



**INFO
PRODUCT
BLUEPRINT**

WORKBOOK

**Your Comprehensive
Blueprint and Action Plan for
Creating and Selling
a Successful Info Product**

CREATED BY **Kenneth A. McArthur**

Ken McArthur

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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

Alysan Delaney-Childs, Project Manager and Editor
Dan Giordano, Workbook Manager and Editor
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Ben Blakesley, Audio Editor



Info Product
Blueprint
1st Edition

Brainstorming and
Research

Module 1

Module 1: Brainstorming And Research

Info Product Blueprint was created by
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Module 1

Section 1: Determine Your Objectives

By Dan Giordano

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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!



Dan Giordano II
Workbook Editor

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:

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

Notes

Determine Your Objectives – Self-Assessment Questions

1. Write down the areas where you have specialized knowledge or skills or do well in and are passionate 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



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Brainstorming and
Research

Module 1

Section 2: Fill A Need

By Alysan Delaney-Childs

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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.

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.

What you will learn in this Section:

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

Notes

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.

Notes

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.

Notes

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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? List at least three potential niches?

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Next . . . Research Your Market



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Brainstorming and  
Research

Module 1

## Section 3: Research Your Market

By Ann DeVere

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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.

Notes

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.

Notes

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.*

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?

Notes

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

1. 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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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 do 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?

- ◆ What do they want the product to do?
- ◆ How easy is it to use? Paint-by-numbers simple or just concepts?
- ◆ Is reliability a factor?
- ◆ What price point or level can you use?
- ◆ Are guarantees important? What's the standard length?
- ◆ Is customer service important or not? Does the product require service after the sale?
- ◆ Do customers want an introductory product or a complete A to Z package?
- ◆ Will the product need to be updated?
- ◆ How soon can they get it?

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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



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Brainstorming and  
Research

Module 1

## Section 4: Research Your Competition

By Dan Giordano

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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

Notes

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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<br>(i.e. digital or hard products) | Quality of Products | Competitive Edge<br>(their USP) |
|------|---------|-----------------------------------------------------|---------------------|---------------------------------|
| 1.   |         |                                                     |                     |                                 |
| 2.   |         |                                                     |                     |                                 |
| 3.   |         |                                                     |                     |                                 |
| 4.   |         |                                                     |                     |                                 |
| 5.   |         |                                                     |                     |                                 |

2. What is the unique twist or viewpoint that you want to add to your product?

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3. What are the wants and needs of the niche you want to dominate?

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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

Brainstorming and  
Research

Module 1

## Section 5: Research Your Keywords

By Alysan Delaney-Childs

Info Product Blueprint was created by  
Kenneth A. McArthur

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



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."

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.

Notes













## 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 Avg. CPC | Estimated Ad 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                 |

Notes

| Keywords                                    | Estimated Avg. CPC | Estimated Ad Position | Notes |
|---------------------------------------------|--------------------|-----------------------|-------|
| nascar tickets texas motor speedway         | \$4.97             | 1 - 3                 |       |
| nascar racing tickets                       | \$5.66             | 1 - 3                 |       |
| nascar tickets for sale                     | \$5.53             | 1 - 3                 |       |
| buy nascar tickets                          | \$6.36             | 1 - 3                 |       |
| kansas speedway tickets                     | \$4.35             | 1 - 3                 |       |
| atlanta motor speedway tickets              | \$4.00             | 1 - 3                 |       |
| martinsville speedway tickets               | \$3.44             | 1 - 3                 |       |
| tickets to nascar                           | \$5.50             | 1 - 3                 |       |
| bristol speedway tickets                    | \$3.15             | 1 - 3                 |       |
| nascar nextel cup 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 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                        | \$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 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 speedway tickets | \$0.05             | 1 - 3                 |       |
| international speedway tickets              | \$4.01             | 1 - 3                 |       |
| nascar ticket                               | \$0.05             | 1 - 3                 |       |
| nascar ticket                               | \$4.71             | 1 - 3                 |       |

Another free resource that combines the two tools is [ResultsGenerator.com](http://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.

Notes



## Research Your Keywords – Self-Assessment Questions

1. What are all of the keywords you can list about your product? (You may need a separate sheet of paper for this one. Include typos, singular, plural, misspellings, everything)

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2. Do your searches and write down the top 20 keywords related to your product?

