



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



Info Product
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How To Build Your
Content

Module 2

Module 2: How To Build Your Content

Info Product Blueprint was created by
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Dan Giordano, Workbook Manager and Editor
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Module 2

Section 1: It's Your Turn

By Lori Steffan and Jeff Wark

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It's Your Turn – Self-Assessment Questions

Quickly list ten topics you could use for your info product. Don't think about this, just quickly list.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next . . . Content Is King



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Section 2: Content Is King

By Lori Steffan and Jeff Wark

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Content Is King

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

- ◆ How to monetize your website

Content is king on the Internet. The Internet was created as a means to share information. It is still why people use the Internet – to find out information. And, information is content – so, content is king.

On the Internet there is free information available and there is paid information available. The value of your site, of your product, of whatever you offer is in the information.

This is unlike a hard product whose value is determined by the cost to create or manufacture the product. For example, say you sell bicycles. The selling price is primarily determined by how much it costs to make that bike (plus overhead costs including shipping).

With information, or content, the selling price is determined by how valuable the information is, especially to the person seeking the information. The value is not determined by how much it costs to put together that information.

For example, a marketer once sent an email that said he had a link to a very valuable resource. He stated that this was a free resource but requested a few dollars to share this information. If this is a resource you were interested in and believe it would be valuable to know this resource, would it not be worth the few dollars to know this information versus the time it would take you to find the information on your own?

There are membership sites, which charge a monthly fee simply to be informed of new resources available on the Internet. There are many members to different sites such as these. The value to the members is the time savings. Even though most of the information provided is available for free, the value is much higher due to the time savings of not having to find the information on your own.

What is the average cost of a college education today? What are they giving you in exchange for your dollars? Information. Content.

Be the college of your topic or niche. Give your “students” (your visitors, your subscribers and your customers) valuable information and charge them accordingly.

Notes

There are many ways to “charge” your visitors. This is called monetizing your content. With any website or blog (short for web log) you can have paid advertising. With good content you can earn money from advertising even with free content. Websites, blogs, newsletters, e-zines (electronic magazines), press releases and free reports can all be used to generate traffic, a following, and a subscriber base

Notes

Content is King – Self-Assessment Questions

1. You listed ten possible topics for your info product. Please relist the topics below.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. How could you monetize each of the topics? (Subscription site, ads, report, e-book, audio, teleseminar, software, book)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

3. List a delivery method you would consider using.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next . . . Good Content



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Section 3: Good Content

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Section 3



Good Content

Good content is not fluff. Good content is not vague. You know and recognize high quality content when you see or hear it. But, how do you create it?

We're first going to discuss what makes content good. Then we'll look at many of the uses of content. After that we're going to show how you can create good content.

Good, high quality content is interesting and/or entertaining and informative. Tell your visitors enough to feel they have received value. Save your more detailed information for your subscribers. Your most detailed and most informative information can be reserved for your customers.

With that said, there are two points to note. One, the first information they receive should be content rich so that they want to know more. One of the best teachers in Internet marketing has said to give them your best content first. The recipient will think, "Wow, if I got this for free, what will I get in the paid information?" Make sure your paid information lives up to the same standards of quality content.

Second, you may want to give away detailed and informative information if there is a valid reason. One such reason would be to derive earnings from these recipients in another manner.

To create rich content about your topic or niche the information should be explicit. It should include details. Be exact when explaining. Do not use words or abbreviations that someone unfamiliar with the subject would not know unless you explain them.

Provide information that is significant to your audience. It should be information that they would find important. Do not talk about unrelated issues or topics.

Make sure the information is valid. They should be able to relate to why you are telling them the information.

Sensible information that they can put to use is valuable. Present the information in a way that is realistic for them. Fill them with no-nonsense, matter-of-fact information. But, don't be boring.

You want to be unforgettable. In the future when they think of the information they learned, they should automatically think of you. The information should be impressive to them and you want them nodding their heads saying, "That was excellent."

Notes

Next . . . Why Should You Create Content?



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Section 4: Why Should You Create Content?

By Lori Steffan and Jeff Wark

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Why Should You Create Content?

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

- ◆ What content can do for your website and online business

Knowing how to quickly and easily create content will open many doors to you.

