7 Day Product Creation Crash Course

© 2011 Rinse and Repeat Income Strategies

7 Day Product Creation Crash Course

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Introduction

Selling information products is a very lucrative business, whether it is an eBook, an mp3 file or an instructional video. Marketing these types of products can make you RICH!

Digital information products need no physical space to store stock, and they can be produced relatively cheaply and quickly. In fact you probably already have the means to create your first product right in front of you right now.

All you need are these basic essentials:

- A computer with a couple of software programs. These programs can be downloaded from the internet for free - we'll give you the links you need later on in another chapter.

- An internet connection either a fixed contract price or a Pay as You Go connection.

- A domain name and some hosting space.

- A means of taking payments from your customers

- An Idea

You need very little working capital compared to other business start ups, and we are going to show you how to create your product quickly and easily in just the next 7 days.
You will never find an easier, faster or cheaper method to making money online than this.

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Why Create an Information Product.

Every day people are surfing the Internet looking for answers to their specific problems. They need to know, they want the information and they want it RIGHT THERE AND THEN.

You'd be surprised at what people are looking for and how easy it is to just do a little in depth research and produce exactly what they are looking for.

We know, we can hear you saying, but why should someone buy something when they can find the answers for free? The simple answer is TIME. By creating an information product that caters specifically to their wants and needs you are saving the other person their most valuable asset, their time. Your product will give them the instant answer to their most pressing problem.

Once you have identified your hungry crowd you simply provide them with an information product that will give them a solution to their problem.

Using the methods contained in this book, you will quickly be able to identify what people want and desire and you will be able to produce an information product to fulfil their needs.

Once you have created your product, that's it, you can sell it to as many people that need it over and over again, creating a passive income stream forever.

People are always looking for information on all kinds of things to help improve all areas of their lives.

Next time you are in your local news agents, take a look at the magazines that are on sale. We bet you that there are magazines on those racks that cover topics that you never even considered people wanted information on. From keeping their pony, their tropical fish, growing their own vegetables, housekeeping tips, caravanning and camping, classic cars, hairstyles, tattoo designs, financial trading, digital cameras and photography ……. And the list could go on.

Magazine / Publishing companies wouldn't waste their time and money producing these magazines, if there weren't people interested in purchasing them for the information they provide.

Take a serious look at what is on those newsagents shelves, look at the subjects are they covering, and how many titles cover some subjects in smaller niches? For example, Weight Loss is a huge area with many smaller niches.

A niche is a subset of a main market. Let's take the weight loss idea and just brainstorm it a little.
Weight Loss – after pregnancy
Weight Loss – for seniors
Weight Loss – for teens
Weight Loss – for women
Weight Loss – for men

The weight loss market is huge! (No pun intended)

By looking at the various publications you can drill down further and create your information product targeted to a specific subset of the main topic.

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This is what information marketing is all about; you identify a large hungry crowd with a problem and provide them with a specific solution to that problem. Look for a market that is already there asking questions and seeking answers. DO NOT make the mistake of trying to create a new product when there is no clear evidence of any market for it.

Do not be put off if you find a niche where it looks like everyone and his dog is marketing to them, this is actually a good sign that there really is a high demand for products covering that subject area. Likewise, if you find a niche where there are very few marketers marketing to them, this is usually a sign that the people in that market are not willing to purchase information and it would be a waste of your time and effort to produce any kind of product for them and their market.

Creating a product that people will pay you for over and over again does take some time and effort, but once you have created your product you then have the opportunity to make money from it for as long as it contains the relevant and up to date information that people are looking for.

Let's say that your finished product will sell for $27.
It takes you 7 days to produce that product from start to finish.
7 days of 5 hours a day is a total of 35 hours, you pay yourself a minimum rate of $10 per hour so the product has cost you $350 dollars to produce. Once you have sold just 13 copies, the rest is just clear profit.

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Getting an Idea for your Product

In the last chapter we mentioned looking at offline publications and using them to brain storm an idea for your product. That is just one way, there are lots of other ways nowadays with the Internet and using the free tools available to us.

The good news is it really is easy to find hungry niches, and it is quite easy to do. What interests you? What are you hobbies? Do you have a passion for something – do other people have the same hobbies?
People love to do things in their spare time, they like to have hobbies, and they do really enjoy learning about things they are interested in and they always want to upgrade their knowledge on a subject that they love.

Here are some popular hobbies of the average Jane and Joe.
Cooking
Fishing
Scrapbooking
Knitting
Sewing
Weight Lifting
Stamp or coin collecting
Keeping Tropical fish
Walking and Rambling
Looking after a pet: – bird, dog, cat, fish, rabbit, pony, horse, snake, etc.
Growing – plants, vegetables, indoor plants, tropical plants.
We even know people whose hobby is "belly-dancing", but it's not something that we can say we would do.

