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INSTRUCTION SHEET

Congratulations on taking action and starting your journey to create your Info Product!

One of the first things I would like for you to realize is that this will take work. For some people this will be one of the toughest things you have ever done in your life.

Build A Success Path

In order to get the most out of this workbook you will want to study it several times. I recommend that as you are going through the workbook you take notes and use highlighters.

As you go through each module, break the sections down to see if each area is one you personally want to tackle or will hire or partner with someone who is an expert in that area.

Answer the Questions and Design Your Plan

As you proceed through each module make sure you pay attention to the questions. As you answer each question follow through with the action steps. These actions steps are designed to make sure you stay on track and accomplish your goal-your very own info product.

Tips And Hints

Italics: Throughout the workbook if you see part of the article in italics, this means that section is from Dan Giordano the workbook editor. Dan will sometimes introduce a contributor, give an overview of the section, or add some comments at the end of a section. It's just our way of letting you know a different person is writing, not the author of the section.

Section Overview: At the start of each section you'll have an overview of the article. As we have many contributors, you'll receive a brief introduction of the author. (For a more detailed contributor information go to the Appendix for information on Info Product Blueprint Contributors).

Things You Will Learn: In the boxes at the start of each topic you will find a list of key points covered in the section. Other points will be covered, but the section emphasis is on the ones in the box.

Notes: Take notes as you read. This is designed to be a working tool for you. So mark it up, highlight and write notes. We want you to succeed and noting important or ah-ha's will help you when designing your plan.

Questions: In the workbook, there are questions included to guide you in the development of your own info product. Take the time to thoughtfully answer the questions. This is the basis of your plan. Some questions will look simple and even repetitive. But it's all part of the blueprint. So take the time and invest in yourself. You will use the information to develop your product and your action plan.

Be patient with yourself. There's a lot of information included in Info Product Blueprint. We've included audios, video and plenty of printed material to help you in your product development. We're already planned on some more updated material that will be posted on the resource page. So make sure you register for the updates (www.infoproductblueprint.com/developer).

We want this to be your reference tool, your guidebook.

YOUR Blueprint for developing an info product.

Seize your opportunity and share your success with us.

The Info Product Blueprint Team

Kenneth A. McArthur



Info Product Blueprint 1st Edition

Brainstorming and Research

Module 1

Module 1: Brainstorming And Research

Info Product Blueprint was created by Kenneth A. McArthur



Info Product Blueprint 1st Edition

Section 1: Determine Your Objectives

Brainstorming and Research

Module 1

By Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur



Section 1



Determine Your Objectives

Welcome to Info Product Blueprint.

Take a moment to congratulate yourself for taking action. So many people decide they 'want to take action' but never take the first step.

You've taken the first step and Info Product Blueprint will guide you through developing a plan for an information product in *your* time frame, *your* choice of subject and *your* expertise.

This workbook is designed to compliment the DVDs and CDs in Info Product Blueprint. So whether you like to listen, see or write to learn and develop your plan, you have the tools in hand to get your action plan started.

We've gathered a team of Internet marketing experts to share their tips and techniques with you. Each has developed their specialty or niche and their own way of telling their story or expertise.

Listen to their words, not only for the information, but the way they put their words together. Each expert lets their own unique personality come through their writing. You'll hear and see many effective styles for getting a message to an audience.

Make notes about each expert to help you develop your own 'voice' when writing and developing your own info product.

Each section builds on the one before. Complete the exercises and questions as you go through each module. When you've completed this workbook, you'll have the start of your info product and a blueprint for its launch. Remember, it's only a start because so few people take action and **DO**.

In the words of John Pierpont Morgan, "The wise man bridges the gap by laying out the path by means of which he can get from where he is to where he wants to go." So gather pen, pencil, and some extra paper. Let's get your personal information product blueprint going. And get ready to launch!

Dong

Dan Giordano II Workbook Editor



Notes

Determining Objectives

If you have been researching or involved in online business for very long, you have no doubt seen a multitude of offers for "e-books," books, reports and training courses on every subject imaginable.

Why? People on the Internet are looking for information. Whether it's how to cook a roast, build a house or save money on their taxes, there's always a demand for information.

Pure information is a product that doesn't require a huge financial overhead to produce – other than the hard knocks you get in gaining the experience – and information products are easy and relatively low cost to deliver to the customer. That is why information products work so well.

So why are you thinking about creating an info product? What form have you imagined? Is it an e-book, print book, training course or video how-to guide? Have you just imagined that an information production business would be a good Internet business to have? No matter where you are in the planning process, it's time to get more specific.

If you're still looking for a topic, you may need to look no further than your own experience.

If you are still searching for a topic, you may be saying to yourself, "But I'm not an expert on anything."

Well, think again. Everyone has life experience, training, and skills that others do not have. Everyone knows something that others want to know, or can do something that others want to learn. You may know how to have a lush lawn without pesticides, cook the perfect roast turkey or raise an ethical child. You have many marketable skills and talents you haven't seen in a marketable light – yet....

Whether you use life experience or other talents to develop your information product, there are millions of potential topics. One part of a successful info product is the USP. USP means unique selling position. That's the product 'hook' that differentiates you from the rest of the market.

In his book *Reality in Advertising*, Rosser Reeves describes USP as what transforms your product from a commodity to something special and desirably unique in the marketplace. He describes a three-step process where the USP must include:

 A promise to the customer, "Buy this product and 'x' will occur."



- 2. The promise you offer must be one your competitors do not or cannot offer.
- 3. The difference offered by the promise must be important so the potential customer pulls out their credit card to buy when they read or see the difference.

Here are some ways different companies asked what their USP was and their answers.

Is it how you deliver the product or service?

Netflix® with 'DVD rentals delivered with no late fees.'

Is it that the quality of your finished product is better than the competition?

Papa John's® Pizza offers 'Better sauce, better pizza."

Do you offer better customer service and support after the sale?

Nordstrom's USP is their outstanding customer service.

Do you offer the best guarantee?

◆ LL Bean® offers this guarantee: "If you're not satisfied with your purchase, we'll replace it or give you your money back. It's that simple."

Can you package your products differently?

Tiffany® has made their 'blue' jewelry box one of the most recognized jewelry packages in the world.

Do you want to write a book, e-book, or training course? The list of helpful software and online publishers is growing every day. But even if you write your own product or design your own software, you will still need a well thought out USP to stand out in the crowd.

Does that mean you have to be able to write a book? Not necessarily. Interviews, teleseminars, and transcriptions of interviews can all be successful info products.

What can you offer that is unique or different than your potential competitors?

Your USP might be that you have detailed knowledge about someone else's product that you are selling as an affiliate. It could be that humorous way you present the information you have collected on some subject of interest, or the fact that you offer the best customer service available. You may offer the

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same products that others are also selling, but find your own unique way of marketing or presenting them.

If you were to research the online marketers who are honestly making the money they claim to be earning online, you would discover that they all have a USP. Determining your USP can mean the difference between 'ho-hum, you're on the Internet' and outrageous success.

It may take some time to discover your USP, but the results are worth it. Remember, your USP *is* your product, however you package and deliver it.

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Notes from Editor:

Whether you use your life experience, knowledge you have, life skills you've acquired or information you've researched, I know you have an info product inside of you. Everyone does. Your gift is something to be shared and can earn a profit! Your first assignment will be to decide which of your many gifts you are going to offer to the world!



Determine Your Objectives – Self-Assessment Questions

 Write down the areas where you have specialized knowledge or skills or do well in and are passionat about.
2. Who are the people that can help you?
3. What are your Goals? (Why do you want to develop an information product?)

Next . . . Fill a Need



Info Product Blueprint 1st Edition

Section 2: Fill A Need

Brainstorming and Research

Module 1

By Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur



Section 2



Fill A Need

The dot.com bust of the early 2000's is a good example of why it is important to find a need to fill. During the dot.com boom, online businesses and products came and went – some in a

blaze of media hype – but most just faded into nothingness.

Some products, topics and websites became powerhouses of business by recognizing one important concept. Amazon® and Google™ both found a niche and excelled, while Pets.com, eToys.com and Webvan.com missed and failed.

What you will learn in this Section:

- How market segmentation can make info product development easier
- Your potential market segments or niches

You must fill a need in order to succeed.

Sounds trite, but it really isn't. If people don't want what you are selling or offering, it doesn't matter if it is the best product or service.

How do you set your direction for filling a need?

Research

For many people, research is boring and they just gloss over it and then wonder why they fail online. Take the time to see if your idea is online. In the next section, you'll learn to define your target market and start your research.

But what do you do if you have the newest, best, greatest idea for an info product and no one has done it?

You are going to have to have a serious conversation with yourself. New markets can be profitable or they can be merely expensive. The decision is yours.

But I've Got A Great Idea

If your idea is totally brand new, you'll need to consider some 'make it or break it' questions.

Do you have enough money to train and educate online users into buying a new product or service?

Do you have the time and patience to develop a new market?

New markets are expensive and time-consuming to produce, which is why many large organizations merely improve or mirror a competitor's edge. It is easier to build on an existing market than to develop a new market.



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There is one advantage of trying something online first. Entry cost is low. For the cost of a domain, a website and some copy, you can be up and running. For a couple of thousand dollars you can even pay to get targeted traffic with the profile that you need to validate your market.

The Path of Least Resistance

"The Path of Least Resistance" is a book about how the roads in Boston were 'designed.' It turns out it wasn't the civil engineers that laid out the roads, but cows as they returned or moved to grazing areas. The cows followed the path of least resistance.

There's work involved with having a successful online business. I believe in being successful, but I am not going to swim against the tide or climb a mountain to get there. I'm going to find a market of people online that want what I have to offer. I'm going to follow the path of least resistance and I suggest you do the same.

So how do you find your personal path? Begin by looking at both online and offline successes for trends.

Offline newspapers such as Germany's Bild-Zeitung, Britain's Daily Mirror or Morning Star, or in the United States the Sun, Enquirer, and magazines such as People, Vogue and Cosmopolitan can tell you what people are looking for. On television Barbara Walters and Larry King get top ratings when their shows are broadcast because they are aware of these trends. These businesses are all responding to a need, something people want and will pay either with money or their time.

Eight Seconds and Counting

What are the trends or needs in the area you are considering?

What do you think your potential customer wants?

Too often we decide when determining our market, "I'm going to service everyone who is interested in _____." (You fill in the blank).

But that's not making it easy on you. On a website, you have eight seconds or less to convince a person visiting that you are the solution to their need.

Eight-second success is met by using niches or targeting. If you can't easily get the entire market in eight seconds, then go for a slice of that market and increase your chances of success.

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Niches Revealed

Everywhere you go online you hear the same thing: "You must find a niche for your business."

So just what is a niche?

A niche is a market segment or specialization of a broad part of the market that makes it a narrow target.

The short answer is, niche simply means distinct or individual.

For example, there are many diet sodas or soft drinks. In a smaller group or niche there are colas and non-colas. Breaking it down even further, there are colas for those who prefer Pepsi products and those who prefer Coke products.

Unfortunately, too many of us write a book or develop a product without finding if there is a market of people interested in buying our product. Wouldn't it be better to find a niche where people are actively searching – even crazy about finding your product? So why not work smarter and make it easier on yourself by finding a specialized niche.

To increase your success potential, you need to make sure there is a market with enough people to make it worth your time and effort. That's why researching your market is so important.

Take the female market. There are many profitable segments or niches. Young women, teens, mature women, stay-at-home moms, working mothers, executive women, blue-collar women, pink-collar women and single mothers. Each has different needs, wants and wishes. When we want to reach a segment, we need to think like our customer.

Take a moment to think like your customer. What do they want? What are they looking for? In our next section, you're going to be doing research to find the specific customer that will be just the right one.

Why Passion Helps

Ever read one of those website letters that is just 'flat' or dull? Odds are the person who wrote the words didn't have a belief or passion about the product or the niche. Passion conveys interest, enthusiasm and says 'This may be it' to your website visitor. Later, we'll be doing some writing as you start reaching out to your visitor to connect and help them make a decision. The decision may be to buy immediately or it may be to stay and read some more.

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The Niche or segment market allows you to clearly reach and fill the needs of a specific segment in the market. It lets you meet the eight-second decision-maker. It encourages your visitor to stay and learn more.

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#### Notes from Editor:

Remember, success in any business always comes back to supplying a product that the public has a demand for and the market has room for. Find the right niche and you are on the right path. It's the path of least resistance.



## Find a Need to Fill - Self-Assessment Questions

| 1. | . What are some niches or market segments for your product? Lis | ist at least three potential niches? |
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Next . . . Research Your Market



## Info Product Blueprint 1st Edition

# **Section 3: Research Your Market**

Brainstorming and Research

## Module 1

By Ann DeVere

Info Product Blueprint was created by Kenneth A. McArthur



#### Section 3



## Research Your Market

The best way to research your potential product is to check the competition. Don't worry, you won't even have to leave home for this research.

You can use any of the search engines (Google, Yahoo®, MSN or AOL®) to check out the competition for your potential product.

#### What you will learn in this Section:

- Definition of market analysis
- Steps to a helpful market analysis
- Reasons for conducting a market analysis

## **Getting Started**

Type in the topic or subject of your product in Google (or other search engine you prefer). Print out the page with the top ten sites in that search category. Now go check out the websites of your potential competitors. You're going to be having a conversation with yourself, so make sure you cover the questions below. Take notes, as you'll be using the information later.

Start by visiting the website of the number one site on the list.

Think about it from a potential customer's viewpoint.

Now take a minute and ask yourself these three questions for each of the ten sites:

- Is there something missing from the product you can include when you're making a product?
- Does your change or twist make the product better?
- Would your way of making the product make it more attractive or desirable to a potential customer?

If your answer is "No," then you need to ask yourself if this is the product you should be developing.

If your answer is "Yes," now's the time to invest some effort in a more complete market analysis.

## What is market analysis?

In the most basic terms, a market analysis is an assessment of:

- A particular problem or opportunity in a market.
- The needs of the target market relating to the problem or opportunity.

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Ideas for marketing a particular product or service that fills the needs of the target market.

## When should you conduct a market analysis?

- When you are starting a business.
- When you are entering a new market.
- When you are considering a new product or service.

## Why should you conduct a market analysis?

- To minimize business risks.
- To understand the problems and opportunities.
- To identify sales opportunities.
- To plan your marketing/sales approach.

## The process of conducting a market analysis can be divided into three parts:

<u>Understanding Market Conditions</u>: This gives you basic information about your entire market -- the size, the competition, the customers.

Identifying Market Opportunities: This gives you more targeted information about potential problems or opportunities in the potential market, and includes information about growth, current and future trends, outside factors and more information about specific competitors.

<u>Developing Market-Driven Strategies</u>: Here we get into what market research does for you. It helps you to pinpoint opportunities to grow your business. By understanding the market and knowing what opportunities are available, you can create a marketing strategy that leaves your competitors in the dust!

The more you know about your potential customers, the more easily you can meet their wants and needs. Also, it makes it easier to become the 'go-to expert' for a particular topic.

It's time for you to hear another perspective. Ann DeVere is a marketing expert online and offline. Ann talks about not only '*listening to, but hearing*' what your potential customers say. Ann is going to share her perspective on creating a profitable customer.

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## What A Camel Taught ME About Marketing

Tired of watching everyone else around you make money **easily**... while you work as hard as you can and still struggle to make the kind of money YOU want? Do you find yourself saying, "What am I doing wrong? Where's the big money? What am I missing?"

I want you to know that I have traveled the same road most likely you have when learning to promote my businesses. It was through a great deal of pain and frustration, not to mention the money I lost, that got me to learn 2 BIG marketing lessons. But the biggest marketing lesson that changed the course of my life was delivered by a camel driver in Egypt. Pay close attention; what I'm about to share with you could be just what you need to change the course of your life.