Create original websites and continually add fresh content to existing websites once you know how to create content.

Content can be used to promote your site through blogs, articles and press releases.

Build your subscriber database with original and entertaining information on your site. Encourage people to subscribe to your e-zine or your newsletter. You can also add to your list by offering free reports.

Content that includes a link to your website increases the links to your site.

Search engine spiders will be encouraged to return often if your site has new content.

Your search engine ranking can be increased when these spiders consistently find fresh content.

Utilizing content, you can increase traffic to your website.

When these visitors come to your website you will have valuable content to provide them.

These visitors will also have a reason to return to your site when they know that you consistently provide new content.

The content that you create will develop a bond with your visitors, your subscribers and your customers.

If you are creating good, high-quality content, your followers will not be able to get enough of your information.

You will become a trusted advisor to the people receiving your content.

You can become a published author through article submissions and go on to write e-books and books.

Notes



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Section 5: Uses Of Content

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A mini course is an autoresponder that is set up with a lesson in each email. The recipient would receive a series of emails that instructs them. Often these are 7 lessons, one sent each day after someone requests the mini course. They can span several weeks with one lesson each week.

Tips booklets contain a list of tips and a sentence or two explaining each tip.

Articles contain content on a specific aspect of your topic or niche. They can be included on your website. Articles can also be submitted to online directories. Other webmasters utilize these articles for content on their websites. The articles include a resource box with information about you and your website and a link back to your site. This promotes your site and provides links to your site.

A free or special report is a short report on your topic or niche that is used to promote your site. It contains enough content to be informative and makes the reader want to know more.

E-books are electronic books and provide information about your topic or niche. They would provide more information than is found in a free or special report.

A teleseminar is a seminar that is conducted by phone. The host of the teleseminar and any speaking guests are each on their telephones. Attendees of the teleseminar also call-in by phone to listen to the (tele)seminar.

E-courses are also delivered by autoresponder. They are a series of lessons that are scheduled to be sent out on a regular basis once the recipient has signed up. These are longer than mini courses. An example would be a 52-week e-course where the recipient receives an email every week for an entire year.

Information products are a broad category. Information is content and so content is the basis of all info products. Info products can be in written digital format (ex. .PDF), digital audio format (ex. MP3), digital video format, provided through autoresponders, provided on web pages, physical written products, physical audio products (CD), or physical video products (DVD).

Seminars, workshops and public speeches are all information products that are delivered live. These can be recorded for other uses.

A tutorial is a lesson to provide information. A workbook is a written document with spaces for the users to fill in information.

A book is content in physical written format that is bound with a soft or hard cover.

Notes

Uses of Content – Self-Assessment Questions

1. Copy your topic list here.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. List at least 2 possible delivery methods for each of your proposed topics.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next . . . Why You Don't Create Content?



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Section 6: Why You Don't Create Content?

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like the subject. Now that you like the subject and since you are discovering some new and easier ways, you just might find that you don't hate to write.

Take a few minutes now and do the "why." Find out what your real reason for not wanting to write really is. This will be very helpful to you.

Let's Take A Look At "I Don't Know Where To Start"

This is a very common statement.

Have you heard the saying "The gold is in your list"? This statement refers to your subscriber database that truly is your gold.

But another list that is very valuable to you is your content list. Don't start out trying to write something yet. Just start making a list.

The list could be a list of topics to cover; facts about your topic or niche; the benefits to your target audience of visiting your site; subscribing or buying your product; a list of thoughts and ideas you have about your topic; a list of questions people have about your topic; a list of problems your target audience has; or the frustrations of your market. Have a list of your keywords.

Keep adding to the list as new items come to mind. You won't complete the list in one sitting. In fact, hopefully as long as you are involved in this niche you won't ever complete your list.

Your subconscious mind will keep working on the list even when you are not consciously thinking of the list. You know how thoughts just pop into your head from nowhere? Jot them down.

It is so important to take note of these thoughts as they come to mind. Keep a notepad with you all of the time. Or, carry a recorder. Call and leave yourself a message. Use an automated message system. These little nuggets are gold. Don't let them get away.

If You Find Yourself Saying "I Don't Think Of Ideas When I'm At My Computer" Don't Be Surprised

Most people do not think of ideas while they are sitting at their computers. If you are one of them, that is not likely to change. Stop trying to force it.