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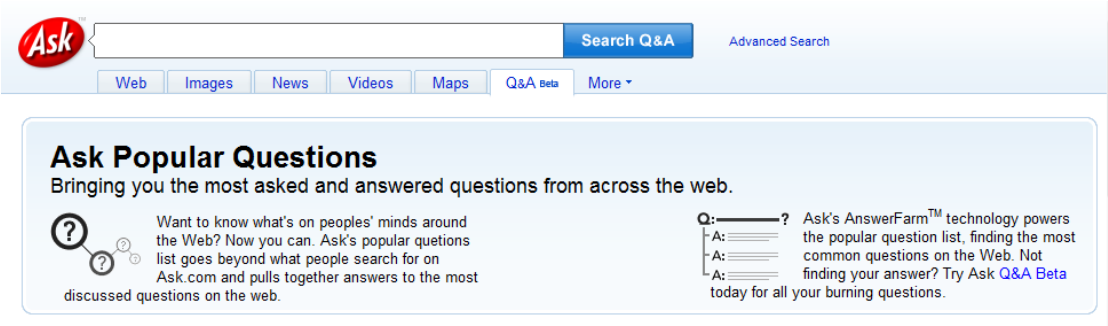
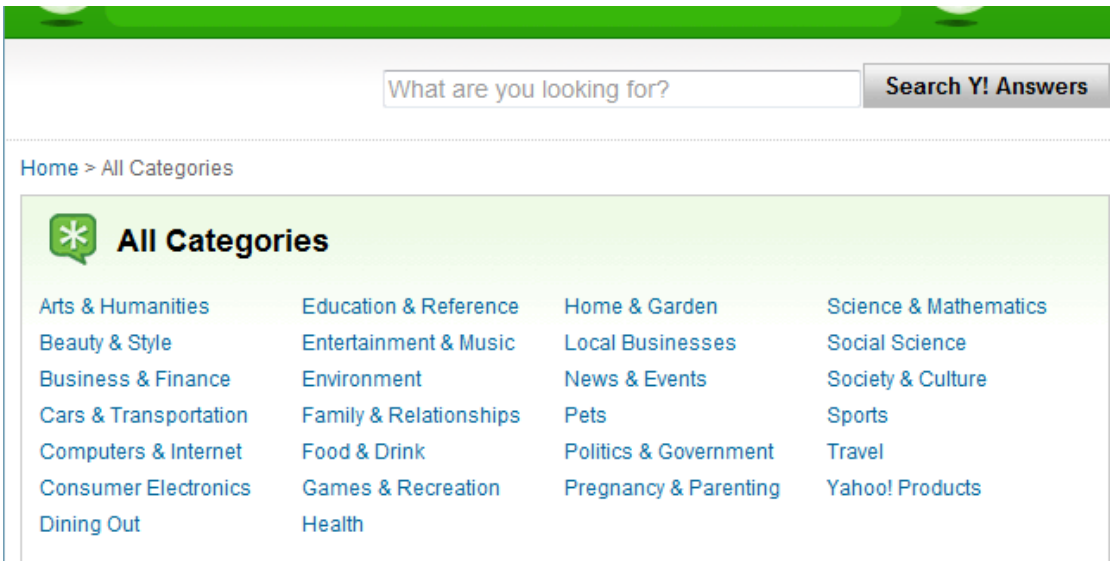
So how can we research what people are looking for?.

All of the major search engines can help us with this task.



Ask has a page http://www.ask.com/popular-questions where they list all the popular questions being asked. These are listed in 21 different categories you can look at and see what questions – information is being sought in each of those categories.

Yahoo Answers! Again this site is divided into different categories.



The categories are then subdivided into smaller niche categories.

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By checking out what questions are being asked you can get a better idea of what to base your product on. You can search using different options of whether a question is open, resolved, and popular or has the most answers.
Take a look at the questions being asked - are there some that are cropping up again and again, or lots on a particular subject area?

Google Zeitgeist is a service provided by Google that will show you the weekly top 10 lists of the most popular searches in several countries and the Whole world. And with Google Trends, you can compare up to 5 different topics and see how often they have been searched for on Google over time.

Using Google Insights for search, currently in beta
http://www.google.com/insights/search/#
You can analyse how popular a certain search term is and compare the data going back to 2004. Using a generic term of "make money online" we can see that this term is used more in the summer months of July and August than it is during the winter months of November and December and it peaks again in January.

If we take the search term "loose weight after pregnancy" we can see that this term is being searched more and more and there are now 5 times as many people searching for that information in 2011 than there were in 2004. The statistics also show us that most of the searches are being carried out by citizens of the USA, Canada and the UK.

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Using this information we can see that this product does have a demand and if we were to create it, it would be aimed primarily at English speaking countries.
This would be an ideal topic to create a product on if you were medically qualified and insured to give medical advice. For the normal average person you wouldn't be so it is best to stay clear of this kind of product unless you want to risk getting sued.

Play around with your searches, try different words and phrases - write down 5-10 subsets of your first search term.
For example ----------
Input search term = "training your dog"
Sub set terms returned were:-

Rising searches		
1.	leash training	+250%
2.	training a puppy	+250%
3.	training dogs	+90%
4.	dog house training	+80%
5.	dog potty training	+80%
6.	dog litter	+70%
7.	crate training	+60%
8.	house training	+60%
9.	dog crate	+50%
10.	training your dog	+50%

Now if our product was going to be on "dog training" thanks to Google we now have related search terms that we can use to formulate our product with, we could easily use 5 or 6 of those rising search terms as chapter headings for our product.

Be careful not to spend too much of your time at this stage. Just get the idea, then you'll need to check that people are in fact wanting information on your chosen niche.

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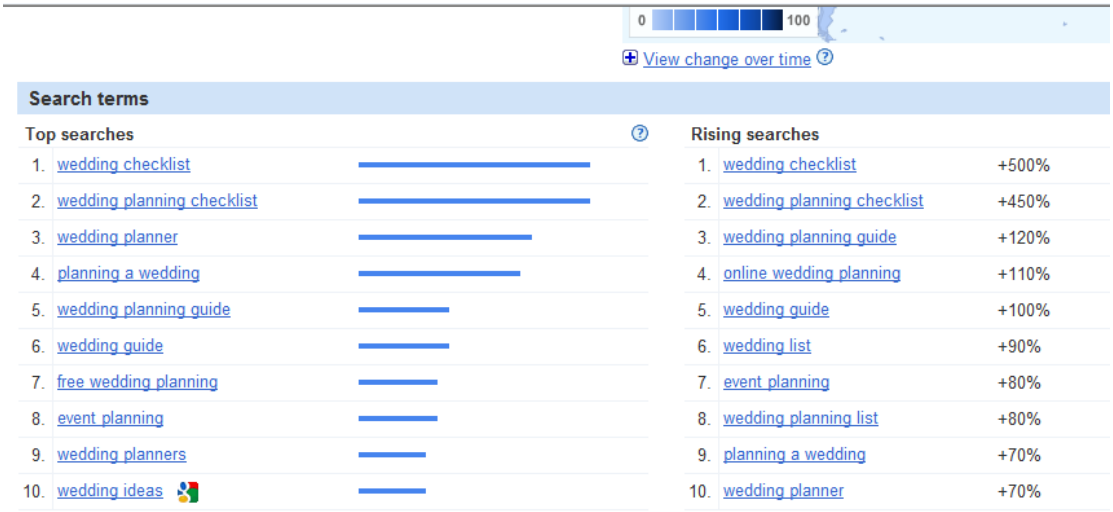
February is always the month for Lovers – Valentines Day is notorious for amorous guys to ask their loved ones to marry them. Using the search term "wedding planning" we can see what else is being searched for too.