## BIG Lesson #1

## If you don't tell them, they won't know! If they don't know, they won't come!

In the mid 1980s, I decided to try my hand at the New York real estate market. Right away I noticed that the successful agents in the office were doing quite a lot of marketing. Since I had no money at that time, I said, "Well, when I make some money, I will invest it in marketing."

I was doing the same thing most small business owners do. I was waiting to make money so I could afford to spend money on marketing. So, I kept on waiting and waiting....

### BIG Lesson #2:

If you don't decide who your MOST Profitable Customer is and speak directly to them, you'll be spending your time and money on people who don't want or can't buy what you are selling.

After the real estate market I decided to go into a totally different business, because I had heard, "If you do what you love the money will follow." I went into apparel manufacturing and retailing.

Because I realized the importance of marketing, what I ended up doing was spending a lot of money on the big billboards in the New York subways, radio ads and flyers... we ended up getting a lot of people who were NOT able to afford what we were selling.

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I knew the answer was in marketing, so I read books on marketing and listened to audios, but for some reason I just didn't get IT! Nothing seemed to be working. After 2 years of struggling and a lot of money down the drain I shut the doors and got a JOB working for a company that was importing apparel from developing countries. I spent 4 to 5 months a year traveling between countries like India, Sri Lanka, Pakistan, Bangladesh, Egypt... That's when I learned the greatest marketing lesson of my life from a Camel Driver in Egypt and became a lifetime student of marketing.

What I learned is a marketing strategy so fundamental and so powerful that it has been successfully used throughout the world for thousands of years. It has been passed down from generation to generation and it is as powerful today as it was thousands of years ago.

Do not underestimate the power of this simple strategy. It could be the KEY that opens the floodgates of the abundance in your life.

So now let me tell you how I came to learn this great lesson. It was 1993, my first business trip to Egypt. I was in Cairo to oversee our production. One of the factory owners I was working with took me to see the Pyramids. What an amazing experience! It is truly one of the most remarkable and inspiring places on earth.

After a tour of the Pyramids, I noticed there were camels for hire. Now, I had never ridden a camel and since I've always loved trying new and exciting things I couldn't wait to get on that camel, until I found out I had to ride with the camel driver. I don't know if you've heard this, but camels smell really bad and the camel driver didn't' smell any better.

The factory owner wasn't happy when I told him I wanted to ride the camel by myself. He insisted I get on with the camel driver while I kept saying over and over again that I wanted to ride the camel by myself. Only when he finally explained that he was responsible for my safety and I had no choice did I give in and agree.

During this entire conversation the camel driver was paying close attention. I saw him watching our every move. I saw him listening to every word. Well, as soon as we got out of sight of the factory owner the driver turns around and says, "You want to ride the camel by yourself?" I said, "Yes." He says, "Give me \$20." So, I gave him \$20 and he got off and started running along side of the camel.



Now I'm happy. I got what I wanted and I'm really enjoying taking everything in. He looks at me and sees me looking at the desert. Now he says, "You want to ride the camel in the desert?" I say, "Yes." Again, he says, "Give me \$20." So, I gave him another \$20, he stood aside and smacked the camel on the behind. The camel took off in a full gallop.

I felt like I was in one of those Arabian movies. It seemed like everything was moving in slow motion. My hair was blowing in the wind and the hot desert sun was radiating on my face. I was totally enjoying this beautiful experience. And then it hit me. This camel is moving really fast and I don't know how to stop him. About the time panic set in, the camel came to a stop, turned around and started heading back. Fortunately for me, the camel was already trained to go only so far and turn around.

Why am I telling you this story? What does this have to do with marketing? EVERYTHING! On the ride back I got IT! Remember when I said the camel driver was paying close attention to the conversation? Well, he heard what I was saying. He listened to what I wanted, and he told me I could have what I wanted. All I had to do was give him some money. I gladly would have paid him 10 times as much for that experience. That's the bottom line. Marketing is knowing what your customers want and giving it to them. It's that simple.

## "Marketing is finding out what your customers want and giving it to them"

The camel driver knew his MOST profitable customers were tourists. I doubt that many Egyptians would pay \$40 for a thirty minute camel ride. He also knew that the best place to find the tourists would be at the Pyramids.

Marketing is all about understanding your customer. When you know who your MOST profitable customer is, what they want and where they are — you are in the unique position to develop and deliver a marketing message that addresses their wants and needs and easily walks them through your sales process.

"It is impossible to overemphasize the immense need humans have to be really listened to, to be taken seriously, to be understood."

--Dr. Paul Tournier, M.D.

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Notes



Notes

## How To Identify Your MOST Profitable Customer

In an effort to save money, many small business owners make the mistake of designing their marketing materials with the idea of selling to everyone. Everyone is NOT your customer. Stop wasting your time and advertising money on people who don't want what you are selling!

You need to focus on and talk directly to the people who are most likely to buy what you are selling. The ones who are likely to pay you top dollar. The ones you most like to work with.

Choosing the perfect target market can make the difference in your business being moderately successful or wildly exceeding your expectations. Answer the following questions and you'll be way ahead of most of your competition.

# Your MOST Profitable Customer – Who are they?

## **General Information**

- Gender: Is it a man? Is it a woman?
- Age
- Marital status: Single, married, divorced, widowed
- Children? (ages)
- Area of residence
- Education
- Occupation
- Income range

### Your Niche Market

- Ethnic and Religious background
- Hobbies
- Health
- What problems keep him or her awake at night?
- What is their personality: Are they laid back? Are they very energetic?
- Do they have certain personality traits that make them difficult for others to work with them, but you find them very easy to work with?

### Your Gold Mine Product or Service

- What is their biggest problem?
- Which one of your products or services solves their biggest problem?

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Notes from Editor:

When you complete the worksheet on market analysis, you will have a better idea of where your potential market lies. So read a little more and then start completing your worksheet.

Knowing the answers to the following questions will not only help you figure out if there is a need for your product or service, it will help you figure out the best ways to reach your customers, price your products or service and ultimately create more sales!



## Research Your Market - Self-Assessment Questions

| What is the market I want to reach?                                                                                                                                          |
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|                                                                                                                                                                              |
|                                                                                                                                                                              |
| 2. Who are they? (basic demographics) Where do they work, shop, what magazines do they read, TV shows do they watch, how many children do they have, where do they vacation. |
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| 3. What is their biggest problem?                                                                                                                                            |
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| 4. Are their needs being met by the products or services provided?                                                                                                           |
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| 5. Who is my competition in this market?                                                                                                                                     |
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| 6. | List your top twenty competitors and their contact information. |
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| 7. | Are they successful in this market?                             |
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| 8. | Are they marketing a similar product or service?                |
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| 9. What is the market share of the three biggest competitors in this market? (Alexa information, NY Times Best Seller list) |
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| 10. Is there room for growth in this market?                                                                                |
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| 11. What is the size of this market?                                                                                        |
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| ,12. Is the industry growing, stable, saturated, volatile or declining?                                                     |
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| 13. How is my product or service different from the competition?                                                            |
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| 14. How is my competition currently reaching this market?                                                                   |
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| 15. How can I reach this market?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 16. Is it the most effective way?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| 17. What are the alternative ways of reaching this market? Would e-mail, direct mail, magazines teleseminars, or newspapers be more effective? What companies do your potential customers d business with? What stores do they buy from?                                                                                                                                                                                                                                                                                                              |
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| 18. What companies do your potential customers do business with? What stores do they buy from?                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 19. What do customers expect from this type of product or service?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul> <li>What do they want the product to do?</li> <li>How easy is it to use? Paint-by-numbers simple or just concepts?</li> <li>Is reliability a factor?</li> <li>What price point or level can you use?</li> <li>Are guarantees important? What's the standard length?</li> <li>Is customer service important or not? Does the product require service after the sale?</li> <li>Do customers want an introductory product or a complete A to Z package?</li> <li>Will the product need to be updated?</li> <li>How soon can they get it?</li> </ul> |
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| 20. What are the benefits and services everyone offers in the marketplace? (These are the basic services or information everyone includes.) |
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| 21. What would make the product "new," "different" or "better" for the customer?                                                            |
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| 22. How much are customers willing to pay for this product or service?                                                                      |
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| 23. What is my competitive advantage in this market (my Unique Selling Position (USP))?                                                     |
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Next . . . Research Your Competition



## Info Product Blueprint 1st Edition

# **Section 4: Research Your Competition**

Brainstorming and Research

## Module 1

By Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur



Section 4



## Research Your Competition

After you compiled the market information take a good look at your competition. Here are a few things that will help you.

#### What you will learn in this Section:

Notes

- Discover how to research your competitors
- What are points to consider when doing competitor research

## **Getting Started**

Find the top three to five competitors for the product niche you are targeting. Some great tools to research your competitors are search engines like Google, Yahoo and MSN. Programs like Keyword Elite and Market Research Wizard will do even more of the work for you.

You may find that there are many things you can do to create your info product and make it unique. Many people give up at this point because they think that someone has already developed their product. You want to create the absolute best product for the market.

Look critically at your product.

Do you have a twist or a unique value or viewpoint in your product?

The first product in the market doesn't necessarily dominate the market, but the person who talks and relates to a specific niche can dominate that niche. Are you meeting the 'wants' of a niche? Does your product say to your niche, "Grab your credit card, I can help you"? Take a minute to review your foundation.

Identify the needs and expectations of your potential customers. Discover the competition's strengths and weaknesses. If you still believe you have a great product, run your idea by some experienced industry people. Too often we fall in love with our idea and fail to see it through the eyes of our niche.

One of the best formats for feedback I have seen was at a jvAlert Live event where the attendees put their project ideas on the "Hot Seat." If you put your ideas in front of a panel of top-level experts, you will know if your product idea will be worth your time and ultimately if it will pull in big JV Partners when you are ready to launch.



The final evaluation of the information collected by your Internet market research should provide the following benefits:

- Identify the needs and expectations of your potential customers
- Discover your competition's strong and weak points

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## Research Your Competition – Self-Assessment Questions

1. Pick the top three to five competitors and rank them based on:

| Name | Content | Type of Products (i.e. digital or hard products) | Quality of<br>Products | Competitive Edge<br>(their USP) |
|------|---------|--------------------------------------------------|------------------------|---------------------------------|
| 1.   |         |                                                  |                        |                                 |
| 2.   |         |                                                  |                        |                                 |
| 3.   |         |                                                  |                        |                                 |
| 4.   |         |                                                  |                        |                                 |
| 5.   |         |                                                  |                        |                                 |
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|    | What are the wants and needs of the niche you want to dominate?   |
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|    |                                                                   |
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| 4. | What are the expectations of the market niche you want to target? |
|    |                                                                   |
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Next . . . Research Your Keywords



## Info Product Blueprint 1st Edition

# Section 5: Research Your Keywords

Brainstorming and Research

## Module 1

By Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur



#### Section 5



#### Research Your Keywords

Online effectiveness in selling means understanding one important concept. The days of surfing the web to just 'surf' or just discover are now part of

Internet lore. People today are online to search or look for something specific. They type words and terms into search engines such as Google, MSN and Ask that describe what they are looking for.

Online visitors find you. You don't find them. Unless... you lock in to what they are trying to find online.

You have to know what they are searching for, the critical words, simply the **KEYWORDS**.

#### What you will learn in this Section:

- How to use Overture search tool
- How to determine potential market profitability with Google AdWords Keyword Tool
- Top 20 search keywords to use for your info product
- To find your top competitors for your proposed info product

Notes

#### Why Bother With Keyword Research

Keyword research is one of those areas, a 'have to' part of online success. In product design, success is finding out exactly **what** your customers want **and** how the potential customer is **looking online** for what they want. The two steps go hand in hand. In this case the 'what' and the 'how' can be found in one process.

We're talking about keyword research. Keywords is the term used to represent all of the words and phrases people use when using search engines such as Google, MSN, Ask and other search engines to find a particular product or topic.

#### Find 'What' People Are Looking For

The product design research stage involves developing the 'what' or the specific information your potential customers want. You discover that 'what' by looking for the many ways potential customers search for a particular topic. By having and using this information (i.e., the keywords) you build and use a targeted product in the terms your potential customer uses. That way you can potentially avoid having a product no one or very few people want.

#### Getting People To Find You

The second part of info product success is getting people to find you. Offline success is in good part due to location, location, location. Online success is in good part due to traffic, traffic, traffic, Success will not happen without traffic to your website. Rob McGann on Clickz.com summarized a



DoubleClick and comScore networks study saying almost half of all online shoppers use a search engine to find information.

Potential customers will find your info product by using specific terms or keywords in their search, so having relevant keywords on your sales page makes it easier for potential customers to find you. Search engines reward you with higher rankings when you use the specific keywords on your site. Wouldn't it be great for *your* product to be in the top 10 or 20 listings for the search results when someone goes looking for a particular product or topic?

Some of you may be saying, "That's twice he used the word potential." Thanks and congratulations on your careful reading. We called this product Info Product Blueprint for a reason. Much like builders use blueprints and follow them step-by-step to build a house, we want you to do the same.

Imagine a builder who didn't have a plan? Doors, windows might be forgotten or placed in the wrong location. The blueprint provides a reference document to for the builder to follow. We want you to have each reference point so you can build your own info product success.

Info Product Blueprint can be that reference point for you in product development. Each step builds on another. Each step is important in its own way. Keyword research is used in many different parts or steps in your info product.

#### The Questions Keywords Can Answer

Keywords are used to find answers to the following questions:

- 1. Is there a potential market? If no one is buying, then move on.
- 2. How are potential customers looking for the topic or product? We need a more specific answer than 'looking online.'

Often people 'think' they know how people are searching online, but only your research will truly tell you what people are doing. Typos, misspellings and totally new words are likely to be part of your strategy.

Tip: You know when you find a 'typo' on someone's website? Well it may not be a mistake, but a totally brilliant way of reaching a customer. If many customers consistently mistype a word, and you include the typo on your page, the search engine robot is going to 'see' that as responding to the person's search. So maybe a typo or two could bring some new customers... and a customer, when reaching the page is going to say, "Yes, this is just what I was looking for."

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3. Are enough potential customers out there looking to make this financially viable?

I am making the assumption you want to be financially rewarded and paid for your work. Even if financial reward is not your goal, having a product or topic only a handful of people search for can make for some very slow days on your website. It is difficult to target an audience and check effectiveness when you can't easily get traffic.

- 4. That brings us to our next question. How can we use the keywords to get traffic to your website? We'll actually be covering traffic generation in a later section, but we'll start the first step when we use the keywords to write our sales letter.
- 5. What's my competition and how are they using keywords to get traffic?
- 6. Is there a timing issue with my potential market, topic or product?

I mentioned having a product very few people might want. Trying to sell holiday products the day after the holiday at full price can be difficult.

Rather than just talking about it, I'll show you the various steps and tools to use.

We'll use four different steps for our research. The first is to identify keywords. The second step is to find the specific keywords being used. After finding the words, you'll research the depth and passion of the market. When I say passion, I mean, are there people who will take out their credit cards and click to buy?

For your first step you'll want to take a piece of paper and write down each of the words you think people will use to look for your product. (You'll be doing this in your action plan.) Then, you'll start analyzing your data. Finally, you'll choose the keywords you want to use. We'll start with an example first.

#### The NASCAR™ Search

Let's get started. I'll use an example, the keyword NASCAR. For those of you unfamiliar with the term, NASCAR is one of the largest car racing organizations in the world. According to Wikipedia: The National Association for Stock Car Auto Racing (NASCAR) is the largest sanctioning body of motorsports in the United States. It was co-founded by William France, Sr. and Ed Otto in 1948 in the USA. Officially incorporated on February 21, its purpose was to organize and promote the sport of stock car racing. The three largest racing series sanctioned by NASCAR are the Nextel Cup, Busch Series and the Craftsman Truck Series.