Notes

a time. Do it consistently. You will quickly find that you have created a lot of content in little pieces.

You can then move on to creating a bigger project, either on its own or by combining the pieces you have created.

Schedule time for creating content. Once a day, once a week, once a month. Five minutes, a half an hour, an hour. Different times for different types of projects.

For instance, you could schedule 5 minutes a day to post to your blog. If you are continually adding to your idea list, a blog post should only take a few minutes.

Schedule a half an hour a week to write an article. With your idea list and the new techniques you have discovered, you could write an article a week.

Find a location other than your desk for your content creation. Utilizing many different locations is good, too. It could be a different room, the front porch, the back yard, and a secluded cabin. Just make it someplace different that you can also eliminate or at least minimize interruptions. The ideas will flow.

When you are ready to start your project read over the entire idea list and select the items to include in your project. The shorter a project, the fewer items you need. The longer your project, the more items you need.

Start small. A blog is a great place to start.

The Ever Infamous “I Don’t Have Time”

One thing that everyone in the world has in common is they have twenty-four hours in a day. Effective time management is a skill no one should be without. If this is a skill that could use improving in your case, take the time to do so. The rewards are worth it.

Time management skills aside, something besides time is holding you back. Anyone can find something they have to do and be too busy to do the things they don’t want to do, don’t know how to do or are afraid to do.

Schedule time regularly to create content. Many people don’t do this and say that it is because they don’t have time. What is more likely is that they are worried that when they get to the scheduled time they won’t be able to come up with any content.

If you think you have to set aside huge blocks of time to create content, this is not true. Once you are done with this course you should have enough knowledge to not be concerned that you won’t be able to create content. Rare is the person who can sit

Notes

Collect facts about your topic or niche. Jot down what you find out in books, magazines, from the TV, on the Internet, and from courses. Anytime you hear a new fact jot it down. Make a note of where you found the information.

When you are watching a TV show, reading a book, listening to audio or at a seminar and you think, "I knew that" or "everyone knows that," add it to your list. Most likely everyone doesn't know that.

Make A List Of Benefits To Your Target Audience Who's Visiting Your Site

Say you have a website on wild birds. A **fact** would be that certain birds eat this for food. The **benefit** to your target audience is that now they know what to feed to which birds.

Add to your list any thoughts and ideas you have about your topic. Don't pre-judge your thoughts. Write them down.

On your list, include questions people have about your topic. This could be from emails you receive. This could be from the frequently asked questions page of your website, if you have one. This could be questions you are frequently asked when someone hears what you are involved with. You could use a survey to find out what questions your visitors have.

Problems your target audience has should also be on your idea list. What are their issues, problems, obstacles, frustrations or difficulties? Again, you could do a survey to find out.

Have A List Of Your Keywords

Find a friend, mentor, coach, spouse or relative who is open-minded, but who is not involved with your topic. Take 15 minutes, a half-hour or even an hour – heck, do it over coffee or lunch and make it fun. Explain to that person about your subject. Have them ask you questions about what you are telling them. Take notes. Or, better yet, record it. Add to your list all of the things you told this person.

Take special note of anything they really had no idea or that they found particularly interesting. This can be a really fun time and will help you realize that you know more than people not involved in your topic. You probably know more than you think. You can help people by sharing your knowledge.

Anytime you are talking with someone about your subject and they say, "I didn't know that," alarm bells should ring in your head. Whatever you just said should be on your list.

Notes

Toughen up a bit. Listen, if you're tough enough to be in the Internet business or have a website up, than you are certainly tough enough to handle some negative feedback.

It's up to you what you do with it. You could just trash it. Let it go. Or you can use it for content. Use the criticism as an introduction to creating another piece of content on the same subject and explain further why you stand by your opinion.

Notes

Next . . . It's Time for Some Fun Idea Building



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Section 7: It's Time for Some Fun Idea Building

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should be happy. If you have to force yourself to smile at first, do so. Laugh about it – ah ha, I've added another piece to that puzzle.

Allowing your creative mind to engage means disengaging or suspending your adult, critical, and logical mind for a bit. When you are creating content, do not edit your work. This is like putting a screaming stop sign in front of your creative mind just when you got it going. Don't worry about spelling, grammar, re-wording, being critical – none of it. Just create.