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3. What are other business owners paying for these keywords?

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4. After analyzing your keywords, what are some potential words you want to use in your product?

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5. Who are the top ten competitors for the keywords you want to use? List their domain names here.

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## Keyword research tools

### Free tools

Apogee Keyword Research Tool – [Apogee-Web-Consulting.com/tools/keyword\\_tool.php](http://Apogee-Web-Consulting.com/tools/keyword_tool.php)

[ResultsGenerator.com/](http://ResultsGenerator.com/)

### Online Subscription and Software Keyword Search Programs

Wordtracker – [Wordtracker.com](http://Wordtracker.com)

NicheBOT – [NicheBot.com](http://NicheBot.com)

NicheFinder – [NicheFinder.com](http://NicheFinder.com)

Digital Point Keyword Suggestion Tool – [DigitalPoint.com/tools/suggestion/](http://DigitalPoint.com/tools/suggestion/)

Trellian Keyword Discovery – [KeywordDiscovery.com](http://KeywordDiscovery.com)

Next . . . Selecting A Delivery Method



Info Product  
Blueprint  
1st Edition

Brainstorming and  
Research

Module 1

## Section 6: Selecting A Delivery Method

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





### Selecting Delivery Method – Self-Assessment Questions

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

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



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Brainstorming and  
Research

Module 1

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

By Dan Giordano

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Michelle Alvarez, Design, Layout, Copy Editor  
Ben Blakesley, Audio Editor





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!**

**\*\***

Notes





## 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 Alysyan Delaney-Childs

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Michelle Alvarez, Design, Layout, Copy Editor  
Ben Blakesley, Audio Editor



your visitor.

## Product Descriptions And Messaging Points

*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*

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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

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™ Corvette™ 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?

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?

Notes

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
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Brainstorming and
Research

Module 1

Section 9: Write Your Sales Page

By Dan Giordano and Alysan Delaney-Childs

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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.

Notes

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:

[DanKennedy.com](#) – Although Dan Kennedy is an offline direct marketer by trade, you'll see the same skills shown here.

[InstantSalesLetters.com](#) – Yanik Silver is an accomplished Internet marketer and copywriter. He is also a student of Dan Kennedy.

[ButterflyMarketing.com](#) – 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.

[SuperAffiliateCloningProgram.com](#) – 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](#)

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.

Notes

- ◆ 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 HardToFindAds.com.) 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.

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.

Notes

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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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.

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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

Notes



Info Product
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Brainstorming and
Research

Module 1

Section 10: Consider Your Timing

By Alysan Delaney-Childs

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Module 1

Section 11: Pricing

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Pricing – Self-Assessment Questions

1. What benefits and features do customers get from my product?

2. How does that differ from what my competitor offers?

3. What are costs in producing this product? (Paper, printing, notebooks, tab dividers, computer use, ink or toner, CD's, postage, packaging, etc.)

4. What about my overhead? (Space, lights, phone, Internet connection, A/C, salaries for myself and others, taxes, storage space, carrying costs, etc.)

5. What is the price for my info product?

6. How does my price compare with my competitors?

Next . . . Select Backend Products



Info Product
Blueprint
1st Edition

Brainstorming and
Research

Module 1

Section 12: Select Backend Products

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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 pop-under offer for the customer to choose. This way you're maximizing the profit stream and helping your customer at the same time.

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Select Backend Products – Self-Assessment Questions

1. What are some types of backend products that would compliment my product?

2. Do I want to develop my own backend product?

3. What are some affiliate products I could use as the backend to my product?

4. When do I plan to present my backend products?

5. Should I upsell at the same time?

6. Should I upsell later?

Next . . . Create An Action Plan



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Brainstorming and
Research

Module 1

Section 13: Create An Action Plan

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Michelle Alvarez, Design, Layout, Copy Editor
Ben Blakesley, Audio Editor

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 your business while working in your business and on yourself.

Notes

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

1. 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?

6. Get a calendar. List times and dates you can and will work on your product.

7. Who are some resource people who can help you with your product?

8. List stories you can include in your product.

Next . . . Module 2: How To Build Your Content