
> *[description of the files in your package]*
>
> *Start with [the file to start with] and everything should be clear from there.*
>
> *If you have any questions, don't hesitate to contact us at [your support email address].*
>
> *Thanks again for your purchase and I wish you the best!*
>
> *To your success,*
>
> *[your name]*

Once you have everything packaged up, you want to think about how to expand the profit potential for your offer.

Expand Your Profit Potential

Offering a product seems pretty straightforward, doesn't it? Actually, it is, but most people make a mistake when they take the easy route—they forget to maximize their income.

Now that you've done the work to create your product, it's smart to think about ways you can leverage that work into more income without extra effort.

Let me give you two easy ways to do that…

Option 1: Offer Resell Rights

You can offer resell rights to your own product! This has the advantage of letting you charge more since people can get more value out of what they're buying (by reselling it themselves).

This can get a little tricky, because you can lose control of your product if you sell a lot of licenses, especially with MRR.

As a rule of thumb, you can sell rights to your product for roughly three times the cost of the product. So if you're selling your product for $37, you could sell the rights for $97.

If it's a limited offer (such as you're only selling 50 licenses), then you can get top dollar, and it's easier to sell. And it somewhat protects your intellectual property, because you won't have 3,000 people selling your stuff.

What kind of rights should you offer? BR is an option, but it's a bit of a special case and I'll talk about it later. In most situations, you choice is between RR and MRR.

RR is a nice option because it gives you more control. People can buy your product with RR and resell it, but they can't pass along rights to people who buy from them.

> **Tip:** You can sell RR to your product and then add a link inside the book back to your site to sell RR to your customer's customers. In other words, your customers don't have rights to sell rights—only you do.

The downside of RR is that it often carries lower perceived value, so you can't charge as much.

Remember, MRR means your customers can sell the rights as well, which can mean more value to begin with. But it can quickly go viral and devalue the product when everybody and their grandma is selling it.

However, if you have some good backend products in the ebook that actually convert into sales, then MRR may be a good option.

Option 2: Offer Branding Rights

You can charge even more for BR, because it gives your customers the chance to brand the ebook with their own affiliate links. That lets them make money off of your backend products.

To make your product brandable, you need software called ViralPDF. It comes in three different flavors:

- **The Classic Edition.** This is the cheapest edition and it lets you brand regular text links (like *www.SomeSite.com*), anchored text links (like *Click Here to Download*), and regular text (like *This report brought to your by [YOUR NAME]*). The drawbacks are that it's harder to work with and you have to distribute a separate branding too with the signed PDF document.

- **The Personal Edition.** This is the new version, and it's easy to use. Just load a PDF document and select the links that you want to be brandable. It outputs an EXE file that you distribute to your customers. They simply run the brander, enter their affiliate links, and then create the branded PDF. The drawbacks? It's a little more expensive and it doesn't brand custom text (like your name). It only brands hyperlinks.

- **The Silver Edition.** This is the best…and the most expensive. It works like the Personal Edition, but it also brands custom text.

Tip: You could sell master rights to your customers and sell branding rights to their customers. This will make your book spread faster and lead other people's customers back to you!

Wrapping Up

Now you know how to create your own product.

I showed you five methods for doing that. The first one—doing it on your own, based on what's in your head plus some research—is most labor-intensive, but it's only one of the options available to you.

Never forget the right product creation mindset:

Use what's available to you to make the product creation process faster and easier.

I showed you four other options that simplify the process and can save you a ton of work, including offering resell rights products of various flavors.

As I said in the beginning, creating your own product is not "hard" and it doesn't have to take you months or years, or even weeks.

Creating your first product will almost always take longer than later ones, because you're learning how to do it. Once you've done it the first time, creating subsequent products becomes increasingly easy. I've personally created products in a day or two. You won't start there, but you'll get there.

In the next module, I'll walk you through the technical details of setting up your website. This will include setting up your core site, establishing your affiliate program and creating a blog for your JVs to keep them fired up during your pre-launch.

Thanks for reading, and I'll see you in the next module.



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