Go back later with your critical mind and do the editing and correcting.

So what if you are stuck in a place and going elsewhere to stimulate that kid inside is not an option? Use your imagination. Imagination is also from your child ego state. Do you remember how vivid your imagination was as a child?

Mentally take yourself to another location. Picture yourself having fun. If possible surround yourself with images that will help you.

Geeze, if you have to, hide in the bathroom for a few minutes and picture yourself skiing or swimming or whatever it is you like to do for fun. Let your body and your mind get psyched up and then go create your content.

Bring in some props. On one particularly difficult project, I went out and bought a magic wand, complete with sparkles and shiny streamers. Our customer would come to us and ask for the impossible. After he left, we brought out the magic wand. We waved it around for a few minutes and laughed about the request.

Then we started doing what needed to be done to meet the request. We came up with ideas of how to improve our completion. Even if we couldn't meet the customer's request we still did better than what we originally had thought. And this was with a bunch of construction workers.

Laugh, have fun, make it a game.

It's time to let go and be creative.

Notes

It's Time for Some Fun Idea Building – Self-Assessment Questions

1. Close your eyes and remember three places or times in your life when you really felt creative.

2. List five things you have fun doing. (This is your private list. So let your hair down and your inner child out to play.)

Next . . . Article Building – The Start



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Section 8: Article Building – The Start

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Notes from Editor:

No matter the number of articles, this technique can place you on the path to your info product.

Next . . . Article Magic Technique



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Section 9: Article Magic Technique

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Then you can do a word count and see if what you have created is too long or too short. You may find that if you just let yourself go like this that you will have created something that is too long for one article. You can break it up into multiple articles. Add some paragraph breaks. Tweak the wording a bit.

Have someone proofread the project. This is the time to break the content into paragraphs, edit it, run spell check. You're done.

Notes

Article Magic Technique – Self-Assessment Questions

1. Choose one of these openings to get you started:

Once upon a time...

This is what I learned...

Someone once told me...

My girlfriend (boyfriend, spouse, etc.) said...

I figured it out...

It happened when...

There I was...

Before I knew this I...

2. Then just start writing about your top topic. Just keep writing till you run out of paper, ink or ideas on that topic.

Next . . . Content Creation As You Talk



Info Product
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How To Build Your
Content

Module 2

Section 10: Content Creation As You Talk

By Lori Steffan and Jeff Wark

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Module 2

Section 11: Public Domain

By Case Stevens

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Domain. In general, anyone may use or exploit these works, whether for commercial or non-commercial purposes.

In this report we will talk about Public Domain in the United States. But it really isn't limited to the US.

In (almost) every country in the world there's a law about copyrights. And although the details of such laws may be very different, the basics will almost always be the same. So, Public Domain isn't restricted to the US only, it exists everywhere.

The copyright laws of the place where you are located govern what falls into the local Public Domain category. But strangely enough they also govern what you can do with Public Domain works from other countries.

If you are outside the United States, check the laws of your country in addition to the terms of this agreement before downloading, copying, displaying, performing, distributing or creating derivative works based on Public Domain information.

Another reason to check and double check about copyrights, even if you are in the US, is, that these laws in most countries are in a constant state of change.

Can't be careful enough! I'll show you a great resource later on.

Ok, in the US, at a very basic level, we define Public Domain as:

...anything that is NOT protected under US copyright law. This includes ALL works published before 1923 AND, under certain conditions, works published up to 1978. A 'work' can be anything: a book, a play, music, photographs, movies, instruction manuals, courses, reports, posters, etc...

And THAT, dear reader, opens a lot of opportunities.

First, I should state clearly that there is no other business in the world that is more profitable than the 'information business' i.e. selling books, manuals, reports, photographs, posters, coupons, gift certificates, courses, etc...but...

Why Is Selling Information So Profitable?

Well, you don't need stock, there's no shipping and there's no handling, because all of the information you sell is electronic. That means you create your information product, automate the whole sales, payment and delivery process and you sell that same product over and over again while you're on the beach or spending time somewhere else.

Notes

The biggest problem for most individuals who want to enter this enormously profitable business is that they have to either create their own information product or secure (by paying an up-front fee) the rights to sell someone else's product.