By analysing the returned data, we can see that the top search and rising search term is not actually "wedding planning" but "wedding checklist".

Using this term "wedding checklist" we will now head over to Google the search engine and input that to see what results Google can give us.

There were 902,000 results returned. Other than the results we also need to see how many adverts are showing on the side of the results first page. Taking a look, this really is not good news. There are not that many ads at the side of the page.

Let's analyse the screen shot on the next page.

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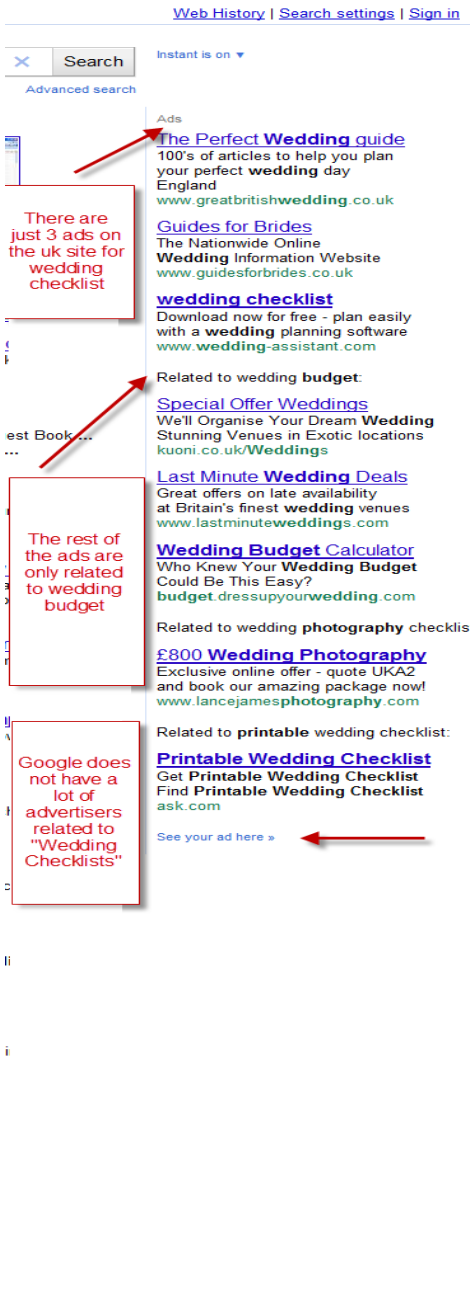
There are only 3 ads related to wedding checklist on the main Google UK site.



The remainder of the ads are "related to wedding budget" and nothing to do with wedding check-lists at all.

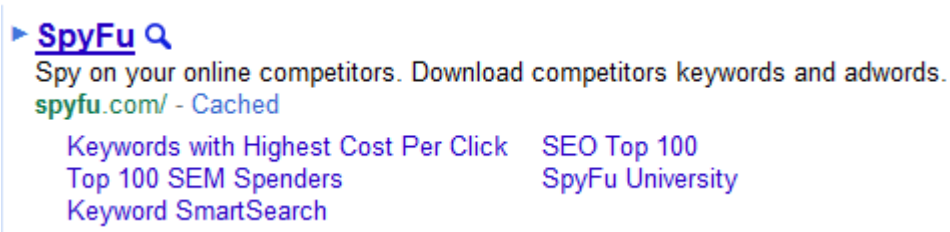
Google is actually pointing out that there is room for more ads related to the topic as they cannot fill the front page of search results with ads.

Before we dismiss this subject out of hand and declare it as not being suitable for our product creation, let's see how much the advertisers are paying to be listed on Google.

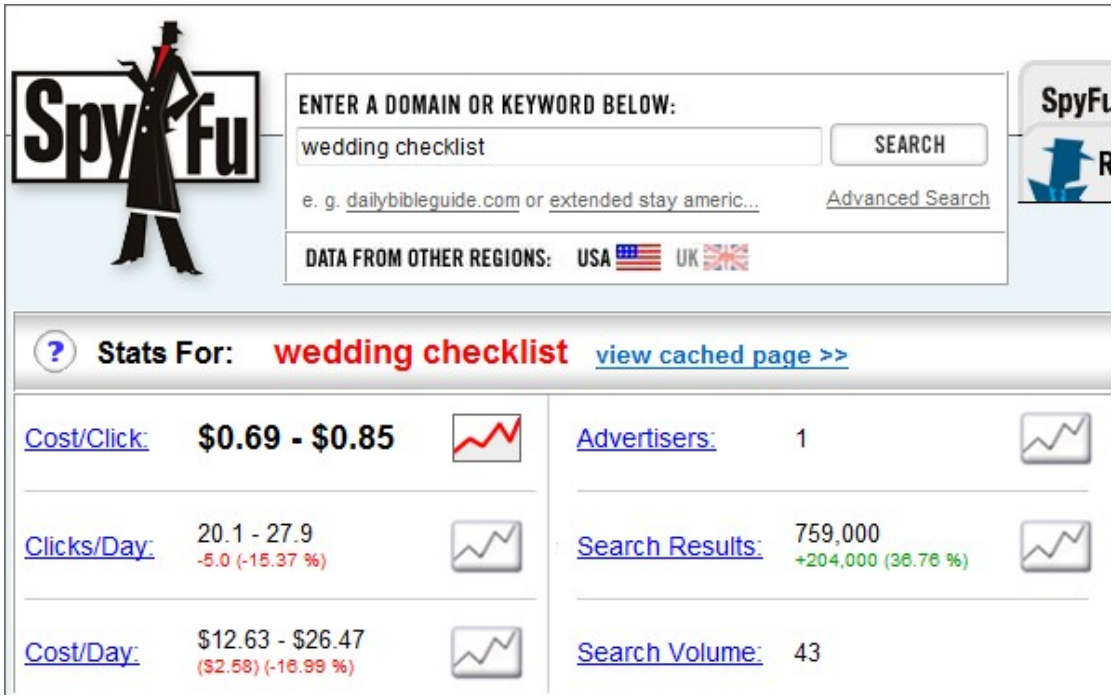
To do this, we use a site named Spyfu.