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Notes



As of this writing, 537,751 people searched NASCAR in the past month.

Yes, I mean in just one month. How did I find this out? Through keyword searches.

I also found out a lot more information about what and how this potential group of customers is looking for when they search for NASCAR. With the wide variety of races and topics, this will be a good example of how to search and start to narrow a search down to usable information.

#### What Tools Should I Use?

Let's get started with the tools we want to use. Many keyword research tools are available for your use. The results you receive will vary a bit due to the way they collect and process their data. I'll walk you through some of the free ones and then discuss some of the available software. I'm for saving time, so I tend to use the software, but it's not necessary. The free tools and an Excel spreadsheet can give you a lot of great information to design your info product.

#### Free Tools

Luckily there are two great free tools you can use for your keyword searches. One is the Overture keyword search tool, part of Yahoo! Search Marketing (Overture was purchased by Yahoo so you will see references to both names.). The second is the Google AdWords tool. Each has their tricks and quirks.

#### Overture®

Overture is a good starting point for our keyword research. The Overture search tool is based on database collection of searches done at Yahoo/Overture. The results you get show you information from the past month. If you are searching in June, the results displayed are for searches done in May.

The single month result is why many people use Overture as a starting point and then branch on to other tools for additional information.

For example, if you are searching in March for the number of people looking for Christmas decorating ideas, you are not going to get an accurate indication of the potential numbers in your market. You will still get good keywords, but you may not get the number depth you want.

For our purposes of finding and defining a niche, Overture's inventory tool can be very helpful.

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Once again using our NASCAR example, go to (<a href="http://inventory.overture.com/d/searchinventory/suggestion/">http://inventory.overture.com/d/searchinventory/suggestion/</a>)
Typing in the term NASCAR gave me these results.

| Count  | Search Term                  |
|--------|------------------------------|
| 537751 | nascar                       |
| 20398  | nascar racing                |
| 15807  | nascar ticket                |
| 9032   | nascar schedule              |
| 7717   | fantasy nascar               |
| 7011   | collectible nascar           |
| 5713   | nascar news                  |
| 5580   | nascar result                |
| 4837   | diecast nascar               |
| 4487   | nascar race result           |
| 4438   | crash nascar                 |
| 4172   | nascar race                  |
| 3663   | driver nascar                |
| 3372   | i love nascar                |
| 3229   | cup nascar nextel            |
| 3194   | .com nascar                  |
| 2985   | game nascar                  |
| 2844   | clipart nascar               |
| 2832   | jacket nascar                |
| 2790   | nascar store                 |
| 2562   | nascar qualifying            |
| 2490   | nascar wallpaper             |
| 2451   | nascar talladega             |
| 2386   | 2004 nascar                  |
| 2244   | 1 24 custom diecast nascar   |
| 2226   | 2005 nascar preview thunder  |
| 2226   | jersey nascar pique polo     |
| 2212   | nascar previous race winner  |
| 2196   | games.com mobilefun n nascar |
| 2166   | merchandise nascar           |
| 2163   | nascar picture               |
| 2163   | nascar speedpark             |
| 2138   | nascar online                |
| 2136   | nascar qualifying result     |
| 1920   | frequency nascar             |
| 1842   | layout myspace nascar        |
| 1775   | fox nascar                   |
| 1702   | nascar scanner               |
| 1685   | car diecast nascar           |
| 1637   | nascar race schedule         |
| 1611   | betting nascar               |
| 1586   | nascar wreck                 |
| 1514   | busch nascar series          |
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| Notes |  |  |
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| Count | Search Term               |
|-------|---------------------------|
| 1511  | nascar odds               |
| 1489  | frequency nascar scanner  |
| 1477  | flag nascar               |
| 1461  | nascar online racing      |
| 1450  | nascar photo              |
| 1418  | 07 nascar                 |
| 1416  | nascar racing schedule    |
| 1414  | fantasy nascar yahoo      |
| 1412  | bedding nascar            |
| 1402  | nascar race ticket        |
| 1401  | apparel nascar            |
| 1393  | fantasy nascar racing     |
| 1390  | nascar nextel             |
| 1379  | layout nascar             |
| 1317  | fan nascar                |
| 1302  | hat nascar                |
| 1293  | girl nascar               |
| 1274  | nascar screensaver        |
| 1175  | job nascar                |
| 1174  | 2006 nascar schedule      |
| 1169  | car nascar                |
| 1156  | decal nascar              |
| 1149  | 2007 nascar               |
| 1142  | gordon jeff nascar        |
| 1132  | nascar saver screen       |
| 1109  | history nascar            |
| 1101  | nascar simracing          |
| 1097  | cafe nascar               |
| 1086  | collectible nascar racing |
| 1070  | nascar toyota             |
| 1058  | fan fiction nascar        |
| 1039  | nascar racer              |
| 1022  | logo nascar               |
| 1001  | nascar standing           |
| 997   | car nascar tomorrow       |
| 984   | las nascar vegas          |
| 959   | nascar radio              |
| 947   | cup nascar winston        |
| 942   | cheap nascar ticket       |
| 931   | 2003 nascar racing season |
| 929   | nascar shopping           |
| 894   | ferrell movie nascar will |
| 889   | nascar wife               |
| 871   | fox nascar sports         |
| 839   | nascar package travel     |
| 838   | free nascar screensaver   |
| 838   | game nascar racing        |

| Notes |  |
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| Count | Search Term                    |
|-------|--------------------------------|
| 829   | check nascar                   |
| 811   | fabric nascar                  |
| 808   | free game nascar online racing |
| 807   | 2006 nascar                    |
| 802   | driving nascar school          |
| 801   | girlfriend nascar wife         |
| 798   | haulers nascar                 |
| 792   | appearance driver nascar       |
| 781   | 2007 ea nascar sports          |
| 778   | 2007 nascar schedule           |

With the wide variety of NASCAR search words, it will give us a great chance to look at various decision steps. Keyword research can help you guide your path through decision-making, if you use it.

First, let's see if there is a market. We can use the Keyword Tool to see how many searches are done each month for NASCAR and related words. However most people make the mistake of going for the big numbers, the main keyword. There is more competition with the huge numbers and little chance to 'stand out in the crowd,' especially without a huge promotion budget.

Take your search and put your terms and numbers into an Excel spreadsheet for later use. Now, let's narrow it down a bit. Looking at our list, let's pick one with a good number of searches. Let's use NASCAR tickets. In our search 15,807 people were looking for NASCAR tickets. We would then type NASCAR tickets into our search tool and save those results in an Excel spreadsheet.

| Count | Search Term                     |
|-------|---------------------------------|
| 15807 | nascar ticket                   |
| 1402  | nascar race ticket              |
| 942   | cheap nascar ticket             |
| 554   | nascar racing ticket            |
| 504   | las vegas nascar ticket         |
| 389   | bristol nascar ticket           |
| 388   | nascar nextel cup series ticket |
| 359   | nascar ticket package           |
| 353   | nascar ticket for sale          |
| 257   | richmond nascar ticket          |
| 239   | michigan nascar ticket          |
| 225   | nascar ticket broker            |
| 197   | nascar com ticket               |
| 196   | dover nascar ticket             |
| 190   | nascar nextel cup ticket        |
| 164   | daytona nascar ticket           |
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| Count    | Search Term                                                   | Notes  |
|----------|---------------------------------------------------------------|--------|
| 162      | nascar pepsi 400 ticket                                       | 110103 |
| 156      | chicagoland nascar ticket                                     |        |
| 156      | nascar event ticket                                           |        |
| 154      |                                                               |        |
| 149      | buy nascar ticket<br>nascar ticket 2006                       |        |
| 149      | texas nascar ticket                                           |        |
| 149      | cheap nascar racing ticket                                    |        |
| 147      | sell nascar ticket                                            |        |
| 147      |                                                               |        |
| 144      | chicagoland nascar speedway ticket nascar busch series ticket |        |
| 141      | ebay nascar ticket                                            |        |
| 124      | •                                                             |        |
| 124      | new hampshire nascar ticket daytona 500 nascar ticket         |        |
| 117      | nascar winston cup ticket                                     |        |
| 116      | nascar ticket sales                                           |        |
| 115      |                                                               |        |
| 115      | chicago nascar ticket                                         |        |
| 115      | nascar talladega ticket<br>nascar ticket win                  |        |
| 107      | nascar pocono ticket                                          |        |
| 107      | 2005 nascar ticket                                            |        |
| 103      | 2007 nascar ticket                                            |        |
| 104      |                                                               |        |
| 104      | nascar ticket prices                                          |        |
| 100      | city kansas nascar ticket                                     |        |
| 100      | nascar ticket texas motor speedway nascar nextel ticket       |        |
| 99       | california nascar ticket                                      |        |
| 99       | face value nascar ticket                                      |        |
| 99<br>97 |                                                               |        |
| 94       | kansas nascar speedway ticket nascar ticket and schedule      |        |
| 92       | busch nascar ticket                                           |        |
| 92       | nascar ticket homestead                                       |        |
| 91       | kansas nascar ticket                                          |        |
| 89       | nascar phoenix ticket                                         |        |
| 88       | nascar prideriix ticket                                       |        |
| 84       | free nascar ticket                                            |        |
| 82       | atlanta nascar ticket                                         |        |
| 80       | discount nascar ticket                                        |        |
| 80       | nascar ticket online                                          |        |
| 79       | mis nascar ticket                                             |        |
| 78       | bristol nascar race ticket                                    |        |
| 78       | nascar purchase ticket                                        |        |
| 76<br>74 | martinsville nascar ticket                                    |        |
| 74<br>73 | charlotte nascar ticket                                       |        |
| 73<br>70 |                                                               |        |
| 70<br>69 | las vegas nascar race ticket nascar ticket dallas             |        |
| 68       | nascar race richmond ticket                                   |        |
| 65       |                                                               |        |
| 00       | nascar ticket package for las vegas                           |        |



| Count | Search Term                                 | Notes |
|-------|---------------------------------------------|-------|
| 61    | 2004 nascar ticket                          |       |
| 61    | nascar ticket info                          |       |
| 60    | joliet nascar ticket                        |       |
| 59    | ticket for infineon nascar                  |       |
| 57    | buy nascar race ticket                      |       |
| 57    | nascar nextel cup race ticket               |       |
| 56    | atlanta motor speedway nascar ticket        |       |
| 55    | 2005 las nascar ticket vegas                |       |
| 54    | california nascar speedway ticket           |       |
| 52    | brickyard 400 nascar ticket                 |       |
| 52    | nascar winston cup series ticket            |       |
| 51    | nascar ticket bristol motor speedway        |       |
| 51    | nascar ticket and hotel package             |       |
| 47    | banquet 400 nascar ticket                   |       |
| 47    | infineon nascar raceway ticket              |       |
| 47    | nascar ticket wanted                        |       |
| 46    | nascar ticket sharpie 500                   |       |
| 46    | 600 coca cola nascar ticket                 |       |
| 45    | indianapolis nascar ticket                  |       |
| 44    | 400 ford nascar ticket                      |       |
| 44    | nascar pit pass ticket                      |       |
| 42    | nascar chicagoland 400 ticket               |       |
| 40    | nascar craftsman truck series ticket        |       |
| 40    | nascar ticket vegas                         |       |
| 39    | en language nascar ticket                   |       |
| 37    | nascar infield ticket                       |       |
| 36    | dover down nascar ticket                    |       |
| 35    | nascar samsung 500 ticket                   |       |
| 35    | nascar ticket phoenix international raceway |       |
| 34    | homestead miami nascar ticket               |       |
| 34    | ticket master richmond va                   |       |
| 33    | nascar ticket sylvania 300                  |       |
| 32    | 2005 daytona nascar ticket                  |       |
| 31    | 2006 las nascar ticket vegas                |       |
| 31    | watkins glen nascar ticket                  |       |
| 31    | hospitality nascar ticket                   |       |
| 30    | nascar sonoma ticket                        |       |

To really get a good feel for your potential market, you would do that with each of your keywords that came back in the search. We have counts from the searches and also CPC (cost-per-click). Now we have to find out if there is money in this market.

We want to find out what other business people are willing to pay to get the traffic in this market. Also, we can find out what affiliate programs are available in this market as well. That will give us an idea of competitors and potential business partners.

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#### Google AdWords

Another free resource is Google AdWords. Actually, it's really a tool for people using a Google AdWords account, but we can use it too. This information can be very helpful when we talk about checking our competition. It's free! In my book that is very good.

I typed in 'NASCAR tickets' and want my results shown in US dollars. Use the currency where you want to market. I then typed in \$10 as the amount of money I would pay as a maximum amount. I use \$10 for most searches, which will give me good information. If you get few or no results try \$100 as your max CPC (cost-per-click).

For some extremely popular and competitive searches, I have seen some numbers as high as \$35 dollars. What does this information tell me? The results tell me that there is a profit to be made in a category/keyword where businesses will pay \$x for one click.

How do I know that? I know if someone is paying \$2 per lead or person clicking to their website they have to be making money. Otherwise the businessperson would not be buying the ad.

I know the person paying \$6.37 for 'NASCAR ticket' is making a huge profit and is converting many of those leads into sales. It also tells me for that price the ad is in the first through third position for AdWords listings. Hint: if you go back and type in the keyword in the Google Search Box, you'll find your competitors.

Here's what the results of my Google AdWords search for NASCAR tickets looks like.