So most people creating their own information product is very hard to do... they can't write or don't like to write, they find it...

...difficult or impossible to even think about writing an entire book!

If you love the idea of publishing information as a business model but you don't want to or can't create your own book or manual... what do you do?

Public Domain!

Here's Another Advantage

You may know that you can buy 'resell-rights' to other people's products. You find a deal where someone else will allow you to purchase a 're-sale' license to their book or manual. In most cases these 'rights' can be purchased inexpensively. The problem, of course, is that everyone else has discovered this secret and ...

... have purchased the rights to the same book you just bought and is selling it all over the Internet!

Not only have you lost exclusivity, but in most cases the 'product' has been discounted to attract sales that there's no profit margin left in the sale of the book!

On eBay e-books are heavily discounted and sell for pennies. What profit is there in that?

Now, you can also purchase rights that are much more expensive and exclusive... \$900, \$1,500 up to \$15,000 or more for the 'rights' and, in many cases, you'll have to pay royalties on each sale payable quarterly to the copyright holder. This will certainly make your product more exclusive and sales will be better, however, you are still faced with enormous competition... because...

...the investment required to purchase these rights will have attracted the most dangerous competition of all... sophisticated marketers or as I like to call them: "players with money."

Yes, these players are competing against **you!** Not good news if you're just starting out or want a good chance at making a lot of money with your 'reprint' right product.

Notes

Now, Let's Compare That With Using Public Domain Info

First, securing the rights to public domain information will cost you nothing- **they are 100% free to use!** It may cost you a few dollars to 'buy' a used book or course you find in a used book store, but those costs are really minimal.

Second, there are thousands of works to choose from in thousands of categories and since almost no one knows this kind of opportunity even exists...

... you will be able to dominate entire markets before your competition even knew what hit them!

Third, since you do not have to purchase a large stockpile of inventory and you have no major competition you can spend your money where it matters most: creating marketing that makes you money!

Not every kind of work in the public domain will have a market but here are some examples of book topics you could be re-publishing that have an **excellent** market right now:

- ◆ mind reading, thought transference, etc.
- ◆ marketing, advertising and copywriting
- ◆ trading stocks and commodities
- ◆ collecting: figurines, Wedgwood, pottery, etc.
- ◆ handwriting analysis, palmistry and the occult
- ◆ herb remedies and natural healing
- ◆ children and stories (especially those with color illustrations)
- ◆ posters (or images that can be turned into 'posters) of all kinds – the 'patriotic' ones are especially popular right now
- ◆ ... and so much more!

The market is huge!

I'm Sure You Know Who Walt Disney Is –

Do you also know that he based his entire business on fairy tales that were popular in the early 1800's, The Grimm Fairy Tales? Yes, he knew that the Grimm Fairy Tales were

Notes

But you can also read it out loud and record the information. I have had many requests from people having trouble reading electronic stuff asking for an audio recording. And some people want such audio to listen to it in their car while commuting so they have something useful to do.

Don't underestimate this market! Parents would love to buy children's stories on CD, so they can have a few quiet moments for themselves. Huge niche!

If you have a Public Domain recipe book and you're able to create videos while you cook the recipes, it's possible that you can create a huge business.

Other ways to use Public Domain info are giving them away as bonuses, create articles, mini-courses or viral E-books or

List Building

Set up a mini site about a certain topic, like self-improvement, where you offer great Public Domain books for free in exchange for an email address and a first name. People interested in your topic would love to read these books. They don't know where to get them or they don't have time to find that out.

You do that for them and they'll be happy to give you their email address. Follow up with great topical information and presto... you're building a list!

Remember Rebecca Fine in the example above? She did it!

Now, where do you find Public Domain information?

Actually it's all over the place. The Internet I mean. But also in your local library.

You just have to look for them.

The US government spends billions yearly to have reports and information written about all kind of topics. Tons of them are available for free, because they are in the Public Domain.

I even know of a guy who knows exactly where to find very specific governance information. Guess who he's selling it to?

Yep, the US government!

Powerful stuff!

So what are you waiting for?

Think how public domain might help you, and go find the information.