http://www.spyfu.com

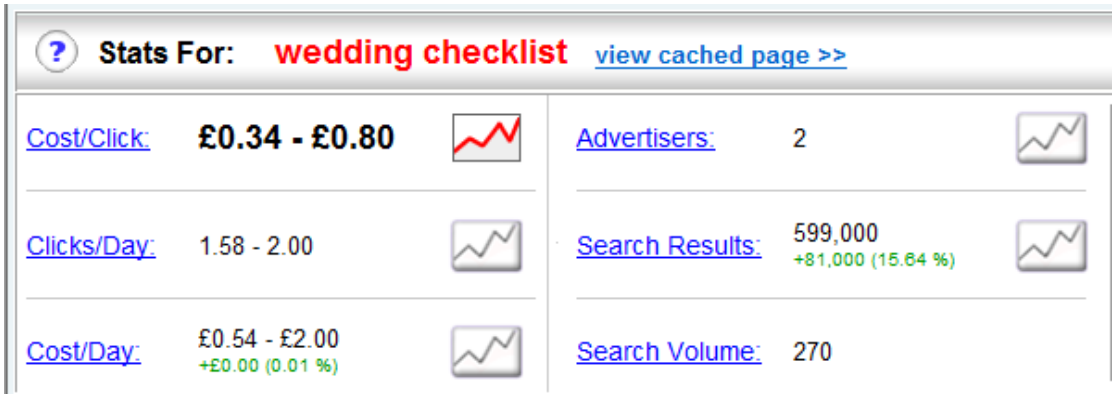
Sypfu lets you see what advertisers are spending on Google Adwords for their phrases.



Again we will use the term "wedding checklist" Here are the results from Spyfu.



This clearly is a market that does not have a lot of advertisers in any part of the world. For the USA we have only 43 people using the term Wedding Checklist on a daily basis.



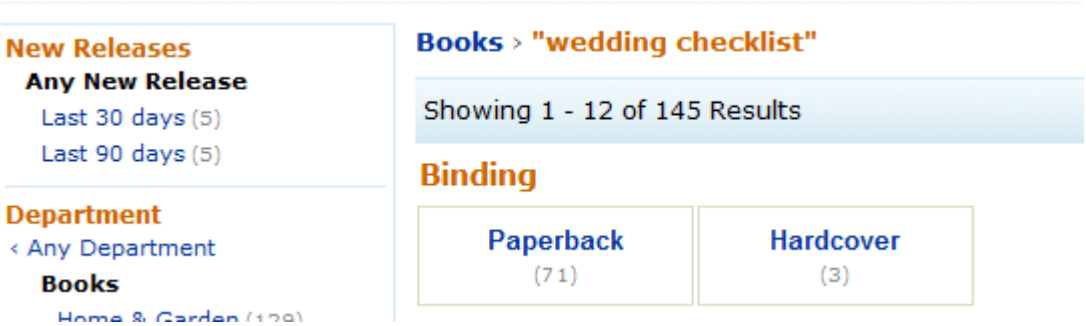
However in the UK market there are 270 people using the search term Wedding Checklist on a daily basis. We can also see from the results that this market is a growing market with more and more sites using the keywords of "Wedding Checklist" in their site copy.

Another useful site we can use to check out our chosen subject for our product is Amazon.

Amazon UK search results show that there are 201 books, with 13 having been added in the last 30 days and 26 over the last 90 days.

So this means that publications have increased by 10% over the last 3 months for this subject.

The USA results show that there are fewer products than the UK only listing 145 in total, and it also states that there have only been 10 new publications added to this section in the last 90 days.



Sort your results using the options at the top of the page – look at which one is the best seller and which one is listed last.

Check out the reviews of some of the books. These on their own can be very informative, they will give you clues as to what was considered good or bad about the publication. Study the comments of the posters, did they find exactly what they were looking for? Were there parts of the book that were excellent, or were there parts that were thought to be totally lacking on the part of the reader?

Reading these reviews will help you to make your product so much better than anything else out there in the marketplace.

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Research and Building up Knowledge

It is hoped that you have now chosen a subject that you have some knowledge of - as stated previously the best place to start would be with hobbies and interests. In fact, the more expensive the hobby the better, as you will be targeting your product towards people who are already proven to have money, for example Golf or Photography – both of these hobbies require the purchase of expensive equipment.

Just ensure that you check out the viability of the niche you choose as outlined in the previous chapters.

Research can take many forms and although this can seem daunting, it really is not that hard. You can research your subject using the Internet, visiting your local library and taking notes reading already published publications on the subject niche you have chosen.

Do not however be tempted to copy anyone else's work. If caught, you will be prosecuted. Your work should be your own work and written in your own words.

When using other people's material as reference and you do wish to use part of the material, check with the owner of the material first that it is ok to do so. If you don't hear back from them assume the answer is NO.
I would personally recommend you write or produce all your own content as then the product would be unique to you and your personality, the product would be a "one-off" and not a clone of someone else's work.