| Keywords                       |          | Estimated Ad |
|--------------------------------|----------|--------------|
| Reywords                       | Avg. CPC | Position     |
| NASCAR tickets                 | \$6.37   | 1 - 3        |
| nascar race tickets            | \$5.42   | 1 - 3        |
| texas motor speedway tickets   | \$5.58   | 1 - 3        |
| talladega tickets              | \$3.70   | 1 - 3        |
| cheap nascar tickets           | \$4.27   | 1 - 3        |
| bristol motor speedway tickets | \$3.12   | 1 - 3        |
| nascar tickets texas           | \$5.15   | 1 - 3        |
| tickets nascar                 | -        | not shown    |
| bristol nascar tickets         | \$3.95   | 1 - 3        |
| talladega race tickets         | \$3.31   | 1 - 3        |
| richmond nascar tickets        | \$4.84   | 1 - 3        |
| tickets for nascar             | \$5.25   | 1 - 3        |
| nascar ticket packages         | \$3.81   | 1 - 3        |
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| Resymords                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     | Estimated | Estimated Ad | Notes  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------|--------------|--------|
| nascar tickets texas motor speedway   \$4.97                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Keywords                            |           |              | INOLES |
| nascar tickets for sale  synascar tickets  synas                                                       | nascar tickets texas motor speedway |           |              |        |
| nascar tickets for sale         \$5.53         1 - 3           buy nascar tickets         \$6.36         1 - 3           kansas speedway tickets         \$4.00         1 - 3           artiantal motor speedway tickets         \$4.00         1 - 3           martinsville speedway tickets         \$3.44         1 - 3           bristol speedway tickets         \$3.15         1 - 3           bristol speedway tickets         \$4.16         1 - 3           chicagoland speedway tickets         \$4.16         1 - 3           chicagoland speedway tickets         \$4.16         1 - 3           win nascar tickets         \$4.95         1 - 3           decount nascar tickets         \$3.75         1 - 3           discount nascar tickets         \$4.95         1 - 3           discount nascar tickets         \$4.83         1 - 3           nascar tickets dallas         \$0.05         1 - 3           nascar tickets prices         \$0.05         1 - 3           martinsville nascar tickets         \$5.12         1 - 3           talladedan nascar tickets         \$5.12         1 - 3           talladed nascar tickets         \$6.05         1 - 3           tallath nascar tickets         \$5.25         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                     | •         | _            |        |
| buy nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     |           | _            |        |
| kańsas speedway tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                     |           |              |        |
| atlanta motor speedway tickets \$4.00   1 - 3   martinsville speedway tickets \$3.44   1 - 3   tickets to nascar \$5.50   1 - 3   shistol speedway tickets \$3.15   1 - 3   shistol speedway tickets \$6.07   1 - 3   shistol speedway tickets \$6.05        |                                     | •         | _            |        |
| martinsville speedway tickets \$3.44                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | •         | -            |        |
| tickets to nascar bistot speedway tickets \$3.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     | •         | _            |        |
| bristol speedway tickets \$3.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | • •                                 | •         | -            |        |
| nascar nextel cúp tickets         \$6.07         1 - 3           chicagoland speedway tickets         \$4.16         1 - 3           win nascar tickets         \$2.67         1 - 3           texas motor speedway ticket         \$4.95         1 - 3           phoenix nascar tickets         \$3.75         1 - 3           discount nascar tickets         \$4.83         1 - 3           nascar ticket prices         \$0.05         1 - 3           nascar ticket prices         \$0.05         1 - 3           nascar tickets challas         \$0.05         1 - 3           nascar tickets for texas motor speedway tickets         \$4.71         1 - 3           nascar tickets for texas motor speedway tickets         \$3.05         1 - 3           nascar tickets for texas motor speedway tickets         \$3.06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                     |           | . •          |        |
| chicagoland speedway tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                     | T         | _            |        |
| win nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | •                                   | •         | _            |        |
| texas motor speedway ticket \$4.95                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     | •         | -            |        |
| phoenix nascar tickets   \$4.83   1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                     | •         | _            |        |
| discount nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                     | •         | _            |        |
| nascar tickets dallas         \$0.05         1 - 3           nascar ticket prices         \$0.05         1 - 3           martinsville nascar tickets         \$5.12         1 - 3           talladega nascar tickets         \$7.62         1 - 3           nascar tickets com         \$5.84         1 - 3           nascar nextel tickets         \$6.05         1 - 3           tickets for texas motor speedway         \$5.19         1 - 3           dover nascar tickets         \$4.71         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           darlington nascar tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor         \$0.05         1 - 3           speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           nascar tickets ales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           new hampshire int'l speedway tickets         \$3.02         1 - 3           nascar tickets michigan         \$4.95         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | •                                   | •         | _            |        |
| nascar ticket prices         \$0.05         1 - 3           martinsville nascar tickets         \$5.12         1 - 3           nascar tickets com         \$5.84         1 - 3           nascar tickets com         \$5.84         1 - 3           nascar nextel tickets         \$6.05         1 - 3           tickets for texas motor speedway         \$5.19         1 - 3           dover nascar tickets         \$4.71         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           darlington nascar tickets for texas motor speedway         \$0.05         1 - 3           sell nascar tickets for texas motor speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar ticket smichigan         \$4.95         1 - 3           nascar tickets michigan         \$4.95                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                     | •         | . •          |        |
| martinsville nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     | •         | -            |        |
| talladega nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | •                                   | •         | _            |        |
| nascar tickets com         \$5.84         1 - 3           nascar nextel tickets         \$6.05         1 - 3           tickets for texas motor speedway         \$5.19         1 - 3           dover nascar tickets         \$5.25         1 - 3           atlanta nascar tickets         \$4.71         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor         \$0.05         1 - 3           speedway         \$0.05         1 - 3           sell nascar tickets seles         \$5.94         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.02         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar tickets michigan         \$4.95         1 - 3           trichmond speedway tickets         \$4.35         1 - 3           dover speedway tickets         \$4.35         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                     | •         | -            |        |
| nascar nextel tickets         \$6.05         1 - 3           tickets for texas motor speedway         \$5.19         1 - 3           dover nascar tickets         \$5.25         1 - 3           atlanta nascar tickets         \$4.71         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor         \$0.05         1 - 3           speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           nascar ticket sales         \$5.94         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar ticket smichigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           trickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           p                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <u> </u>                            | T -       |              |        |
| tickets for texas motor speedway dover nascar tickets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                     | •         | _            |        |
| dover nascar tickets         \$5.25         1 - 3           atlanta nascar tickets         \$4.71         1 - 3           nascar tickets charlotte         \$5.19         1 - 3           dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           california speedway tickets         \$3.96         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           michigan speedway tickets         \$3.02         1 - 3           nascar tickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           richmond speedway tickets         \$4.35         1 - 3           dover speedway tickets         \$3.57         1 - 3           bristol motor speedway ticket         \$4.31         1 - 3           bristol motor speedway ticket         \$4.48         1 - 3           nascar ticket package         \$0.05 <td< td=""><td></td><td>•</td><td>_</td><td></td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     | •         | _            |        |
| atlanta nascar tickets nascar tickets charlotte s5.19 nascar tickets charlotte s5.19 dover international speedway tickets s4.30 darlington nascar tickets s5.43 tickets for nascar race s0.05 nascar tickets for texas motor speedway sell nascar tickets s3.96 nascar ticket sales nascar ticket sales s6.94 nascar ticket sales s9.94 nascar ticket sales nascar ticket sales s0.05 nascar ticket sales s0.05 nascar ticket sales nascar ticket sales s0.05 nascar season tickets nascar season tickets s0.05 nascar ticket sinchigan s4.95 nascar season tickets s0.05 nascar tickets sinchigan s4.95 talladega infield tickets s1.36 dover speedway tickets s1.37 nascar ticket package s0.05 nascar ticket package s0.05 nascar race ticket s4.31 nascar ticket package s0.05 nascar race ticket s4.48 nascar ticket package s0.05 nascar race ticket s4.48 nascar tickets sales s1.48 nascar tickets for texas s0.05 nascar tickets kansas sacar tickets kansas sacar tickets for texas s0.05 nascar tickets texas motor speedway tickets s1.48 nascar tickets for texas sacar tickets texas motor speedway tickets s1.48 nascar tickets texas motor speedway tickets s1.48 nascar tickets kansas sacar tickets texas motor speedway tickets s1.48 nascar tickets texas motor speedway tickets s1.49 nascar tickets texas motor speedway tickets s1.40 nascar tickets texas motor speedway tickets s1.40 nascar tickets for texas s1.40 nascar tickets texas motor speedway tickets s1.40 nascar tickets for texas na                                                       |                                     |           | -            |        |
| nascar tickets charlotte         \$5.19         1 - 3           dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor         \$0.05         1 - 3           speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           california speedway tickets         \$3.96         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.02         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar tickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           trichmond speedway tickets         \$3.57         1 - 3           bristol motor speedway ticket         \$4.31         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar tickets kansas         \$5.60         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | •         | _            |        |
| dover international speedway tickets         \$4.30         1 - 3           darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           california speedway tickets         \$3.96         1 - 3           nascar ticket sales new hampshire int'l speedway tickets         \$3.92         1 - 3           new hampshire int'l speedway tickets         \$3.02         1 - 3           nichigan speedway tickets         \$3.02         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar tickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           dover speedway tickets         \$3.57         1 - 3           bristol motor speedway ticket         \$4.31         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar tickets kansas         \$5.60         1 - 3           nascar tickets kansas         \$5.60         1 - 3           nascar tickets texas motor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | •         | _            |        |
| darlington nascar tickets         \$5.43         1 - 3           tickets for nascar race         \$0.05         1 - 3           nascar tickets for texas motor         \$0.05         1 - 3           speedway         \$8.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           california speedway tickets         \$3.96         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           new hampshire int'l speedway tickets         \$3.02         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar tickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           richmond speedway tickets         \$4.35         1 - 3           dover speedway tickets         \$3.57         1 - 3           bristol motor speedway ticket         \$4.31         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar tickets kansas         \$5.60         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                     |           | -            |        |
| tickets for nascar race nascar tickets for texas motor speedway sell nascar tickets speedway tickets slass speedway tickets sascar ticket sales nascar ticket sales nascar ticket sales new hampshire int'l speedway tickets slass speedway ticket slass speedway tickets slass speedway ticke                                                       |                                     |           | _            |        |
| nascar tickets for texas motor speedway         \$0.05         1 - 3           sell nascar tickets         \$8.05         1 - 3           california speedway tickets         \$3.96         1 - 3           nascar ticket sales         \$5.94         1 - 3           new hampshire int'l speedway tickets         \$3.29         1 - 3           mew hampshire int'l speedway tickets         \$3.02         1 - 3           michigan speedway tickets         \$3.02         1 - 3           nascar season tickets         \$0.05         1 - 3           nascar tickets michigan         \$4.95         1 - 3           talladega infield tickets         \$0.05         1 - 3           richmond speedway tickets         \$4.35         1 - 3           dover speedway tickets         \$3.57         1 - 3           bristol motor speedway ticket         \$4.31         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar ticket package         \$0.05         1 - 3           nascar ticket jacket         \$4.48         1 - 3           nascar tickets         \$4.97         1 - 3           talladega ticket         \$1 - 3           texas motor speedway season tickets         \$0.05         1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     | •         | _            |        |
| speedway sell nascar tickets \$8.05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                     | \$0.05    | 1 - 3        |        |
| sell nascar tickets \$8.05 1 - 3 hascar ticket sales \$5.94 1 - 3 hew hampshire int'l speedway tickets \$3.29 1 - 3 michigan speedway tickets \$3.02 1 - 3 hascar season ticket \$0.05 1 - 3 hascar ticket michigan \$4.95 1 - 3 talladega infield tickets \$0.05 1 - 3 richmond speedway tickets \$4.35 1 - 3 dover speedway tickets \$3.57 1 - 3 bristol motor speedway ticket \$4.31 1 - 3 hascar ticket package \$0.05 1 - 3 hascar ticket package \$0.05 1 - 3 hascar ticket \$4.48 1 - 3 hascar ticket \$4.48 1 - 3 hascar tickets kansas \$5.60 1 - 3 hascar tickets for texas \$0.05 1 - 3 hascar tickets texas motor \$0.05 1 - 3 h |                                     | \$0.05    | 1 - 3        |        |
| california speedway tickets       \$3.96       1 - 3         nascar ticket sales       \$5.94       1 - 3         new hampshire int'l speedway tickets       \$3.29       1 - 3         michigan speedway tickets       \$3.02       1 - 3         nascar season tickets       \$0.05       1 - 3         nascar tickets michigan       \$4.95       1 - 3         talladega infield tickets       \$0.05       1 - 3         richmond speedway tickets       \$4.35       1 - 3         dover speedway tickets       \$3.57       1 - 3         bristol motor speedway ticket       \$4.31       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar busch tickets       \$4.48       1 - 3         texas motor speedway season tickets       \$0.05       1 - 3         nascar tickets kansas       \$5.60       1 - 3         nascar tickets for texas       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         speedway tickets       \$4.01       1 - 3         international speedway tickets       \$0.05       1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     | •         |              |        |
| hascar ticket sales hew hampshire int'l speedway tickets michigan speedway tickets s3.02 nascar season tickets s0.05 nascar tickets michigan speedway tickets s0.05 sinchmond speedway tickets solo5 sinchmond speedway ticket solo6 solo7 solo8 solo8 solo8 solo9 solo8 solo9                                                       |                                     |           |              |        |
| new hampshire int'l speedway tickets       \$3.29       1 - 3         michigan speedway tickets       \$3.02       1 - 3         nascar season tickets       \$0.05       1 - 3         nascar tickets michigan       \$4.95       1 - 3         talladega infield tickets       \$0.05       1 - 3         richmond speedway tickets       \$4.35       1 - 3         dover speedway tickets       \$3.57       1 - 3         bristol motor speedway ticket       \$4.31       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar race ticket       \$4.48       1 - 3         nascar busch tickets       \$4.97       1 - 3         talladega ticket       \$1.48       1 - 3         texas motor speedway season tickets       \$0.05       1 - 3         nascar tickets kansas       \$5.60       1 - 3         nascar tickets for texas       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         speedway tickets       \$4.01       1 - 3         international speedway tickets       \$0.05       1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                     | •         | i            |        |
| michigan speedway tickets       \$3.02       1 - 3         nascar season tickets       \$0.05       1 - 3         nascar tickets michigan       \$4.95       1 - 3         talladega infield tickets       \$0.05       1 - 3         richmond speedway tickets       \$4.35       1 - 3         dover speedway tickets       \$3.57       1 - 3         bristol motor speedway ticket       \$4.31       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar race ticket       \$4.48       1 - 3         nascar busch tickets       \$4.97       1 - 3         talladega ticket       \$1.48       1 - 3         texas motor speedway season tickets       \$0.05       1 - 3         nascar tickets kansas       \$5.60       1 - 3         nascar tickets for texas       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         speedway tickets       \$4.01       1 - 3         international speedway tickets       \$0.05       1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |           | _            |        |
| nascar season tickets       \$0.05       1 - 3         nascar tickets michigan       \$4.95       1 - 3         talladega infield tickets       \$0.05       1 - 3         richmond speedway tickets       \$4.35       1 - 3         dover speedway tickets       \$3.57       1 - 3         bristol motor speedway ticket       \$4.31       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar race ticket       \$4.48       1 - 3         nascar busch tickets       \$4.97       1 - 3         talladega ticket       \$1.48       1 - 3         texas motor speedway season tickets       \$0.05       1 - 3         nascar tickets kansas       \$5.60       1 - 3         nascar tickets for texas       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         speedway tickets       \$4.01       1 - 3         international speedway tickets       \$0.05       1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     |           |              |        |
| nascar tickets michigan talladega infield tickets sinchmond speedway tickets shunch dover speedway tickets shunch shifted package shunch shunc                                                       | , - , ,                             | •         |              |        |
| talladega infield tickets \$0.05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     | •         | _            |        |
| richmond speedway tickets \$4.35                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |           |              |        |
| dover speedway tickets       \$3.57       1 - 3         bristol motor speedway ticket       \$4.31       1 - 3         nascar ticket package       \$0.05       1 - 3         nascar race ticket       \$4.48       1 - 3         nascar busch tickets       \$4.97       1 - 3         talladega ticket       \$1.48       1 - 3         texas motor speedway season tickets       \$0.05       1 - 3         nascar tickets kansas       \$5.60       1 - 3         nascar tickets for texas       \$0.05       1 - 3         nascar tickets texas motor       \$0.05       1 - 3         speedway tickets       \$4.01       1 - 3         international speedway tickets       \$0.05       1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                     | •         |              |        |
| bristol motor speedway ticket \$4.31                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |           |              |        |
| nascar ticket package \$0.05 1 - 3 nascar race ticket \$4.48 1 - 3 nascar busch tickets \$4.97 1 - 3 talladega ticket \$1.48 1 - 3 texas motor speedway season tickets \$0.05 1 - 3 nascar tickets kansas \$5.60 1 - 3 nascar tickets for texas \$0.05 1 - 3 nascar tickets texas motor \$0.05 1 - 3 speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                     | •         |              |        |
| nascar race ticket \$4.48 1 - 3 nascar busch tickets \$4.97 1 - 3 talladega ticket \$1.48 1 - 3 texas motor speedway season tickets \$0.05 1 - 3 nascar tickets kansas \$5.60 1 - 3 nascar tickets for texas \$0.05 1 - 3 nascar tickets texas motor \$0.05 1 - 3 speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     | •         |              |        |
| nascar busch tickets \$4.97                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     | •         |              |        |
| talladega ticket \$1.48                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                     | •         |              |        |
| texas motor speedway season tickets \$0.05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |           |              |        |
| nascar tickets kansas \$5.60 1 - 3 nascar tickets for texas \$0.05 1 - 3 nascar tickets texas motor \$0.05 1 - 3 speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     | •         | _            |        |
| nascar tickets for texas \$0.05 1 - 3 nascar tickets texas motor \$0.05 1 - 3 speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                     |           |              |        |
| nascar tickets texas motor \$0.05 1 - 3 speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                     | •         |              |        |
| speedway tickets \$4.01 1 - 3 international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     |           |              |        |
| international speedway tickets \$0.05 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                     | •         |              |        |
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| nascar ticket \$4.71 1 - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |           |              |        |
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Another free resource that combines the two tools is ResultsGenerator.com.