Notes

Public Domain – Self-Assessment Questions

Take your workbook to a place near your computer. Go to: Gutenberg.org. This is one of the larger resources of public domain works. Look at your possible topics list. What works might compliment or enhance your topic?

Next . . . Private Label Rights



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How To Build Your
Content

Module 2

Section 12: Private Label Rights

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- ◆ You don't have to come up with your own product. Rather than spend days or even months coming up with an informational product to sell, you can use what is already written. This way, you can still make money without the specialized skills necessary to create your own product.
- ◆ You can change the contents of your purchased private label rights product if you wish. If you want to place your own name as the byline or throw in some personal stories to make the product more customer-friendly, you can. There's nothing holding you back from manipulating this pre-made product however you see fit.
- ◆ You can create your own version of the product. For instance, if you purchase the private label rights on several articles, you can compile these into one e-book. Or, you can sell the informational product as is and allow buyers to resell your product. You can also break the product apart into small articles or reports for newsletters and other such marketing devices.

You can do just about anything with your private label rights product once you've purchased it.

The Benefits Of Selling Private Label Rights

Selling private label rights also carries with it numerous benefits. Just look at what you can do by developing a private label rights product and then selling it over the Internet:

- ◆ Private label rights are highly profitable. Because you are selling virtually all rights to a product to your customers, the product will cost more, therefore raising your profits considerably. Plus, those who buy from you are most often Internet marketers themselves and are very willing to shell out a bit of extra cash if it saves them time!
- ◆ Different rights mean more cash. If your customers wish to just buy your product, you'll make a standard amount of money. However, if you offer resell rights or master rights, you can charge up to ten times the normal amount! This is where the big cash comes in. When you sell the master rights to your product you not only allow your customers to resell the product, you also allow their customers to resell the product!

Of course, everything comes with its own price. That is why it is important to know the disadvantages of buying and selling private label rights as well.

Notes

Disadvantages Of Buying Private Label Rights

Buying private label also carries with it a few problems that should be addressed before plunging head first into this business. They include:

- ◆ There is a hefty price tag on private label rights products. While it costs less to buy a product with private label rights than it does to hire a ghostwriter, it can still be quite expensive, especially if the quality of the product is extremely high or if it is a very successful product.
- ◆ Private label rights content is often obviously the same. While you are buying the rights to resell a product as your own, it is very easy to spot private label content, as there are many versions of the same thing on the Internet. Words don't lie, and repetition across competing products (that turn out to actually be the SAME product) can turn off some people from going this route.

Don't be discouraged yet, though! After all, what business venture does not carry a few cons with the pros?

Disadvantages Of Selling Private Label Rights

- ◆ You've created a fantastic product yet cannot take credit for it. One of the main stipulations of private label rights is that you, the author, cannot take any credit for creating the product. Rather, each person that buys private label rights from you can claim the work as their own.
- ◆ You only make money from the initial sale. Unlike other Internet marketing businesses, you will not make additional money through affiliates or backend links in your informational product. This is due to the fact that those who purchase your private label rights product will be able to modify the content to include their own affiliate links and such.
- ◆ You must possess the skills to create the product. Because you are the creator of the informational product to be sold, you must possess the ability to write coherently and research thoroughly. You must also be able to create a product that is unique that will be in demand. These are very hard things to do and require a lot of time and commitment to get just right.

Notes

- ◆ You must be ready to commit time and a lot of it. To start from the beginning stages of research and outlining to a completed product that can be sold (and resold) can take several months for a really in depth product. Even though this is a lot of money to be made by selling private label rights, it may not be worth it for you.

In the end, you will need to weigh the pros and cons for yourself. However, private label rights are a very successful way to make money. It may not be easy money, but once your product is created, the sky's the limit!

Hiring A Ghostwriter

So far we've discussed how it would work if you were to write your own private label rights product. However, most Internet marketers rely on the talents of ghostwriters to craft their private label rights products.

You can find a ghostwriter on sites like eLance.com and RentACoder.com. While you will pay a fair amount to have these products written, you'll more than make that money back once you start selling private label rights products. The amount you'll make from selling the products is much more than what you'll pay the writer. Plus, you won't have to go through the headache of writing the product yourself.

If you are really ambitious you can even sell more than one private label rights product. It all comes down to perspective, really. How much work are you willing to put in and how much do you want to get out of this venture?