Here are a few more ideas for carrying out research. In fact by using some of these strategies you can even get your info product created for you quite painlessly.

- Interview other people. Seek out experts for your chosen topic, ask to interview them.

- Create a survey. Again seek out other people in your chosen topic and ask them to complete a survey on the topic.

- Visit relevant forums. Make notes on the most asked questions, and make notes on the answers they receive.

- Do some brainstorming. Ask people you know what problems they are having with regards to your chosen topic. Ask them for suggestions as to what would help them overcome those problems.

- Subscribe to online newsletters produced by others who are involved in your chosen topic area.

Use Public Domain material. Public domain works consist of books and articles that are made available free of charge. Some books are no longer copyrighted due to age. Be aware though that what can be considered Public Domain in one Country could be copyright protected in another. Make sure you read the relevant Countries regulations regarding Public Domain Works.

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Types of Info Product

In today's high tech era there are so many ways you can produce your info product besides a print publication. Modern day consumers have a large choice of gadgets and gizmos they can access information on.
IPods, Ipads, Kindles, Computers, Net books, Notepads, Mobile phones, you name it the younger generation has it.

You should also bear in mind that not everyone likes to receive information in the same way. Some people learn better by reading, some by watching and some by listening.

Think about the information product you are going to produce, which would be the easiest way to deliver this to your customers for their benefit?

Let's say you have chosen to produce an info product on how to use CPanel hosting. Whilst you could actually produce a book/manual on using Cpanel it might be more beneficial to the customer if the product was in video or audio format, so that they could watch or listen to the instructions whilst they were actually trying to carry out the task in hand.
An EBook with thousands of screen shots and red pointy arrows does not give the same instructional value as a "watch over my shoulder" video would do.

So seriously do think about your product and think about the target end user. What would be best for them? And if you are unsure, make sure you eventually create your product in more than one medium.

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You could start by writing an ebook or report. Once you have created your eBook you can at a later date create an "ad on" product such as a video, an online course, etc, but for now as we only have seven days, we are going to focus on producing the e-book only.

Tools you may need to produce your Product.

1. A blank notepad and a pen
2. A computer with an Internet connection
3. A word processing program Open Office
4. A graphics program either Gimp or Paint.net will be fine.
5. A WYSIWYG html editor Kompozer.
6. An FTP program
7. Web Hosting
8. A domain name
9. A payment processor

If your product is going to be in video format, then you may also need some kind of video capture device such as Camtasia, and possibly a program to edit the video with.
If your product is going to be in audio format, then you may also need some kind of audio capture device and a program to edit the audios with.

There are of course ways to have your products created without needing any of the above, and we'll go into that in another chapter.

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Creating Your Product Outline

Take your newly acquired notepad and pen, open the notepad and on the first page write down the title of your product.

"7 Day Product Creation Crash Course"

On the next line write down the products sub line.

"Rinse and Repeat Income Strategies"

Turn the page over and on the next pages create a minimum of five and a maximum of 10 possible chapter headings. Do this one per page. This list is going to be both the skeleton and the backbone of your product.

For example whilst creating this product, our list looked like this

1. Introduction
2. Why Create an information product
3. Getting an Idea for Your Product
4. Research and Building up Knowledge
5. Types of Info Product
6. Create it Yourself or outsource it
7. Writing tips
8. How to create a video
9. How to add value to your product
10. Sales page tips.

Underneath each heading on each page jot down items that should be included in that section.
Generally this is the formula we stick to - it makes writing easier for us.

All was going well and looked good up to Heading 6 and we have more or less stuck to the skeleton, but it has just occurred to us that Writing Tips should come before the section "Create it yourself" or "Outsource it" So we have just swapped them around and re titled that chapter "Creating your product Outline".

One of the key things with producing an informational report is that it must not only provide the information the purchaser is looking for, but it should also provide that information in a clear and logical path that the reader can follow. Your product should flow in as natural a rhythm as possible.

So as we have just pointed out, don't be afraid to alter the order of the headings, or to rename them or to delete and replace them if you decide that others would be better further down the line.

Just create that skeleton that either you can work from or that you can hand over to a ghostwriter to compile the product for you.

Remember to build your skeleton or framework for your product by using the information you gathered when you used Yahoo, Forums, Google, Spyfu and Amazon. You could also get ideas for chapter headings from Ezine articles or any other online article directory.

Keep your product neat and tidy, keep it on topic and keep it precise and to the point. EBooks that feel like the author is talking to the reader personally are generally the most helpful and easiest to read.

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Use that notepad and pen to keep your thoughts organised. Add little notes to yourself to remind you to include or exclude certain items from certain chapters. We can guarantee that some of your best thoughts and ideas to add to your product will occur to you when you are nowhere near a computer.
Keep that notebook handy and a pen right alongside it.

Organising yourself in this way actually trains you to be able to produce products quicker and faster and the more you do it, the easier it becomes.

It can be really hard to motivate yourself to write pages and pages of information and sometimes you will feel like giving up. By breaking the whole product down into little chapters it will help you to stay on track and more focused towards completion.

For some people writing an informational report will seem like an almost impossible task, but it doesn't have to be. Find a method that suits you and stick with that method.

Some people like to do the research for the whole product before they even start writing a word.
Others will take each section title, research just that one section and then write that section up before going on to the next section.

There really is no right or wrong way to creating your product, just chose one way and stick to it. Your aim should be to have your product created in as short a space of time as possible.

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Create it yourself or outsource it.

If you are still working a 9-5 routine in a day job, then your time available to spend on creating your product will be very limited. When you take into account commuting time, time at work and family time, you'll probably think sitting down at night doing yet more work is not really what you want to be doing.
And to be honest we don't blame you. "All work and no play makes Jack a dull boy".