#### Save Time And Use Software

Now all of this takes time and analysis, which is good to learn and to do. Personally, I want to spend time developing my product and writing my sales page, not cutting and pasting or downloading into Excel. That's why I use software to do the work the simple free tools do, plus a little bit more.

Like every other person working online I have my preferences in software. I'll include a list of other keyword research tools on the Resources page.

I like someone else doing all of the work for me, so I tend to like the faster results with Keyword Elite, Digital Point, Overture (Yahoo) and Wordtracker.

After you have your keyword list with programs like Keyword Elite it will actually show you your competitors, their ads and cost-per-click. This is one thing that shows if certain keywords are higher per click. If a competitor is running that ad consistently it's a pretty sure bet they are getting positive results.

When it comes to finding a niche market, the best resource available online is Wordtracker or Keyword Elite. These programs pull all of the information together in one place in an easy to understand format.

Keyword research is part of your path to info product success. Make your product answer the questions your customer is asking by including the keywords and they will be happy.

Have your websites include your keywords in content, promo materials and ads and the spiders will reward you with listings in search engines.

Finally, have the keywords included in your sales copy so when your potential customers arrive, they will say, "Yes, finally someone understands." It's all about meeting a customer's needs, and keywords are where you start.

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#### Research Your Keywords – Self-Assessment Questions

| 1. What are all of the keywords you can list about your product? (You may need a separate shee paper for this one. Include typos, singular, plural, misspellings, everything) | t o |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                                                                                                                                                                               |     |
| Do your searches and write down the top 20 keywords related to your product?                                                                                                  |     |
|                                                                                                                                                                               |     |
| 3. What are other business owners paying for these keywords?                                                                                                                  |     |
|                                                                                                                                                                               |     |
|                                                                                                                                                                               |     |
| 4. After analyzing your keywords, what are some potential words you want to use in your product?                                                                              |     |
|                                                                                                                                                                               |     |
|                                                                                                                                                                               |     |
|                                                                                                                                                                               |     |
| 5. Who are the top ten competitors for the keywords you want to use? List their domain names here.                                                                            |     |
|                                                                                                                                                                               |     |
|                                                                                                                                                                               |     |
|                                                                                                                                                                               |     |



#### Keyword research tools

#### Free tools

Apogee Keyword Research Tool – <u>Apogee-Web-Consulting.com/tools/keyword\_tool.php</u>

ResultsGenerator.com/

Online Subscription and Software Keyword Search Programs

 $Wordtracker - \underline{Wordtracker.com}$ 

NicheBOT - NicheBot.com

NicheFinder - NicheFinder.com

Digital Point Keyword Suggestion Tool – <u>DigitalPoint.com/tools/suggestion/</u>

Trellian Keyword Discovery – <u>KeywordDiscovery.com</u>

Next . . . Selecting A Delivery Method



#### Info Product Blueprint 1st Edition

# Section 6: Selecting A Delivery Method

Brainstorming and Research

#### Module 1

By Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



#### Section 6



#### Selecting A Delivery Method

Choosing a delivery method is a strategic balancing act. You want to give your customers the immediacy of response. That is, your customer wants the answer to his problem as

soon as possible. Do you choose electronic downloadable files or go for the increased perceived value of a physical product? Which do you choose? Or do you combine the two? Well, it depends on your objectives.

#### What you will learn in this Section:

- Questions to ask yourself about consumption of your info product
- How Internet connection speed can affect your choice of delivery

#### Offline Or Online Use

Info product consumption is not usually one of the issues we take into consideration, but you need to do just that to pick the proper method for your customer.

Where do you see your customer using your product?

- Listening to a CD at the gym, on the train or in their car?
- Will they need Internet access?
- Sitting at their computer logged into a subscription site or webinar?
- Watching a DVD on their computer or TV?
- Reading a book?
- Downloading videos online?
- Completing an online or offline workbook?
- Calling in to listen to a teleseminar?

#### Digital Download Products

Is your product going to be all digital? If so, you need to consider several things, including file size. If they are PDF, MP3 or video files, you need to make sure you have a hosting account that can support the downloads and formats you will be marketing.

Is specialized software required to view or use the product? Does it work on PCs and Mac's?

Do your potential customers have dial-up Internet access or high-speed access? Waiting eight hours to download one file is not going to please your dial-up customers.

Other things to think about are...

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| Most shopping cart systems    | offer a c | digital deliv | very down | lload |
|-------------------------------|-----------|---------------|-----------|-------|
| feature that makes it as auto | omated a  | as possible   | e for one | item  |
| products.                     |           |               |           |       |

If it is multiple downloads...

Will there be a simple download page after the sale that is password protected?

#### **Physical Products**

Being able to touch and hold a product is perceived by many to have a higher value than pure digital products. However, the increased costs and customer service issues of a physical product must offset the perceived value.

A physical product can be a book, transcripts of interviews, a workbook, DVDs and CDs. There are additional costs in addition to processing and shipping charges. Books and workbooks require layout, graphics and printing charges. DVDs and CDs need editing, graphics, and duplication charges and also require cases to hold them.

If your product is a physical product, I highly recommend using a fulfillment company.

Here are some of the benefits...

- Printing
- Duplication of the products
- Take orders
- Packaging
- Shipping
- Customer service

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#### Notes from Editor:

It amazes me how many people still want to print labels and burn CD's at home to save a few bucks. The quality will be nowhere near what these companies can produce.

Believe me, your time will be better invested doing the things that will advance your business. You will be amazed when you look into fulfillment companies that they are very cost effective and definitely worth it. Also, most of these companies offer print-on-demand service with low or no minimum quantities.



#### Selecting Delivery Method – Self-Assessment Questions

| . What type of product will you offer? ( | (digital, CD, DVD, mp3, physical, teleseminar, manual) |
|------------------------------------------|--------------------------------------------------------|
|                                          |                                                        |
|                                          |                                                        |
|                                          |                                                        |
|                                          |                                                        |
|                                          |                                                        |
| -                                        | What type of product will you offer?                   |

Next . . . Name Your Project and Pick Your Domain Name



#### Info Product Blueprint 1st Edition

Brainstorming and Research

#### Module 1

# Section 7: Name Your Project And Pick Your Domain Name

By Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



Section 7



#### Name Your Project And Pick Your Domain Name

You have the idea for your information product, you decided how the product is going to be delivered – now is the time to name your product. Naming is a

crucial part of any product launch. You want the name to be easy to remember, meaningful for your target market and not being used by someone else.

#### What you will learn in this Section:

Available resources to search for possible name conflicts

#### Brainstorming

Brainstorming the name can be a lot of fun. Use a variety of resources to get your ideas started. Surf the Internet.

Check a thesaurus for your keywords and bounce ideas off friends, family and business associates. Use <u>Nameboy.com</u> for domain and product name suggestions.

Coming up with tactics for your product name is your chance to be creative. Come up with an overwhelming benefit of your business above what other businesses have and make it catchy. Be bold, be different, one of a kind outstanding, magnetic! Rewrite for clarity. What is this saying? Choose your name to stand out. People will buy your product when it fulfills their need.

| What is | your | product name? |  |  |
|---------|------|---------------|--|--|
|         |      | •             |  |  |

Read without stopping until you reach the double \*\*.

#### Here are some things people need:

- They need things FAST.
- They need things that make them FEEL GOOD.
- They need things that ELIMINATE PROBLEMS.
- They need things that ACCOMPLISH GOALS for them.
- They need things that FILL VOIDS in their life.
- They need SECURITY.
- They need to BE IMPORTANT.
- They need GUARANTEED RESULTS.
- They need LOVE.
- They need BARGAINS.
- They need HOPE.
- They need RELIEF.
- They need a FRIEND and ALLY.
- They need to SURVIVE and THRIVE.
- They need YOU to FULFILL THEIR DREAMS.

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Satisfy any of these cravings once for your customer and you can add one product after another to your business and the customer will buy. It will be because YOU are the brand the customer has gotten to know with fondness and learned to trust.

When you combine a good name and successful marketing you will create a brand that is unique and desirable. Branding is the immediately recognizable "ah-ha, there it is!" That is what you want in your product and especially your business.

People may see it as in a picture, or hear it in a phrase that identifies the product or service as the one that focuses on them and their desires.

Upon entering the brain through the eyes, ears, or both, good feelings are triggered and drug-like chemical reactions in the body flood all nerve receptors with desire for the product.

Branding is a form of mesmerism by easy memorization to your prospects, which then become customers because when they go to buy the product they think of you.

You get famous through branding. The brand is you, how you get known, how you get success, and how you will get to charge more for what you have or do.

The jingle they cannot get out of their heads screams at them to buy and try your product.

It is a response, not a choice, because people know what they know, and through branding what they know is your product.

Branding makes your product sexy, seductive, irresistible, and a "must have."

Things such as USP (Unique Selling Proposition, Unique Selling Point, Unique Selling Position or Unique Selling Presentation), also called UCA (Unique Competitive Advantage) distinguish you from your competitors. It's all about BRANDING!

The brand, the symbol of your uniqueness, gives you the advantage by sticking in people's minds. Branding pushes you ahead of the pack. You want to hook and reel them in.

Brand yourself and your business with the right ideas to motivate and excite, and whenever people think of your product or service, they will think ONLY OF YOU!

\*\*



| I had you read the paragraphs just before this without stopping because I wanted you to get excited. Your product and what it does should make you excited. You have something to share, something valuable.  Now what is your product name?                                                                                                                                                      | Notes |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Naming also involves not infringing or using another product's name. Nothing is worse or more expensive than having to redo your product, graphics and advertising because someone else already has the legal right to use the product name you chose.  Take a few minutes and write a minimum of ten potential names for your product. Put the list aside for a few minutes and keep on reading. |       |
|                                                                                                                                                                                                                                                                                                                                                                                                   |       |
| Keep Your Sanity, And Stay Legal: Start Your                                                                                                                                                                                                                                                                                                                                                      |       |
| Name Search  Type the name(s) you are thinking of using into several different search engines. If the name is already being used, move on to the next one on your list.                                                                                                                                                                                                                           |       |
| Go to a Who-is search for domain names. One that is easy to use is <u>NetworkSolutions.com/whois</u> . Type in the potential product name and if it isn't there, continue with the next step of your search.                                                                                                                                                                                      |       |



Go to <u>ThomasRegister.com</u>. The Thomas Register is a resource for finding industrial suppliers. It is also a great free resource for finding product and company names already in use.

Type in your potential product names and search. Then go to the United States Patent and Trademark office (<a href="https://www.uspto.gov/main/trademarks.htm">www.uspto.gov/main/trademarks.htm</a>) and type in your remaining list of names.

While this is not an exhaustive search, it will rule out the majority of names already in use. If you are planning an expensive launch, then consult an intellectual property attorney to verify in state, federal and international name databases.

#### Register Your Domain Name

At this point you want to register your domain name. Based on all of the previous information and the name of your product, you will want to select a domain name that relates to your product or niche. If your product name is available as a domain, buy it right away!

Choose any domain registrar you wish. <u>GoDaddy.com</u> or <u>NameCheap.com</u> are both good resources for this. (Note: Some marketers will warn you to stay clear of GoDaddy because they have a policy of seizing domain names from people who spam. You may not intend to spam, but sometimes complaints will be made. Numerous other domain registrars and web hosts have an identical or similar policy as well.)

Avoid similar names other individuals or companies have trademarked. Trademark fights are expensive. Save yourself the grief, aggravation and legal expenses.

#### Your Brand

Remember, name choice is a part of making YOUR brand. Take time to pick a name that tells your potential customer that your product is special.

Make the name sing an opera, dance the twist, and sparkle like fireworks. This will drive your marketing into the minds and hearts of your potential customers.



#### Name Your Project And Pick Your Domain Name – Self-Assessment Questions

| 1. | What needs do your product fit that could be used as part of your name? |
|----|-------------------------------------------------------------------------|
|    |                                                                         |
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|    |                                                                         |
| 2. | Develop a list of ten possible product names.                           |
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| 3. | Why is it important to do a name search?                                |
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| 4. | What is the name you have chosen for your product?                      |
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| 5. | What is the domain name for your product?                               |
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6. What need(s) does this name satisfy out of the list below?

Here are some things people need:

- They need things FAST.
- They need things that make them FEEL GOOD.
- They need things that ELIMINATE PROBLEMS.
- They need things that ACCOMPLISH GOALS for them.
- They need things that FILL VOIDS in their life.
- They need SECURITY.
- They need to BE IMPORTANT.
- They need GUARANTEED RESULTS.
- They need LOVE.
- They need BARGAINS.
- They need HOPE.
- They need RELIEF.
- They need a FRIEND and ALLY.
- They need to SURVIVE and THRIVE.
- They need YOU to FULFILL THEIR DREAMS.

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7. List the domain registrar and date. Print out your domain registration sheet and post it on your wall or in a prominent place where you can see it frequently. You are on the way to selling your info product. Congratulations!

Next . . . Product Descriptions And Messaging Points



#### Info Product Blueprint 1st Edition

Brainstorming and Research

#### Module 1

# Section 8: Product Descriptions And Messaging Points

By Dan Giordano and Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



#### Section 8



### Product Descriptions And Messaging Points

your visitor.

Designing and writing a sales letter to convert visitors into customers involves several steps and techniques. In this section, we will go through the steps you need to get your message 'heard' by

You want website visitors to read your sales copy and then convert into customers. On a website you have a limited amount of time to engage someone and then convert them into a customer. Just informing or telling your visitors doesn't work. Successful copy 'talks' to your visitors with a message important to them.

Your niche market research has given you clues about what is important to your target visitor. Writing effective copy means showing you know your customer.

Tie the keywords you found in your research with a response to your customer concerns. This way your copy will 'talk' to your customers. This will lead to better search engine positioning and copy that has more meaning for your visitor.

## Developing Customer Friendly And Customer Relevant Copy

The message or copy that works keeps the visitor interested and reading. Keeping the visitor involved means answering their questions and meeting their needs.

Copywriting expert Dan Kennedy says you understand your market when you know what keeps them awake at night.

Messages with emotional involvement pull your visitor into your message. They start hearing, seeing and feeling how your product can help them and make them feel better. Your message has pulled them along the sales process.

#### Use Selling Psychology

The psychology of selling says we buy with emotion and rationalize with logic, so buying is a two-sided process. We need to engage people's emotions and let them see how our product will benefit them. We also need to support the buying decision by giving them details that will help them rationalize or support their decision to buy.

### What you will learn in this Section:

- To write product description of various lengths to be used in your sales copy.
- The difference between features and benefits.
- To list all the features of your product
- To transform or rewrite your product features into benefits to 'sell' your visitor on your product.
- To use keywords to increase message effectiveness

Notes

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Logic takes away the risks and the resistance to buying. Emotions get the visitor involved in making the decision. Having one without the other misses the mark. To have a high conversion of visitors to customers we need both the emotional hook and the logical tie-in.

Balance is achieved by including both features and benefits in our sales copy. Features are 'things' about your product or service – the 'what' it does. Benefits are 'how' your product or service will have an effect on your customer's life. A benefit will answer one of three questions.

- So what?
- Who cares?
- What's in it for me?

We've all seen sites where writers start talking about all of the wonderful features of their product: 560 pages long, 280 DVDs, 454 Hemi engine, etc. This is nice but does not call or engage the customer. Benefits engage us creating a desire to buy.