If you are willing to buckle down and create a product (or buy a product to resell) that is above par, you might just have what it takes to run a successful private label marketing business.

You can do whatever you put your mind to. Luckily, the Internet has made capturing opportunities much easier for anyone that wants to be a success. So, what are you waiting for? Start buying or selling private label rights today and you could be raking in the cash tomorrow!

Private label rights can save you time, money and effort. Successful products can be designed and ready for use quickly minimizing the time needed for product launch. The important tip to remember is to tweak/revise the content or software to put your personal touch on the product.

Notes

Private Label Rights – Self-Assessment Questions

1. What are some resources for private label rights for your niche?

2. When evaluating a private label site, what points must you check to avoid problems?

Next . . . Stealing Someone Else's Content For Profit



Info Product
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How To Build Your
Content

Module 2

Section 13: Stealing Someone Else's Content For Profit

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5. Make It Pretty

Normally I create my outline first, but that's because I've already done my research and know my topic. In this instance I'm guessing that you probably don't know a ton about your topic, so you first have to find the content on your subject and figure out how to put your own unique twist on it (create your system).

Find Your Content

After you read these two lessons from Mike Ambrosio and I, you're going to realize that it's a lot easier to find content than you ever imagined. Once you get your hands on the raw content, putting together a product will be an easy task that anyone (yes, anyone) can master. So where do we find the content? Easy, just look around you.

There's a world of information on the Internet thanks to search engines like Google, Yahoo and MSN. You can enter in the keyword for your niche and find dozens of resources for the raw content for your product – all thankfully provided by someone else.

Without dragging this out, let's just say that you can get your content from:

- ◆ Interviewing experts (some effort)
- ◆ Articles (little effort)
- ◆ Private label products and packages (some effort)
- ◆ By repackaging someone else's products (little effort)
- ◆ The public domain (some effort)
- ◆ Reinventing someone else's product (a little more effort)

We'll cover exactly how to get your content using the above six proven methods later in this lesson when we talk about product creation, but let's just say that it's a lot easier than you ever imagined. In fact, five of the six methods really involve little to no effort.

Create Your System

Creating a system (with its own unique language and techniques) will help set your product apart from the competition.

Before You Get Ahead of Yourself, Define Your Solution...

Too many people jump into the product creation stage without taking the time to really think through the solution for their

Notes

So the best thing you can do is learn how to create a compelling message for why consumers need to buy your product absolutely, positively RIGHT NOW. You do this through a process of looking at the major problems of your target market and looking at your product. Then you come up with a unique twist/hook that you use to sell your system to your starving crowd.

Now the above might sound difficult and time consuming, but the reality is that it's not.

Tony Robbins = NLP

South Beach Diet = A Healthier Atkins Diet

Jay Conrad Levinson = Guerrilla Marketing

Robert Kiyosaki = Rich Dad Poor Dad

The above writers took some existing technology or material, put a unique spin on it and made millions. Make that hundreds of millions of dollars from creating unique and powerful twists on information that already existed. That's the power of creating your own system for people to use.

If you're writing a non-fiction book that's geared toward the self-help market or is intended to help someone do something or achieve something, then it's absolutely critical that you develop a unique selling proposition or a hook as to why your book and system is better than what's out there.

Think hard and find out a way that your system will save people more time, money, effort and so on and you'll be rich beyond your wildest dreams. Time is our most valuable asset and in this new century we have less of it than ever before. We're all overloaded with information and we just need to find that simple magic pill that's going to work for us...effortlessly. If you can find a way to solve a major problem that people have and do it in a way that's faster, simpler and gets results faster, you'll be a millionaire before you know it.

Systemize to Profit

I'm not going to go into too much detail on this step because I don't want you to over think things. Just brainstorm and think up a way to create a simple system that's different than your competitors.

For inspiration, just look what Stephen Covey did with ***The Seven Habits of Highly Effective People***. By coming up with new language and creating a simple seven-step process or characteristics people had, he made it easier for people to remember some of the characteristics. Then whenever someone said, "We've got to think win/win," they instantly thought of Covey's book.