Your time is one of the most valuable assets you have. Let's face it, people who are going to buy your information product are looking to save time too, they want an immediate answer to an immediate problem, they don't want to spend their precious time researching the search engines to find the information they want. They would much prefer to save their time and purchase their solution from you. In essence they have outsourced their problem to you and you have provided them with their quick answer.

Lots of businesses use outsourcers, both online and offline ones. As long as you retain the rights to the end product, there is nothing wrong with using outsourcers in your business.

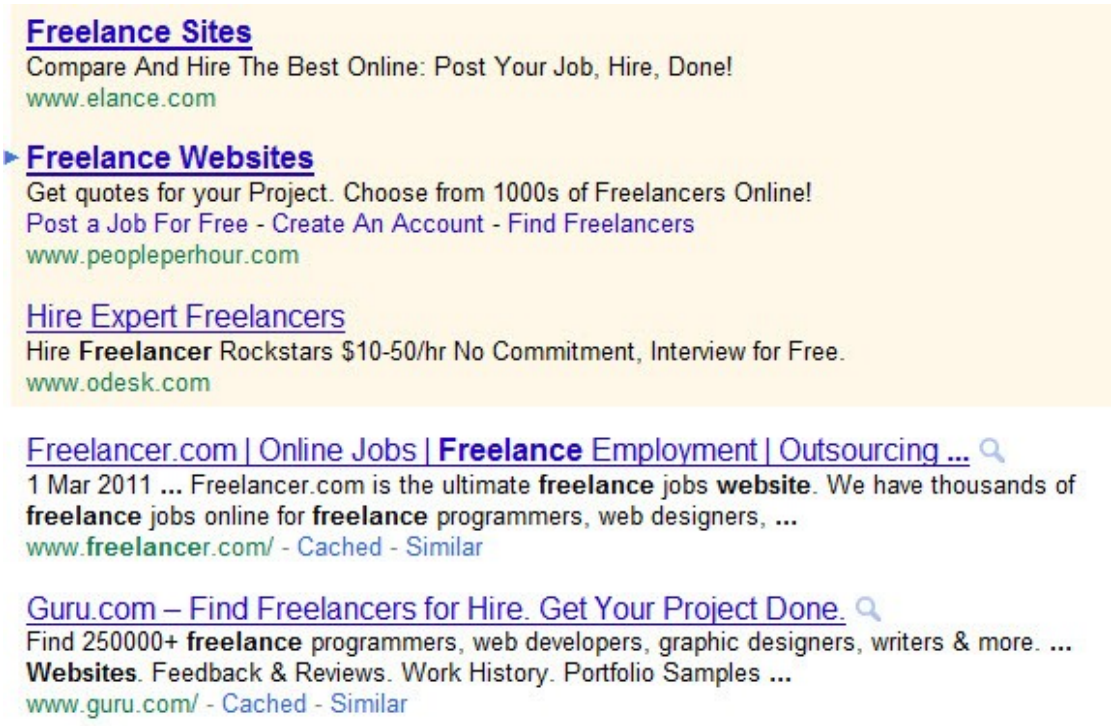
For example, there is a little distillery up in the Lowlands of Scotland which produces a very nice whiskey and lots of it.
The main ingredient is Barley, but they don't grow it, they get their outsource Farmers to grow it and store it for them. They then use another outsourcer to germinate the barley and to dry it out once germinated, and another outsourcer to grow the yeast to their exact specification.

Once they have the malted barley they themselves process it through their systems and processes until the mash is brewed and ready for barrelling. Again they don't make their own barrels, this is outsourced too.

Once the whiskey is matured (8 years minimum) they then send the barrels out to a bottling plant, outsourcing the task of bottling and packaging to them.

So as you can see from our visit round the distillery outsourcing can be a great accompaniment to any business!

Product creation is much the same, you can outsource as much or as little of the process as you wish. Once you have created your product outline you can contact freelancers and get them to quote you a price for compiling the product.



Other freelance sites include

http://www.vworker.com

http://www.fiverr.com

http://www.warriorforum.com/warriors-hire/

When you are placing your advertisement for the works you wish to outsource, be as specific as you can. The more details you list the most responses you will receive and they will be better quality responses than some of the usual one liner ones.

It is always a good idea to include some important message that the responder should add when replying to your advertisement. That way you can tell who has actually read your specification and understood exactly what it is that you require.

Ensure you state that the works must be original and once completed and paid for the works and all rights to the works will be owned exclusively by you. Always ask for unlimited revisions.

When someone responds to your advertisement, check them out, look at their feedback ratings. Don't just blindly take their word for how good they are, check them out.

Use Google too, see if there are any negative or positive reviews of the persons work outside of the freelance site.

Be prepared to sift through your applicants, ask them questions, and if possible ask for a sample of their previous works. Sometimes with ghost-writers samples may not be available as all of their works may belong to their clients.

You can outsource anything and everything, the only limitation is your budget. Typically it is common to outsource any of the tasks listed on the next page.

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Typical Tasks that can be outsourced

- Web page design
- Ebook Covers
- Software Covers
- All kinds of graphics that you made need for your sites, affiliates etc.
- Ebook writing
- Report Writing
- Article Writing
- A complete Email Series for your Autoresponder
- PowerPoint Presentations
- Video Production
- Audio Production
- Software Production
- Transcription of an audio or video into Text.
- Sales Page Creation

The list really is endless. If you need to outsource it there is more than likely someone out there willing to undertake the task for you.

Do your due diligence when looking for outsourcers and if you find one or two that you can work with, your product creation time can be extensively shortened

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How to Create a Video Informational Product

Creating a video can be done for free, or at a very reasonable price. We are assuming that most people reading this report don't have the budget for a major stage style production, so we will provide you with the methods of creating videos using the most commonly available products.