#### The Car Buyer

Let's take a Corvette fan as an example. My friend in the market for a new car studies the information available.

The Chevrolet<sup>™</sup> Corvette<sup>™</sup> is a \$65,700 sports car. The specs (features) are as follows:

- Has dry-sump 7.0 liter aluminum-block v-8 with titanium connecting rod
- Has 3 lb carbon fiber front fenders
- Has an all aluminum chassis
- Have trademark transverse composite leaf springs. (Road and Track: September 2006)

When I asked why he was looking at a Corvette, he said, "It's

- "...fun to drive,"
- "attracts females"

The Corvette features of high performance engine and springs all come together for my friend's benefits of being fun to drive and attracting females.

Or as *Road and Track* (September 2006) said, The Corvette... 'makes it appear to the outside world'...'you are God's gift to driving.' Now doesn't that benefit statement say why my friend might want to buy a Corvette?

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#### Focus On Your Product

| Features And Benefits                                                                                                                                |  |
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| Take a few minutes now and write five features about your product that will make people want to have it. (A feature is what the product does or is.) |  |
| 1                                                                                                                                                    |  |
| 2                                                                                                                                                    |  |
| 3                                                                                                                                                    |  |
| 4                                                                                                                                                    |  |
| 5                                                                                                                                                    |  |
| Go back and rewrite your five items as benefits. The benefit is what it does for your visitor.                                                       |  |
| 1                                                                                                                                                    |  |
| 2                                                                                                                                                    |  |
| 3                                                                                                                                                    |  |
|                                                                                                                                                      |  |
| 4. <u> </u>                                                                                                                                          |  |
| 5                                                                                                                                                    |  |
| Does each item have listed a benefit for your customer? Is it a description of how their life will be improved or affected? Does                     |  |
| it say life is easier, more fun, or they can spend extra time with family or friends and feel good? Use words that emotionally grab your visitors.   |  |
| Stress Your Unique Selling Proposition                                                                                                               |  |
| ·                                                                                                                                                    |  |
| Earlier you developed your USP. This is the part of your product or service that distinguishes you from the competition.                             |  |
| Write your USP below.                                                                                                                                |  |
|                                                                                                                                                      |  |
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Notes



#### **Product Descriptions**

In website and ad copy, you will need to describe your product. The most effective product description combines both features and benefits. Different uses require descriptions of various lengths.

Using a two-step process, you're going to write descriptions for your products.

1. Look back at your benefits list. Which is the main benefit when buying your product?

How can you deliver or promise this benefit to your visitor?

2. What will the product do to make the customer's life better?

Then let your visitor see, feel, hear or taste the experience of using your product.

This ad from Bath and Body Works® is a great example of a benefit-driven product description. The ad is for a bath and shower gel.

Sleep Better. Soothing essentials to help you prepare for bedtime bliss.

Combat stress and enjoy deep, peaceful sleep with a soothing infusion of Chinese yuan zhi, vanilla and rose essential oils. This rich bathing gel also contains mango oil to condition skin and promote relaxation.

- Promotes deep, restful sleep
- Rebalancing
- Cleansing
- Calming and relaxing

Bath and Body Works Molton Brown Moisture Bath & Shower Gel

Target market is mostly women, with busy, hectic stress-filled lives.

The shower gel's main benefit is you get a great night's sleep. Through the copy the reader also receives a promise, using this product will decrease stress and also give a peaceful night's sleep.

Start with the headline. Sleep Better. Soothing essentials to help you prepare for bedtime bliss. If you're a person with a busy, stress-filled life, don't you want to read more?

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| The ad has your interest so you continue reading. Notice the words used: bedtime bliss, deep, peaceful, soothing, promote relaxation and rich. They paint a picture of calm, comforting, luxurious pampering time just perfect to get in the mood for restful sleep.                                                               | Notes |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Smell the rose and vanilla oils. Feel the clean conditioned skin.                                                                                                                                                                                                                                                                  |       |
| The writer has used sight, smell, and touch as part of the 'experience' to draw the reader in. <i>Chinese yuan zhi, vanilla and rose essential oils</i> are features mentioned in the copy, but the writer also tells the reader what they can experience with the features. She sells the experience (benefits) not the features. |       |
| Your Turn                                                                                                                                                                                                                                                                                                                          |       |
| Spend time developing your descriptions of your product. You will use the descriptions later in your website copy and ads. Choose your words to involve your reader in the description.                                                                                                                                            |       |
| Short descriptions mean developing focus. Using your feature and benefit list, write a 25-word description of your product.                                                                                                                                                                                                        |       |
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| Let's expand the description to 50 words.                                                                                                                                                                                                                                                                                          |       |
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| Finally, let's use 100 words to fully and completely describe your product. Include your USP.                                  | Notes |
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| Reviewing Your Copy For Involvement                                                                                            |       |
| You want your sales letter to reach your visitors on an                                                                        |       |
| emotional level. Look back at your product descriptions. Does the copy tell visitors in clear terms what's in it for them?     |       |
| Engaging as many senses as possible helps your copy. Target                                                                    |       |
| your copy to your audience. Make your imagery, the word                                                                        |       |
| picture you create as vivid as possible. How many senses are you using in your descriptions?                                   |       |
| Write it so your visitor can see, hear and feel themselves in                                                                  |       |
| your words. If you can somehow tie in smells, do so. Many of                                                                   |       |
| life's memories are tied into remembered smells: bread baking, chocolate chip cookies or fresh mown grass. It can further help |       |
| the engagement of your visitor and pull them along the sales                                                                   |       |
| process.                                                                                                                       |       |
| Have an objective friend or partner review your copy and give you feedback.                                                    |       |



Note from Editor:

Completing This Section

Finishing this section gives you the basis for your website sales letter and ads for your product. Take the time and effort to complete each step. The work will pay off in sales copy that is engaging, meaningful and persuades your visitors to take the next step and become your customer.

Next . . . Write Your Sales Page



#### Info Product Blueprint 1st Edition

# Section 9: Write Your Sales Page

Brainstorming and Research

#### Module 1

By Dan Giordano and Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



Section 9



#### Write Your Sales Page

Sales letters are the unpaid, untiring salesmen for your product working 24 hours a day every single day of the year. Make them effective and they will reward you.

If they are ineffective, you are leaving a lot of money on the table.

Begin writing your sales letter now. I can hear you say, "But that's crazy! I haven't even started my product yet."

Think of it this way... you've found what your market wants and how they look for what they want. Writing the sales page first can focus, often with laser accuracy the development of your product for your target niche. Now your job is to sell it to them.

There are many points of view on copywriting. Some say study the best in the industry and learn how to write copy, while others say hire someone to do it for you. Copywriting is definitely a talent. Either invest in yourself and develop the talent or invest by hiring a copywriter.

#### What you will learn in this Section:

- Tips to overcome writer's block
- How to start writing headlines
- Personalizing your sales letter through story telling
- The role of the PS
- How to write an offer
- Elements of a call to action
- Use of testimonials and guarantees to provide reassurance

## Cure Brain Freeze Using Professional Copywriters' Tricks

If you've ever sat down to write a sales letter and faced a blank screen or sheet of paper then you've experienced brain freeze. It's the moment you couldn't think of an idea, creative or not.

Professional copywriters avoid brain freeze through the use of a simple trick called a 'swipe file.' A swipe file is simply a collection of other people's ad copy you like. Every time you come across a piece of good sales copy, put it in your file for later use. You can put ads, sales letters, junk mail or online sales letters in your folder.

The main purpose of your swipe file is to give you inspiration and ideas. Good copy can give you starting points. Although the name is 'swipe,' I am not recommending you steal the copy. Swipe files are not for copying since that is plagiarism, which can get you into a lot of trouble very fast.

Swipe files can help you start headlines, write guarantees, design a layout and even write a P.S. When those brain freeze moments hit, a swipe file gives you 'something' to work with – 'something' to edit. A starting point or 'something' is always easier to work with than a blank page.



#### Start Your Own Swipe File

You can easily start your own personal swipe file. Grab a couple of file folders and label them. My personal files are headlines, layout, guarantees, calls to action, P.S. and thank you pages. In my files are magazine and newspaper ads, printouts of website copy, emails and junk mail pieces.

When I'm faced with writing some copy, I just pull out my files and start reading. The files may trigger a brilliant idea.

Or it may be just one of those days... In that case, I'll take a headline I think might fit the site I'm working with and I'll rewrite the headline to fit my product.

Start keeping those emails you receive for product launches. Print out the website copy for those products you see being promoted.

Start studying the copy. What attracts your interest? What causes you to progress through the process to eventually buy? As you study, you will begin to see patterns and soon you will be able to write to the patterns.

#### Have To Write Copy Now?

What if you don't have a swipe file yet and you have to write copy **NOW**? Here are some resources to get you started.

Websites to visit for good sales letters:

<u>DanKennedy.com</u> – Although Dan Kennedy is an offline direct marketer by trade, you'll see the same skills shown here.

<u>InstantSalesLetters.com</u> – Yanik Silver is an accomplished Internet marketer and copywriter. He is also a student of Dan Kennedy.

<u>ButterflyMarketing.com</u> – Mike Filsaime has put together an entire system to drive traffic to his sites. Look at the arrangement of testimonials and copy on this site.

<u>SuperAffiliateCloningProgram.com</u> – Ewen Chia uses audio testimonials effectively on this site.

#### Copywriters' Sites To Visit

Look at how the pros sell their services and products. Note the different styles and tone used in their writing for their own sites.

Michael Fortin – SuccessDoctor.com

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- Robert Bly Bly.com/newsite/home.html
- Mike Morgan <u>OutsourceCopy.com</u>
- Carl Galletti <u>CopyCoach.com</u>
- David Garfinkle DavidGarfinkel.com/

#### **Classic Ads**

Take a look at classic ads. Copywriting pros have studied the classic ads from the 1900's to the 70's. You can find many of the classics at a great website at <a href="HardToFindAds.com">HardToFindAds.com</a>. Michael Senoff has gathered a collection of great classic ads. There is no charge, you simply need to register.

#### **Field Trip**

Cruise your local bookstore or grocery store and check out the headlines on magazines and books. Some great headline copywriting is found in Cosmopolitan and the tabloid papers. (Enquirer, Star and the Daily News). These headlines drive people to buy the magazines and papers and their copy does as well. Take a few minutes to read them. Even if you don't care if Elvis was sighted in Kansas City or Why Men Hate Brunettes, you can learn how copywriting works by getting attention and drawing in the reader.

#### Don't Throw Out That Junk Mail

Pay attention to the junk mail you get, especially repeats. Companies continue sending out junk mail because the letters convert people who open into buying customers. Direct mail is expensive and companies track everything in the letters and ads, so you know the letters work. You don't get junk mail? Sign up for Publisher's Clearing House online (PCH.com). Fill in your home address (or a mailing address especially for junk mail) and you soon will be on multiple lists and receiving plenty of mail.

A swipe file can provide a good starting point for inspiration. The study of swipe files can give you the formula for online copywriting success.

Online copywriting success? It's when the customer buys from **You.** 

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Notes

### Headlines

## Starting The Sales Process

The days of surfing the web as a recreational sport are dead. People come to a site for a reason – they want specific information. Your goal is to increase their desire to buy your product. You don't have to convince them, you just need to increase their desire to stay and buy *your* solution or product.

In offline sales conversations the salesperson asks a qualifying question to determine interest in a particular product. Online your words act as your salesperson. Your headline is the first or qualifying question in your info product sales process.

You want the headline to grab the attention of the visitor, say something meaningful and then create curiosity so they keep reading. You also want the headline to screen out people not interested in your product and 'hook' only those who are.

I know some are saying, "But maybe if the rest read more they might..."

Think of it this way. Your research gave the information to reach your potential customer. You already know the words your target or niche has been using to find products are selling. You know the concerns of your niche market.

Knowledge is power, so use your knowledge of the market to sell to interested people. It'll save you time, money, frustration and energy in the long run.

When writing a headline keep in mind people are not buying your product or service. People are buying the result or the promise. People buy drills not to own a drill, but to make a hole. The hole will solve the problem or give them the result they want.

## What Makes An Effective Headline?

Online you have three to eight seconds to grab attention or the visitor clicks away. To increase the effectiveness of your headline, it must:

- Get the reader's attention.
- Emphasize your credibility
- Show or tell what's in it for the reader
- Start the sales process

Once you have the person's attention you need to answer the question "What's in it for me?" The reader needs to read, think, feel or know there is something to benefit them, something to encourage them to read more.



How do you target the reader's self interest? The easiest way is to tap into the person's emotions. Successful copywriters know we buy with our emotions and rationalize with facts.

Life has many emotions, but with website copy we work with just two: the promise of gaining something or the fear of losing something. These two emotions motivate people to act, which is what we want in the sales process. The fear of loss or pain is a much stronger motivator than the promise of gain. Compare these two headlines.

Clear Skin in 30 Days

Eliminate Acne Fast Without Skin Irritation

Which addresses the pain of the person with acne? The second one. The person with acne already has skin problems. They don't want skin irritation as part of a cure for acne. Use the psychology of buying and selling to pull people from your headline into the words of your copy.

#### Use Headlines To Direct Your Visitor

Mini-headlines, headers or subheads are those quick scan statements placed in sales copy to guide our visitors through the sales copy. The subheads not only guide visitors, they also highlight keywords and further develop the benefit of the main headline. For people in a hurry, subheadlines direct people to specific content sections.

Headlines and sub headlines (also called headers) can guide your visitor through your entire sales process. The key is to make the headline effective. Direct marketers and tabloid newspapers carefully craft their headlines. Whether it is a product or a tabloid, the headline's goal is to sell, pure and simple.

## Types Of Headlines

Headlines can make an offer. They can promise a benefit. A headline can introduce or announce a new idea or product. A headline can ask a question or provide proof.

By using direct marketing techniques you're building on timetested effectiveness. In a later module, we will talk about using testing to increase sales conversion.

Depending on your product or service, certain types of headlines are more effective.

Here are six types of headlines with online examples (courtesy of Google search).

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| 1. News or Announcement Headlines                                                                                  | s:                                       | Notes         |
| These are frequently used online with<br>"Revealed, New, Discovery, Presen<br>Released, Now Available or At Last." |                                          |               |
| <ul> <li>At last, buoyant economy lifts in</li> </ul>                                                              | ncomes                                   |               |
| An AIDS Vaccine at Last?                                                                                           |                                          |               |
| Revealed: US dirty tricks to win                                                                                   | vote on Iraq war                         |               |
| <ul><li>1.0% Car Financing Ends at 5 F</li></ul>                                                                   | PM Today                                 |               |
| 2. Ask a Question that keeps your vi                                                                               | sitor awake at night                     |               |
| Curiosity aroused, an interested visitor find the answer.                                                          | will continue reading to                 |               |
| Will you have enough to retire?                                                                                    |                                          |               |
| Whose Air Will You Breathe?                                                                                        |                                          |               |
| Will your love last?                                                                                               |                                          |               |
| Is Browzar Just An Adware Mac                                                                                      | chine?                                   |               |
| 3. Tie a promise together with a guar                                                                              | rantee.                                  |               |
| The Scholarship Guaranteed or                                                                                      | Your Money Back                          |               |
| Higher Test Scores Guaranteed                                                                                      | d or your money back.                    |               |
| Thorlos feel better than your money back.                                                                          | 'ordinary socks' or your                 |               |
| 4. Testimonials                                                                                                    |                                          |               |
| <ul> <li>Have your customers sell for your specific details, not simply 'won</li> </ul>                            |                                          |               |
| With Achievo, it saves us one-n                                                                                    | nan day in a week.                       |               |
| I'm never hungry and don't f                                                                                       | •                                        |               |
| diets.                                                                                                             | 22 22 22 20 20 20 20 20 20 20 20 20 20 2 |               |
| Restora made our shutters look                                                                                     | brand new again.                         |               |
| 5. How To                                                                                                          |                                          |               |

This is one of the easiest and most versatile headline starters. As of September 2006 555,908 titles on Amazon use the 'How



### To' format.

- Learn How To Play Poker
- Yes, You Can Learn to Knit
- How to Draw Manga

#### 6. Reasons Why

- 99 Secrets About Guys
- 7 Steps To Stardom
- 10 Reasons To Date A Hockey Player
- 12 Ways To Set Yourself Smoke Free

Keep your headlines short using seven words or less. That way your entire headline is in one easy to read line no matter the font size.

