

**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



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



Info Product
Blueprint
1st Edition

Selling and Delivering
the Product

Module 7

Module 7: Selling And Delivering The Product

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Module 7

Section 1: Processing the Order: Making Sure The Order Goes Through

By Dan Giordano

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Section 1

Processing the Order: Making Sure The Order Goes Through



If you are building an online business, you will need to address the question of taking payments for orders. You can, of course, request that a check payment be sent to you in the mail. Most shopping cart software allows you to select this option when you are setting it up. If you already have an offline, bricks and mortar business, you may simply wish to accept credit card payments over the phone.

What you will learn in this Section:

- ◆ What to look for when setting up a merchant account
- ◆ How to process orders on your website

However, there are some basic problems with these solutions and it all comes down to the way people shop on the Internet. Customers expect to be able to add items to their basket and proceed to the checkout to pay. If they then find they must telephone you or print out and send their order, they may simply abandon their order and hop over to another website. Shopping online is all about convenience. If you are unable to provide this, you may be losing customers without even being aware of it.

So, what are your options and what is it all going to cost? Well, the good news is you can do it all very simply and cheaply. PayPal does not have a set-up charge and is a large and trusted online payment processor servicing 78 million accounts worldwide in 56 countries.

Your only cost is a small percentage on each sale – a transaction charge. Payments from your website go straight into your PayPal account from where you can transfer amounts to your bank account with the click of a button.

Once you sign up with a payment processor, you can either link to their secure server from your shopping basket facility or build 'add to basket' buttons via a simple web query form. The html generated is then pasted next to items on your web page and your customers will be transferred to a secure server when they go to checkout.

Traditional merchant accounts are normally set up through your own bank and will become integral to your business account. Having your own merchant account gives you the choice of many different online payment gateways. Most, however, do charge a set-up fee, monthly fee and transaction charge.

Just as you would offline, make sure you research any company you sign up with on the Internet. Print out and read their terms and conditions. Take particular notice of where they

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are operating from, their fees, when and how you will receive your money into your account.

Another point to consider is the question of chargebacks. This happens when a buyer requests a refund of an amount already paid to you. Reasons include not receiving goods ordered or items arriving faulty, damaged or not as described. Sometimes requests are made if the buyers card was used fraudulently.

If the chargeback request is successful, your merchant payment processor will charge you a processing fee. However, some companies will now provide you with insurance against chargebacks inclusive in your monthly fee. It's certainly worth shopping around for the right solution for you, but knowing you have done your research will give you some peace of mind.

Finding the Best Payment Processors

If you are trying to sell a product or service on your business website, you would need a way of accepting payments. The most popular mode of payment on the web is credit cards. Credit cards can be accepted in two ways on a website. You can have your own merchant account, or you can use a third-party payment processor.

If you are just starting out and operating on a limited budget, it is better to choose a third-party payment processor. This is because merchant accounts require high upfront and regular charges. Before choosing a payment processor, it is important to investigate their terms of service.

Following are some of the terms you should be aware of before choosing a processor:

Set up fee

Some companies require an upfront amount for registration with their service. Others have no set up or registration fee.

Per Transaction fee

Almost all payment processors charge a certain amount for processing each payment that is made through them from your website. This is usually a percentage of the total transaction amount and can range from as low as 2% to as high as 20%.

Other Fees

Some payment processing companies also levy other fees that may not be obvious at first glance. For example, there might be fees for bounced checks or chargebacks from the customer.

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Merchants Accepted

Some payment processing companies accept clients only from the US. Others have list of specific countries from which they accepts customers. Yet others accept clients from all over the world with no restriction on region.

Products Accepted

Some companies only let you sell intangible products, which can be downloaded or emailed and don't need to be shipped. Others have no restriction on what can be sold through them. Some specialize in selling only physical products.

Payment Method

Different payment processing companies have different methods of transferring payments to its clients, and charge varying fees for this service. You can get a check mailed to you, or you can request an ACH transfer to your bank. If you are international client, some companies will also arrange for an international wire transfer.

Payment Frequency

The payment frequency for all companies is also different. Some pay as soon as the customer makes the payment, others may make weekly, bi-monthly or monthly payments to their clients.

Customer Service

It is essential for a payment processing company to respond promptly to inquiries and to be customer friendly and reliable. The company should preferably have a reliable support system in place and respond to inquiries within 24 hours.

Review the service terms of your payment processing company carefully to ensure that you are getting a god deal and would have no problems in the future.

Here is a list of some popular payment processors:

- ◆ PayPal.com
- ◆ IBill.com
- ◆ ClickBank.com
- ◆ 2CheckOut.com
- ◆ ProPay.com

PayDotCom is a new online marketplace and will catalog thousands of products and services, both digital and physical products.

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Read the fine print. Check out the policies on returns and chargebacks. Make sure you can live with the regulations. Your customer only knows you are the vendor. Make it a good experience for both you and your customer.

Next . . . Product Fulfillment



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Selling and
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Module 7

Section 2: Product Fulfillment

By Bret Ridgway

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Product Fulfillment



Bret Ridgway is co-founder of Speaker Fulfillment Services. SFS is a company specializing in duplication and fulfillment of info products for speakers, authors, and information marketers.

What you will learn in this Section:

- ◆ The ABC's of Product Fulfillment
- ◆ How to setup fulfillment of a Product Launch

Getting ready to do a new product launch? As with anything, preparation is critical. That includes involving your duplication and fulfillment partner in the loop early in the process.

As you plan your product launch, you'll be lining up your affiliate partners, developing your website, recording audios and/or videos, designing your product graphics and a whole lot more. Bottom line is you'll be juggling a lot of balls and it can be easy to overlook important details if you don't have a detailed game plan on all aspects of your launch.

Fulfillment is a critical aspect of your launch. I know first hand of two fairly recent "Million Dollar Day" product launches that were disasters on the fulfillment end (we were not involved in either launch).

What will your duplication and fulfillment partner will be looking for from you regarding your product launch? Listed below are some of the critical things.

Make sure your CD and DVD masters are A-okay. We do direct disc-to-disc duplication, so the old adage – 'garbage in, garbage out' – applies here. Make sure your product is professionally recorded. We're still learning more about these ourselves, but there are a lot of little things that can bite you in the behind when recording audio and video.

Have all of your disc masters and the artwork for all your packaging done at least 30 days prior to your product launch date. Last-minute jobs raise stress levels for everyone involved, increase the risk of errors, and typically raise your costs.

Test your ordering process completely ahead of time. Make sure the mechanism to transfer order information to your fulfillment house is fully functional prior to your launch.

Have a plan in place to deal with your customers in case your product launch is more successful than you anticipated. If you ask us to produce 100 sets of a product for a launch and then you sell 300, you've created a problem you'll have to deal with to keep your customers happy. Keep in mind typical minimum

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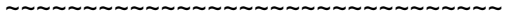
turnaround on a new job order is 10-12 days. So have some digital bonuses or a portion of the main product your customers can download right away to keep them as happy as possible.

For more information on the marketing side of product launches, please check out Jeff Walker's *Product Launch Formula*.

Product launches can be extremely rewarding and lucrative... and frustrating. Minimize the chances of frustration by making sure your fulfillment considerations are including in your planning stages.

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Product Fulfillment Self-Assessment Questions

1. Have I given myself enough time to plan for product fulfillment well before my launch date?

2. Have I verified the quality of all of my master CDs and DVDs?

3. Have I properly planned for the amount of product I will need?

4. Do I have a plan in case things go better than I expect, and I have included my fulfillment house in on that plan?

Next . . . Module 8: Affiliate Programs And Joint Ventures