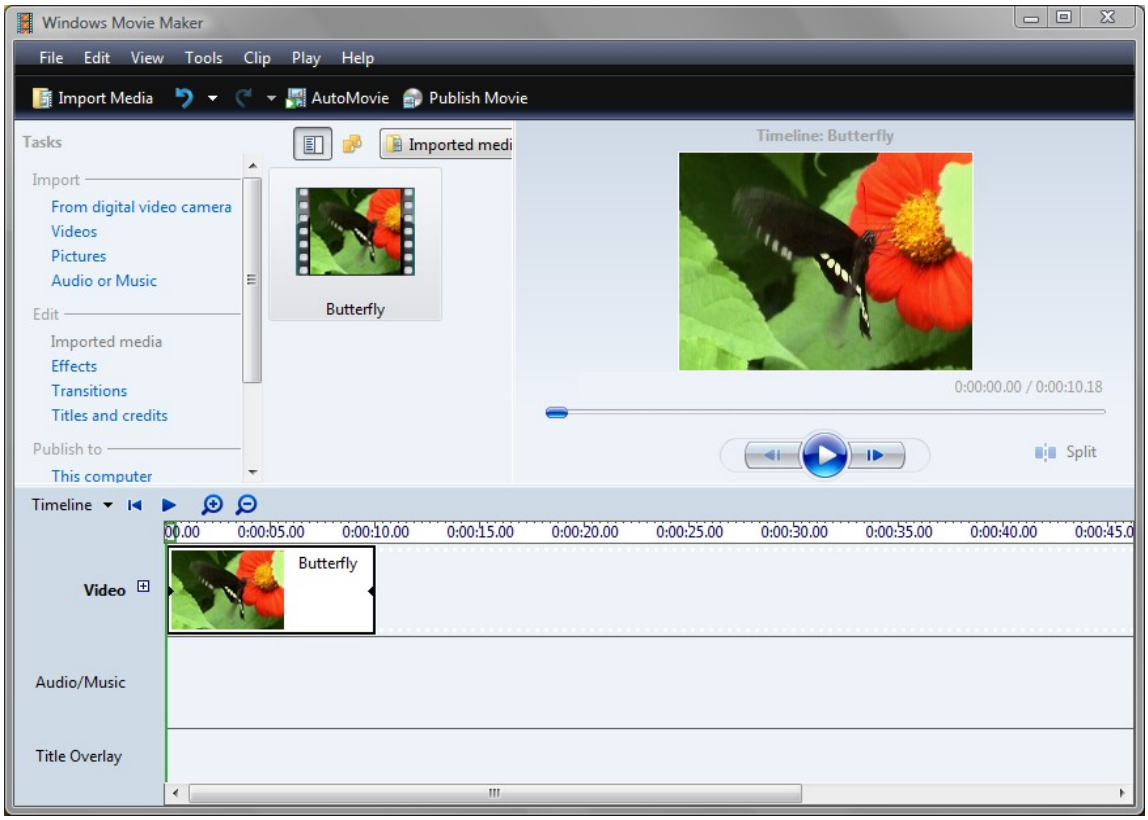
A well made and professional looking video that provides valuable content for your customers will always be a winner. This could be anything from a quick 30 second tip on your chosen topic, or a full in depth tutorial. Either way, your video should provide something of real value to your customers for the topic they are looking for or needing information on.

You can film your videos with a basic Flip Camera, a hand held video camera or even a web cam or screen capture program you may have installed on your pc.
A video can even be produced using PowerPoint (or the open office alternative)
The whole creation process really isn't that difficult, we'll outline the different methods you can use to create your videos.

If your operating system on your computer is Windows from XP upwards, then you may already have a free program you can use called Windows Movie Maker. If you don't find it, you can download it for free from the Microsoft website.

Make sure that the edition you choose to download is the correct one for your computer operating system. Check out the links on the right hand side of the download page.
http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx

Windows Movie Maker is a really simple program to use, it's very user friendly and has lots of great features. If you own a Mac, then there are programs like iMovie that you can use to produce your videos too.



As your aim is to create an informational video, and maybe you don't have access to many resources or much of a budget, all you really need to have is Windows Movie Maker and Paint. Basically, you create a "slideshow" using images in Paint

Paint.net is a great graphics program and can be downloaded from the internet for free.

http://www.getpaint.net/download.html

Another great free graphics program you can download is Gimp.

http://www.gimp.org/downloads/

In Paint, we would recommend creating images that are the same size as the video (320x240 is a pretty standard video size). If the sizes of your images are totally out of line with the size of your video, the aspect ratio will be all messed up and the video will look very poor.

You can select a background color and easily enter text to place on the background. Then you save the image and import it into Windows Movie Maker.

Another method to use is to simply create an image in Paint with a solid background color. Import the image and use the Title / Caption feature to enter text on top of the background. This is probably the easiest option, as it requires only one image file and you can easily edit / change the text as you want it to appear.

To add some spice to your video, you can find some stock photos related to your niche. Make sure that you use actual free or paid stock photos, and don't just steal them from Google Images. The last thing you want is to get into any kind of legal trouble for a simple video that took you ten minutes to make.

Finally, I strongly recommend that you include some kind of music to make things interesting. Search for “royalty free music” on Google if you want to avoid any kind of legal or copyright issues.

When your video is done, simply hit the “Import” button. There you go! Your first video! It won't be a masterpiece, but if you included good content and made it interesting, you'll be on the right track.

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An alternative to Windows Movie Maker is Camstudio. This is an open source program that does most of the basic things that Camtasia does, but without the cost of having to purchase the program.
If all you are looking for is a screen capture program, then Camstudio will be sufficient.

Other Screen Capture programs freely available are
http://www.traction-software.co.uk/screengrabpro/
http://www.gadwin.com/printscreen/

http://www.debugmode.com/wink/
Wink is a tutorial and Presentation Creation Software, primarily aimed at those wishing to create tutorials on "how to use" products. With wink you can add explanation boxes, buttons and titles to your screenshots. Wink will enable you to generate highly effective tutorials for you products.