Headlines can make or break your website and your ads. Curious visitors will be pulled into your copy and then onto the sale. It all starts by grabbing their attention.

#### 10 Quick Tips for Good Headlines

- Use active verbs and present tense: 'Save Now' not 'You will save money'
- 2. Keep words short and to the point.
- 3. Skip jokes and puns. Since the Internet is worldwide, what works in one country will not in others.
- 4. Avoid cuteness. It annoys.
- 5. Use honesty and accuracy.
- 6. Use actual numbers like 32, not thirty-two.
- 7. Keep the headline related to your product.
- Make it understandable. You don't want people saying, "Huh?"
- 9. Be In good taste (this will vary by market)
- 10. Simple your copy will sell. The headline's purpose is to get attention.

#### Now It's Your Turn: Headline Starters

Gather a large package of index cards and a pen or pencil.

Write your main benefit here.

Writing one headline per index card, combine the following words or phrases with your main benefit to form a headline.

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- How to
- Discover
- Announcing
- Secrets of
- Proven
- Success
- Immediate

Pull out your swipe file. (If you don't have one, either take a trip to the newsstand or go online to <a href="HardToFindAds.com">HardToFindAds.com</a>.) With your main benefit written on an index card, go through your swipe file to find some inspiration.

Pull the ads, letters or whatever you have with headlines that possibly could work with your benefit and your target audience. This is the point where **you decide** to be successful or not. Using the swipe file as inspiration, write 100 headlines for your product.

## The Body Of Your Sales Page

After being intrigued by your great headline, your visitor then wants to know more. What is this product or service you are selling? This is the time you have to fully describe your product or service.

The Internet can be a very impersonal place. It's your responsibility to establish a connection with your visitor. Remember, a live person is reading the sales copy. Put yourself in their shoes. What concerns do they have? What problems can your product solve? Why should they believe you? How did you happen to develop this product?

## Connecting With Your Reader

Telling your story and experience helps the reader connect with you as a person and creates rapport as the basis for a relationship. Your visitor has the opportunity to see you as a resource, not just the salesperson pushing something at them. Your visitor can see you as a person with hopes, dreams, problems and concerns like them. All of this gives you and your product credibility.

Write the story of why you developed this product. Why did you see the need? How did you find the solution. Consider your visitor to be sitting down at the table with you. Let them know what you discovered.

In the process of outlining your story, be aware you will answer your visitor's questions. You will increase sales at the same time.

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## Write An Offer They Can't Refuse

You've got the attention of your visitor with a great headline and provided an intro into the body or meat of your sales letter. Now is the time to present a compelling offer that convinces your visitor to act now.

Noted Internet marketer Mark Joyner says an irresistible offer must answer the "Big Four Questions."

- What are you offering?
- How much?
- What's in it for me?
- Why should I believe you?

Mark Joyner, *The Irresistible Offer* – New York: John Wiley & Sons 2005

Making a buying decision has the person asking many questions. As human beings, money or the lack of it has many associated memories. Memories for most are both positive and negative.

People getting ready to buy hear voices in their heads.

- Does this product provide value?
- Is it worth what I am about to pay or more?

Many psychological studies have been done about people's experiences and attachment to money. Bottom line: we react emotionally. If we have a bad experience we feel cheated, betrayed or angry. Think of your good buying experiences. What made the difference? What made it a good buying experience?

In a good buying experience you perceived more value in buying the product or service, than the fear of making the wrong decision. Use this knowledge to help your sales copy.

Your website copy and offer must be prepared to minimize the risk and increase the value perception for the buyer. Bonuses, additional features, guarantee and payment plans and options can all be used to make an offer your visitors can't refuse.

## Example Of A Great Offer

Here's an offer that connects with the reader to build value and minimize risk: PowerfulOffers.com

After reading that copy, aren't you saying to yourself, "I'd be crazy not to take them up on it. All that for only \$97." That's the offer someone can't refuse. High value and low risk.

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Notes

## Call To Action

#### **Getting Visitors To Make A Decision**

People often wonder why their website copy doesn't convert visitors into buyers. Your visitor arrives at your website with one of two goals: to gather information or buy a product. You have eight seconds or less to persuade them your site has the answers to their questions and/or solutions to their problems.

Developing your site to guide people to the sale requires planning – it doesn't just happen. The sales process is just that, a process.

Designing your flow or process needs to reach your visitor exactly where they are in the buying process. Some site visitors are in the early stages of gathering information. The rest are focused on narrowing down their options to make the final buying decisions.

So how do you address the needs of both groups? By using calls to action.

#### What Is A Call To Action?

Calls to action are mini persuasion/decision points along the sales process. That's a terrific dictionary definition, but what does it mean?

Here's an example many can relate to. I wanted to buy a piece of jewelry for my wife's birthday so I went to a very nice jewelry store. An associate greeted me as soon as I entered the store. I told the associate I wanted a bracelet for my wife's birthday. After asking questions about my wife's preferences I was shown several bracelets and selected one. Just minutes later I left, gift-wrapped bracelet in hand.

Several calls to action occurred that day. "Over in this display we have the bracelets."

"Does your wife prefer silver or gold?" "Do you want the bracelet gift wrapped?" "Which do you prefer using Visa, MasterCard or American Express?" Each comment guided me to the next buying decision. At no time was I left standing in the store wondering what to do next. I was gently led and persuaded to take action each step of the way. Each remark helped me reach my goal of buying my wife's birthday present and the associate's goal of making the sale.



### Online Calls To Action

On your website it is the same. Guiding and directing the visitor through the process makes the difference between a visitor advancing and buying or clicking away never to return.

You need to walk your visitor through the order. Your copy design needs to anticipate what your visitor needs to know. Some visitors require a lot of information, others minimal. Your sales copy can provide answers and direction to both types of visitors. Think of what you want to accomplish on your website. What is the desired end result?

### What Is It You Want Your Visitors To Do?

- Call you?
- Buy a book?
- Sign up for your free report?
- Or buy the Wizmo Wonder Widget?
- Add the item to the shopping cart?
- Subscribe to your e-zine?
- Join the forum?

Whatever you want the visitor to do must be stated clearly. Give them the information they want. Then tell them the step to take.

The step you want them to take must be easy to find and use. Conversion is higher when using an action-oriented statement on buttons or links.

"Yes, Send me the first three chapters now!"

Put a benefit in your call to action.

"Click here to sleep peacefully tonight knowing your family is protected"

When you have the visitor do more than read your copy, whether you say "Click," "Submit," "Contact," or "Talk with us now," you are interacting with your customer and moving the sales process along step-by-step. That is a call to action.

#### **Just Buttons?**

Calls to action do not have to be buttons or links to the order page. Depending on your product you can have text links in your copy. On the Internet we've been trained to click on blue links if we want information.

For example, you could say: "People who bought the Wizmo Wonder Widget had great success with their tomatoes." You could use that link to provide a page of awards or pictures of

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great tomatoes. This will satisfy the needs of the information seeker without disturbing the visitor who is ready to buy now.

## Using Words To Make People Move

We all get distracted. The phone rings, our children call, life happens.

Include urgency or scarcity in your calls to action.

- "Buy now because the price goes up at midnight"
- "Sale ends Thursday"
- "Seating is limited"

You want to engage the visitor, and get them to make a decision **now**. The more you engage your reader with content information followed by calls to action, the higher the number of people you can convert from visitors to buyers.

## Page Layout As A Call To Action

Page layout affects how your reader 'sees' your call to action. Think of your layout as the road map for your copy. Make the map clear and easy to manage.

**Bold key phrases** to stand out and lead the visitor down the page.

Use subheadlines and bullets making the page easy to scan and use.

⇒ Use arrows to direct attention to key points.

Use a variety of techniques combined with white space to gently pull the reader through the copy on your site. The key is balance.

Make the white space a part of your copy. Keep it clean, uncluttered and easy to read.

## **Photos And Graphics**

Use photos and graphics to increase visitor attention to key points. Studies have shown website visitors are pulled to photos and graphics. Increase the effectiveness of the graphic by writing call to action descriptive text next to the photo.

#### Get The Results You Want

Be clear and concise. Spell out what you want your visitors to do, then guide them through the copy to your desired goal.

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Calls to action are a part of every successful website. Plan your calls to action to turn your website visitors into customers today!

## Providing Reassurance

Your visitor has gone through each of the steps of the buying process. With each step they have said a tiny 'Yes, I'm interested.' They continued reading your sales letter and are seriously considering buying, **but**...Let's deal with the 'but...'

Everyone making a buying decision wants to know (as much as possible) they made the right decision. We all have those little voices in our head, the ones we've heard since childhood... "Think carefully before you make a decision," or "Make sure you check everything out before you buy."

The little voice breaks in with the reminders and the person starts to remember all of the times they lost money or made a mistake when buying. That's the moment you need to step in and reassure. People need reassurance at several steps in the buying process.

Inside the sales letter itself are two primary ways you can reassure the potential customer: the testimonials and the guarantee.

## **Testimonials**

Testimonials reassure our visitors they are not alone. A testimonial gives credibility to our story in our sales letter. People think, "If someone else is saying it, it must be true." An industry expert giving a detailed testimonial on our behalf says in effect, "This product works, it's okay. The guy knows what he is doing."

Testimonials from other people are also important. Those testimonials say, "I tried the product and it worked for me." The unstated message is "It will work for you too." A testimonial reassures because a third-party endorsement is more credible and offers more proof of value. Think of how people use other third-party endorsers such as the Good Housekeeping Seal of Approval, JD Powers Customer Satisfaction Award or Deming Award.

#### **How Many Testimonials Do You Need?**

An effective online sales letter has five or more testimonials in the sales letter. I've counted as many as twenty testimonials in a sales letter when some of the major Internet marketers release their products.

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#### **Getting Testimonials**

After you finish your product, you can send preview copies out to your JV partners asking for feedback. Ask for specific details. What did they like about your product? How will it help someone in your target market? We'll go into more detail on testimonials when we talk about website design.

Testimonials work because they are a third-party (seen as somewhat independent) endorsement of your credibility. The advantage of testimonials is someone else can give information in a way that will be easily believed by your customer. Don't forge or fake testimonials. It will only hurt your credibility and your reputation. The Internet also has an archived memory, so fakes are not forgotten.

#### The Guarantee

The guarantee is the second way of reassuring through your sales letter. Assuming your visitor has followed your sales process all of the way through, the guarantee can then let your potential customer relax and feel at ease.

In your guarantee you are telling your customer you believe so strongly in your product you are willing to stand behind it.

When you use a strong guarantee you are more apt to get a person who is comfortable getting out their credit card and making a buying decision. Why? Because you've taken away the perceived risk. That is the risk of: maybe it won't work, maybe it does not look that good, maybe it is not for real.

#### **But They'll Rip Me Off**

Some business people are reluctant to use a strong guarantee. They're afraid of being ripped off. From listening to many sellers online and offline I can definitely tell you the people who are going to rip you off will do so *with* or *without* a guarantee. Some people are just like that. So forget about the rip-off artists.

Be concerned with the customer who needs reassurance and who wants validation that buying your product is a good decision. Another way of designing your guarantee is to check your competition. What are they offering?

#### What to include in a guarantee

Use positive words and tone in your guarantee. Choose terms like 'no risk' or 'risk free.' You want this to be a continuation of your invitation to buy. You do not want it to be a warning like the back of a medicine bottle. Graphics can be used to increase the visual impact of your words.



### Some possible guarantees include:



- If you are not completely satisfied, we offer a prompt and courteous refund.
- Your credit card will not be charged for 30 days. If you're not satisfied, just return it.
- No money down.
- If you're not satisfied, I'll not only refund your money, I'll pay you \$50 besides.
- If anytime during the next 30-60-90- days, year or lifetime you are not satisfied, return it for a refund.

#### **How Long Should My Guarantee Last?**

The effective time of your guarantee can vary. If you are delivering a product through the US mail, by law you must offer a minimum of 30 days. What does a long guarantee period do? It takes away more of the worry. For a nervous customer or first-time big purchaser for your site, a longer effective period for the guarantee takes away the calendar and clock watching.

Guarantees increase sales by taking away the worry of the wrong decision. Guarantees also decrease return rates.

I'm sure you're like me, you buy products, especially marketing ones, but somehow you never get around to opening the products. With a longer guarantee, I forget about returning the product. Other people are similar and tend to forget about guarantees and returns.

Guarantees take away a barrier to buying making it less risky and easier for the customer. Don't we want to make buying easier for our customers?

### The Role Of The P.S. In The Sales Letter

Many of your visitors will read your headline and quickly determine if they are interested in your site. If they are interested, for most it means a rapid scroll down to your postscript at the bottom.

If your headline and P.S. 'hook' them providing interesting information, the visitor will scroll back to skim the letter. This entire screening process can take less than five seconds.

Postscripts can play a major role in the sales process online. They remind the reader to take action NOW and can



emphasize a deadline or limited special offer. Quick decision-makers may only read your headline and P.S.

#### What Should Be Included In A PS?

Like your headline, the P.S. should be intriguing, but also needs to go one step further than the headline. The P.S. also needs to arouse urgency, a call to action and answer the question, "Why Should I Buy Here?"

Here are some examples of PS's:

First 20 Buyers get 55 AdSense sites complete with articles, templates and graphics!

Special \$99 pricing today only. Click the button to start your success launch.

Postscripts can be used as a quick summary of your main offer. Capture attention and win over visitors with PS's.

## Your Turn

- 1. Write a P.S. for your sales letter using your 25-word product description with a special bonus.
- 2. Write a P.P.S. to include a deadline to add urgency.

Next . . . Consider Your Timing



## Info Product Blueprint 1st Edition

# **Section 10: Consider Your Timing**

Brainstorming and Research

## Module 1

By Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



Section 10



## **Consider Your Timing**

Developing an info product takes time. When writing or developing your info product, give yourself enough time to do a quality job. Factor in all of the components of the project from start to finish.

- Development of product
- Writing of sales letter
- Website development
- Arranging fulfillment of product
- Developing launch promotion schedule
- Finding JV partners and affiliates
- Launch considerations
- Product delivery
- Customer service and follow-up
- Celebration and review

#### What you will learn in this Section:

- Suggested timing for info product launches
- Items to consider when developing your project timeline
- Seasonal considerations for product launches
- Where to find out who's launching and when
- Why celebration is important

Notes

Like anything else, life will happen and projected time schedules will need to be adjusted. Allow 'wiggle room' in your time schedule to deal with unforeseen happenings.

## Is There A Better Time?

Whether online or offline certain time periods are best for selling and promoting products and services. Some products and services by their very nature and purpose are seasonal.

It is difficult to sell snow skis and outfits when the temperature outside is in the 100's. Gift buying promotions are more successful when launched around major holidays such as Valentine's Day, Christmas, Hanukkah, and New Year's Day.

## Using Product Launch Formula Model

In *Product Launch Formula*, Jeff Walker has outlined a series of selling and promotional times for launching Internet marketing products. Based on Jeff's research, it seems that October and January are the two best months to successfully launch products.

His rationale for January is many of us are ready to start new projects and revamp things at the start of the New Year. At the opposite end, Jeff's feeling is that August is the worst month to launch a product. (Jeff does point out though John Reese had one of the most successful launches ever with Traffic Secrets in August—a \$1,000,000 day!)

In Jeff's model with the low point in August, he sees September as a month building momentum into October. November sees



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a dip around Thanksgiving (4th Thursday in November) building again in December and then quieting down around the Christmas holiday.

January is by far the best month for product launches. February, March and April are also good months for product launches. June and July starts the lull into the August slow period.

## What Else Is Happening?

Much like most authors don't want to release their books the same day as JK Rowling releases her Harry Potter novels, you don't want to release your product the same day as a similar product launch.

But how do you find out what's happening? Attending seminars, subscribing to e-zines in your area of expertise and belonging to forums will give you valuable insight as to who is launching what in the marketplace.

## **Product Delivery**

The way the product is delivered to the customer will also need to be factored into the product-planning schedule. Holding a teleseminar, which involves booking a bridge line, arranging a guest and promotion will take far less time than producing a workbook, recordings and DVDs. That is why deciding on the delivery method (electronic or physical) and type of media to be used must be decided from the start of planning the product.

## **Promotion Planning**

Thoughtful promotion planning can make the difference between a launch success and a dud. Allow yourself time to write your promo copy, to get partners and affiliates.

The best time to plan promotion is as you are finishing up your product. Get some objective friends and associates to review your product. Listen to their reactions and adjust if needed.

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#### Plan Time to Celebrate

When all is said and done, plan time to celebrate! You've launched your product and accomplished something the majority of people will never make the effort or take the time to do. So congratulate yourself for launching. And start planning your next product.

Next . . . Pricing



## Info Product Blueprint 1st Edition

**Section 11: Pricing** 

Brainstorming and Research

## Module 1

By Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



#### Section 11



## **Pricing**

Pricing a product is one of those important steps in having a successful business. The success of your products relies directly on your ability to sell the

products. This is dependent not only on your sales copy, but your pricing as well.

#### What you will learn in this Section:

- How to find out what the market will pay
- Remembering to include profit, overhead and expenses in price determination

Notes

Price your product too high and no one will buy. Sell a product without having sufficient income to cover overhead and generate profit and you will have a short-lived business.

The two crucial parts of price determination are your profit level and what the market will pay. When determining price, you need to list all of your expenses, overhead and your desired profit. Desired profit needs to be built into your strategy, because without profit you won't have the funds to grow and expand.

## Finding Out What The Market Will Pay

To find out what the market will pay, it is necessary to go back to your market research. If there's no or little competition you have flexibility in setting your price. Remember, your potential customer has the choice of buying or clicking away.

Having a high price may convince others to copy your product. Their strategy will be to enter the market and undercut you on price.

Have a price too low and the potential customer will either wonder what is wrong with the product or your product will be seen as inferior.

## How Do I Determine Customer Demand?

Trial and error is often part of checking customer demand and price adjustment. That is why you will often see product sales online with \$x as the starting price. After a certain amount of time the price will be raised.

For most of us, our product isn't totally unique. We can check out the competition to see what others are charging for a similar product or service.

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| Check out your top ten competitors. List their product name, website and sales price. | Notes |
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| 10.                                                                                                                                                                                                                                                                                                                                                                              |       |
| With your overhead and expenses and desired profit, can you afford to sell at that price? If not, do you want to be in this market? Or do you need to search for a different market or different product? Or is your product sufficiently unique you can demonstrate and charge a premium price for your product?                                                                |       |
| You are in business to make a profit. You are not a charity or a non-profit. You are not in business to break even. Break-even doesn't allow for long-lived business models.                                                                                                                                                                                                     |       |
| Developing a pricing model as part of a business plan is beyond the scope of this product. Governmental agencies online offer many free resources for helping. This is important as many forget to include overhead, salaries, taxes and other expenses. It is strongly recommended you check either these resources or with an accountant to ensure long-term business success. |       |
| Some Basic Guidelines For Info-Products                                                                                                                                                                                                                                                                                                                                          |       |
| E-books – \$47 and under                                                                                                                                                                                                                                                                                                                                                         |       |
| Audio courses – MP3's, CD's and transcripts \$47 to \$97                                                                                                                                                                                                                                                                                                                         |       |
| DVD course – \$197                                                                                                                                                                                                                                                                                                                                                               |       |
| Home Study courses that have audio, video and written content – \$497 to \$997                                                                                                                                                                                                                                                                                                   |       |
| Sell value, not price. It is difficult if not impossible to compete on price because someone can always come in cheaper. Sell on value, what you can uniquely provide to the customer. Research – do not guess.                                                                                                                                                                  |       |
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## Pricing – Self-Assessment Questions

| What benefits and features do customers get from my product?                                                                                            |
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| 2. How does that differ from what my competitor offers?                                                                                                 |
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| 3. What are costs in producing this product? (Paper, printing, notebooks, tab dividers, computer use, ink or toner, CD's, postage, packaging, etc.)     |
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| 4. What about my overhead? (Space, lights, phone, Internet connection, A/C, salaries for myself and others, taxes, storage space, carrying costs, etc.) |
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| 5. What is the price for my info product?                                                                                                               |
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| 6. | How does my price compare with my competitors? |  |  |  |
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Next . . . Select Backend Products



## Info Product Blueprint 1st Edition

## Section 12: Select Backend Products

Brainstorming and Research

## Module 1

By Alysan Delaney-Childs

Info Product Blueprint was created by Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor Dan Giordano, Workbook Manager and Editor Michelle Alvarez, Design, Layout, Copy Editor Ben Blakesley, Audio Editor



Section 12



## Select Backend Products

As you've spent time researching, planning and developing your info product you are becoming more and more excited about your product

launch. I'd like you to stop for a few minutes to do some extra planning which could make your launch and business even more profitable.

#### What you will learn in this Section:

How to find backend products

Notes

- Making your own backend products
- Things to consider when using affiliate programs as your backend product

## Planning For The Moments After: Backend Products And Sales

You've been hoping for a successful product launch. Part of being successful involves having additional products and/or services to offer your customers. I'm talking about backend products. A backend product is one you offer to your customers after they have recently purchased 'a like product' from you. For example, if you sold a book on "How to Improve Your Golf Swing," you could tell your customers you have added a book on "Putting" to your list.

The reality is backend products sell. It's much easier to sell to an existing customer than a new one. There's a big plus from backend products – they add extra dollars to your online sales.

Backend products can be books, audio CD's, DVD's, reports, consulting, coaching, private membership sites or other items or services related to your original product or service.

#### Where Do I Find Backend Products?

You can find backend products in two ways. The first is search for an expensive product with a high mark up that is closely related to your original product and become an affiliate. Or develop an improved version of your original product with additional features. Mike Ambrosio will tell you how he did just that in the section on Private Label Software. Mike improved the 'lite' version and went back to his existing customers and sold the full-featured version.

The advantage of improving your own product is simple. The customer who bought and likes the 'lite' version knows the improved version is going to be even better. The customer already knows, likes and trusts you from the original buying experience. This makes the second sale even easier.

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The second way is to use an affiliate product. Be careful in your choice of affiliate products. You have treated your customer well and sold a great product. Will the owner of the product you represent as an affiliate treat your customer well? Will the product bring value to your customer? It's your customer and your reputation on the line. You've spent time and effort getting the customer and nurturing the relationship. Do you really want someone else to ruin it by poor customer service?

## When Can I Sell My Backend Products?

Backend product offers can be delivered in a variety of ways and at different times. You'll need to decide which one(s) best fit your business plan.

There are three times you can present a backend offer to a customer:

- at the time of purchase as an additional sale;
- upon delivery of either a physical or digital product; or
- presented through additional follow-up through emails, phone calls or direct mail.

When a customer is in the process of buying, it is the perfect time to suggest a complimentary product or an upsell. That's why when you go to a fast food restaurant they suggest fries and a drink with your hamburger, or the restaurant worker will suggest you supersize your drink to a jumbo size. The customer is ready to buy and in the mood. The credit card or money is out and ready to be spent. As the customer is ready to click 'Enter' to process the order, you can present a complimentary product.

The second moment you can offer a backend product is when you deliver the product. You can offer a special value for a limited time period. Women's clothing catalogues know this one well. The person is checking out, opening the delivery box and the company offers a time limited special. It may be a complimentary product or a special discount, but the key is that it is only offered to people who have purchased other items.

Finally, the third moment for selling backend products is in follow-up. By communicating with your customer by email, you can offer multiple products in the future. All of this equals profit for you.

## How Do I Present My Offer?

At the time of sale, you can make an additional or backend offer on your 'Thank you' page. You can set up a pop-up or popunder offer for the customer to choose. This way you're maximizing the profit stream and helping your customer at the same time.



If you're selling a physical product, include a special offer in the box. Include a free gift in the Louisiana style of lagniappe (a special unexpected bonus) like access to a special member's only site or a customer only specials site.

Follow-up communication through autoresponder emails and e-zines allow you to stay in touch with your customers. It also offers many opportunities for you to present additional products and services that can benefit your customers.

If you're not selling backend products to your customers, you're missing an opportunity to provide additional value to your customer. Remember they have learned to know, like and trust you as their resource. Be their expert and provide services they want through the use of backend products. As in all situations when you serve your customers, this way you will be rewarded with additional profits.

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## Select Backend Products – Self-Assessment Questions

| 1. | What are some types of backend products that would compliment my product?  |
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| 2. | Do I want to develop my own backend product?                               |
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| 3. | What are some affiliate products I could use as the backend to my product? |
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| 4. | When do I plan to present my backend products?                             |
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| 5. | Should I upsell at the same time?                                          |
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| 6. | Should I upsell later? |
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Next . . . Create An Action Plan



## Info Product Blueprint 1st Edition

## **Section 13: Create An Action Plan**

Brainstorming and Research

## Module 1

By Michael Port, Hal Macomber and Dan Giordano

Info Product Blueprint was created by Kenneth A. McArthur

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Section 13

## Create An Action Plan



Michael Port, our next guest author, is a coach and highenergy Internet marketer. Hal Macomber is a skilled project manager and consultant. Together they give you 7 rules

to make your information product a remark-able one.

| What v   | lliw uov | learn in    | this | Section:  |
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Notes

How to put together your action plan

## 7 Rules For A Remark-able Project

Remark-able projects build your identity in the world because others are "able" to "remark" on the project. You become known for being able to fulfill certain kinds of offers. You might think of it as reputation building, but it goes further. It's also business building and "you" building. Remark-able projects are emergent. The future is uncertain therefore we can't determine a result we can only create circumstances for navigating to a result. The building of a business is the successful completion of one project after another. The following 7 simple rules will help you create circumstances for navigating to remark-able projects.

#### Bring your passion to the product

Passion is a requisite for producing remark-able projects. You can't do a project that others are going to remark on if you don't engage your passion. As with anything, when we're creating something new, we're faced with problems, seeming insurmountable barriers and circumstances that are out of our control. During these times, our passion and personal investment in the project is what carries us through to completion. How passionate are you about your project?

#### Work with others

At the earliest possible moment you've got to bring people in as you are developing the project. If you work with others... you will wind up with something far greater than you could alone. If this is a tough one ask yourself whether you are committed to having something truly great or just getting it your way? Who do you want to work with on your next project?

#### Call on your talents

Working on a project of any sort is the perfect venue for showcasing your talents. Talents are those gifts that are innate to the person you are, whereas skills are things that are learned. When you utilize your talents, the quality of the product really shines through. If you really want to create remarkable products, work from your talents and your passion will shine through.

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What talents are you ready to showcase?

#### Develop habits of commitment making and fulfilling

Progress depends on the successful completion of promises. Create a routine that is appropriate for the project that has people coming together making promises to each other. The work that I promise to complete today allows you to start your task tomorrow. The downfall of not doing this is one breakdown after another. What will you commit to today and what do you promise to deliver?

#### Tightly couple learning with action

One of the things that keep people from getting on with their projects is that they think they need to know something before they start, instead of learning in action. The future belongs to the learner not the learned. What do you want to learn?

#### Have clear intentions

As the saying goes, if you don't know where you're going, any road will take you there. The same thing applies to producing projects. In order to have clear outcomes you need to have clear intentions about what you want to accomplish. Your intention is comprised of your passions, your talents, your contributions, the commitments you make and the promises you fulfill. Define your project in as much detail as possible. Our definition actually serves as a guide or rules that create the circumstances that allow us to navigate to the results we desire. But, as with all creative pursuits we need to be flexible. Leave room for change, expansion, and possibly a new direction. This will create the most collaborative and exciting environment within which you can create. What do you intend to create?

#### Have a compelling story for your product

Projects never go the way you expect they are going to go! Keeping your passion and your focus depends on telling and retelling the story of your project, and why it matters to you and others. Your story is all about why this project matters to you and why it is important for others. On a grander scale it is your vision and purpose rolled into one. It will become increasingly important as you face problems, setbacks or any type of project breakdown. You can always go back to your story — the underlying reason why your undertaking came about in the first place. Story telling is a tool of leadership, and the way you engage others in your project. It's the way you maintain your mood when things go wrong. Being able to articulate and rearticulate the story of the project is essential. What's your story?

Working on remark-able projects allows you to work on you business while working in your business and on yourself.

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Notes from Editor:

## Develop the Right Philosophy

The first point is to develop the right philosophy. How you approach your business (and life) will determine your success or failure. Try to always be growing and expanding your horizons in some way. You might want to think about continuing your education or contributing to your local community in some way. (Make sure to set-aside enough money for personal development.)

Most successful people do not blindly follow someone else. They learn, evaluate, and make the necessary adjustments in their approach to career and life. Excellence is the goal, and continuous training and instruction are a very important part of the process.

As you continue to grow and develop, be sure to find other individuals who can help in the process. Good mentors are hard to come by, but indispensable when it comes to personal growth.

## Decide What You 'Really' Want

Determine your true inner desire and then do it! If you don't really desire to accomplish what it is you are currently doing, when the difficult times arrive you will simply quit. It's a fact of life! Thousands of dollars are lost by people who invest in ill-suited programs, which they soon quit. The inner desire and "real" interest were not there in the first place.

Always remember...to be successful you must first determine your true inner desire. Identify what it is that you really want in your career and life. The answers to these questions will lead you to success.

#### Take Action

Do your homework, but by all means step out and do something. Not just anything, mind you...you can actually be busy and not accomplish anything.

Consistent action in the right direction will produce results. It is the law of sowing and reaping. You reap what you sow. In other words, you get what you deserve, not what you need. Plant enough seeds and you will find growth. Ask enough people and someone will join or buy what you are offering.



## Create an Action Plan - Self-Assessment Questions

| Write down your launch date.                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Find an Accountability Partner (Someone you trust and who will keep you on track)                                                                                                                                                            |
| 3. Find Tech Partners (People who are willing to assist you with the technical set up)                                                                                                                                                          |
|                                                                                                                                                                                                                                                 |
| 4. Find Potential JV Partners                                                                                                                                                                                                                   |
|                                                                                                                                                                                                                                                 |
| If you have done all of the steps up until this point you have done more than most and here is where you need to finally take action. Start the process by doing everything in your power to learn from the training sections in this workbook. |
| One of the keys to your success is when you get stumped, don't be afraid to ask for help!                                                                                                                                                       |
| While it will not be easy, (nothing worthwhile is) it will be worth what you put into it!                                                                                                                                                       |
| 5. What skills or things do you need to learn to produce your info product?                                                                                                                                                                     |
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| 6. Get a calendar. List times and dates you can and will work on your product.                                                                                                                                                                  |
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| 7. | Who are some resource people who can help you with your product? |
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| 8. | List stories you can include in your product.                    |
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Next . . . Module 2: How To Build Your Content