Or you can download a free 30 day trial of the excellent program called snagit from Techsmith.
http://www.techsmith.com/download/snagit/default.asp

Once you have collected your screen captures, you can import them into movie Maker for editing, adding narrative and music to compile your video.

If you are not camera shy, a good idea would be to produce your own video as this will get your face out there for people to see and will help to brand you as part of your overall marketing strategy. These types of videos are good for adding that "personal touch" which you cannot do with slides and music alone.

You can use this opportunity to introduce yourself and your product to your customers. Your customers will feel as though you are speaking directly to them and will be more inclined to trust you and your product.

All you need to create a personal video is a decent webcam or camcorder. Do take the time to make sure that whatever device you use produces high quality video - no one wants to watch a blotchy unclear video.

Again, you can edit your video by importing it into Windows Movie Maker and editing out any “umms” “ahhs” or long pauses that make the video look unprofessional.

Being on Camera is not for everyone, so another option is to outsource your video creation. You can hire video creators on peopleperhour.com, Guru.com, vworker.com and some of the other freelancing sites mentioned earlier in the book.

Remember; ask for a few samples before committing to hiring someone. Make sure that their style matches your idea of what you are looking for. Give them detailed instructions of what you require, including what you want them to produce and, if you have one, a full script. Also mention any music or audio you want adding to your video.

Much the same as outlining your eBook, outline your video too.

If you're going have someone narrate in your videos, even only as a voice, you need to make sure that they don’t sound dull and boring, so ask them for a sample of the voice they are going to use.

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7 Day Product Creation Crash Course

How to add value to your product

Value is an important part of your sales process. Everyone wants good value for their money. So how can you add a little extra value to your product or service to keep your customers coming back for more?

A common way to add value is to offer bonuses on your products download page. This doesn't mean you have to create yet more products. Look around the net for products with giveaway rights. These products should compliment your newly created product.

Take the time to check the bonus material out to make sure it is a good fit to your product and that it really adds value. Do not use substandard products, remember the aim is to add value, not just provide yet more downloads.

Have someone read your eBook out loud and offer an audio download of it.

If your product is in video format, have it transcribed and offer the transcript as a bonus to the video.

Set up a helpdesk system where you customers can contact you to ask any questions they may have regarding your product.

Set up a forum for your customers so they can interact with like minded people.

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Create a members area and add fresh downloads of related products for your members.

Offer a 30 day no questions asked guarantee.

Offer free upgrades for life.

Create a newsletter and offer it to your customers for free.

Include tons of testimonials on your sales page. This helps to increase the perceived value of your product as other people visiting your site can see the positive comments being left by other people who have real life experience of using your product.

If you don't have testimonials from customers, offer a few review copies of your product in exchange for feedback from potential customers.

Set up an affiliate program for your product. This again increases the perceived value of your product because other people can also make money by recommending your products or services.

Get your product endorsed by an expert in your chosen niche.

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Sale Page Tips

Having created your informational product in which ever medium you have chosen, the final stage is to write up that compelling sales letter that will have your customers reaching for their wallet to purchase your product.

Whether you choose to write your own sales copy or to outsource it to someone else, the following tips outline the absolute minimum that should be on your sales page.

The sales letter is without doubt the most important part of your site. If your sales letter doesn't convey the right message about your product, no one will be interested in purchasing your product, no matter how good it is.

You created your product because there was a demand for it, you researched it, and you developed it and finally created it. Now, you really do have to sell it.

What was the most asked question you found when you were researching your product?

Use that most asked question in your headline. Make your headline relative to that question. Include power words like "Secrets", "Insider Information" "Who Else Wants" "Introducing" "Amazing" "Never before revealed" "Revealed at last" "How to"

Well we guess you get the idea. Play around with different phrases, attach them to the question. Use the one that stands out the most.

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Create your headline first before even attempting the main body of the sales copy. Your headline is the first thing that the visitor sees when they reach your webpage. If your headline doesn't grab their attention they will very quickly move on to another site.

Once you have grabbed your visitors' attention, your sales copy should make them want to stay on the page and read more.

Tell the visitor about your product, use small short paragraphs outlining what each section of your product will do for them.

Emphasize the benefits of each section of your product. Tell the reader how and why this product will work for them

Remember how we outlined using the chapter headings? Use those same headings as keys for your sales page .

Make sure you add your customer or reviewers testimonials to the sales pages. People like to see what others have said about your product. They need the social proof of "If I get this, will it work for me" so they want others to tell them it will.

Tell the visitor how **FAB** your product is. **F** = outline the features of your product. **A** = Outline the advantages the visitor will receive by using your product. **B** = Tell the visitor what benefits they will receive after using your product.

Use Bullet points to highlight your **FAB** product features, advantages and benefits.

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Ask your visitor for their order and have more than one order button placed into your sales page. Don't make them have to read all the way to the end just to place their order!

Don't make your sales page too long. People really don't have an hour to spend on your page, they want to read, scan and buy, they know what the problems are and they simply want the information that will alleviate that problem for them.

If you product is a video or audio product then you could offer a small section of the video or audio for the visitor to watch or listen to on the sales page.

Don't spend time telling them what the product isn't, tell them what it IS, what it will do and how it will do it for them.

Are you offering a guarantee? Show it to your visitors as this offers them the peace of mind that if your product isn't right for them, they know they can return it for a refund. Some will refund, that's part of the "Internet Marketing" world. Others though, will only purchase if there is a guarantee offered.

At the end of the sales page add a P.S. This is where you have the opportunity to re-state the most powerful **FAB** points (not all of them, just the most powerful ones). Used properly and effectively the P.S. statement will help to close many sales for you.

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In Conclusion

- Find a niche market looking for solutions to their problems
- Research the niche and find answers to fit their problems
- Create a skeleton Outline of your product
- Create a product that fulfils that need
- Use the correct medium to create that product
- Use outsourcers to get the product to the market sooner
- Add value to your product
- Create a compelling sales letter to market your product.
- Rinse and Repeat

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