Notes

Create Your Outline

Develop Your Perfect Detailed Outline

Developing the outline of your e-book or info product is the most important step in the whole product creation process. Yes, you read that right – the most important step you'll take. In order to get your book written and written on time, you're going to need a well thought out and detailed outline.

Why?

The system I'm going to share with you requires that you pick out a topic or sub-heading from your outline and write about it for five to ten minutes at a time. You need to have the topics and points you want to make in your book ahead of time.

Most writers flounder around and get that scary disease called Writer's Block because they don't have a detailed plan about what they want to write. I know about the perils of not having a well-thought out plan of attack first hand. Without an outline, you're going to find yourself writing stuff that you don't need in the book and not writing the things you do need in your book.

Don't believe me? How about this horror story from my first book *The Secrets of Wealth*. It took me three years to write that book because I didn't have an outline and I was constantly editing that first chapter. Every day I would wake up motivated to write and bursting with inspiration, but when it came time to write, I didn't know where to start. I didn't know what topics I had written about and what I should write about next.

The result was that I never knew how much more I had to write, what topic to write about next or how much longer I had until the book was completed.

After I completed *The Secrets of Wealth*, I vowed never to repeat the same mistakes again. There just had to be a better way to get my thoughts and ideas down on the page in an organized matter. There just had to be...and I found it!

Once the manuscript was completed, I read every book and article that I could get my hands on to learn more about the process of writing. I visited chat forums, websites, and scoured the web for any information and tips I could find. I bought a couple of e-books that promised me I could write a book in no time following their system.

Most were pure trash and I didn't get anything out of them except a lighter wallet. Eventually, the solution that I came up with was to create two outlines for my next book and this enabled me to write my second book *The Wealthy Pauper* and

Notes

Step #9 Media and PR
Step #10 Learning How to Sell and Promote Yourself: What
You Need to Do NOW!

30 Day Action Plan
Afterward
Resources

With this approach, we were able to create a filing system that we used to segment any research, book excerpts, quotes, and articles that we came across while researching the e-book. We were able to create quickly and easily a binder to section out the research and keep our writing organized concerning our printout and pages written to date, as well as our electronic copies and folders through programs like File Manager on our computers.

The Organized Writer Is The Successful Writer

The Detailed Outline

Now take that Table of Contents Outline and start adding subheadings and additional points that you want to cover. This makes it a snap to jump to a subheading in your outline and write on that topic for five or ten minutes and then you're done with that topic until you're ready for editing and the second draft (which isn't for another 30 days).

You can check off the subheading and move on to the next one. By "breaking down" your Table of Contents Outline, you're better able to know where you stand with your book, its content, and how much more you have to do to fill in the gaps.

As for how "perfect" this detailed outline needs to be, the tighter and more succinct you can be with what you want to cover in a chapter, the easier it's going to be to write your book.

Don't sweat it if the entire detailed outline isn't done during this first day or two. In all likelihood, you're going to encounter some great bits of information or data while doing your research or reading through some of your notes and you can just add to the outline at that time.

The key is to get as much of it done so you have enough fleshed out topics to write on for the next couple of days.

Caveat: Don't spend endless hours fleshing out every subtopic you want to cover. That valuable time could be spent writing. Your outline is like a map that plots out your future course. You're creating this map in advance of actually getting to that topic and writing about it so of course there are going to be

Notes

Major Steps or Tasks My Reader Must Take To _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

I generally advise my coaching clients to stick with no more than seven to ten steps. People want quick and easy results and the more steps they have to take, the harder they think the process is going to be.

Create Your Product

Okay, now it's time to talk about one of my favorite topics: **Easy Product Creation Methods**. If you thought creating a product and writing was difficult, think again. It can be a lot easier – and more enjoyable – than you ever imagined, especially when you don't have to do a lot of it. Most of the proven product creation methods below, except for #6, will have you writing maybe 5 to 10 pages of content for a full-length product. Not bad, right? Let's get into it...

Proven Method #1. Interviews

Problem: you want to create a product in a niche/market that you know nothing about.

Solution: interview an expert.

Interviewing experts is the easiest way to create an info product these days, especially if you record the interview, have someone else transcribe it and you then turn that word document into a downloadable PDF product.

Whether through collaboration or co-authoring an e-book or perhaps interviewing the expert, you can instantly create a product to sell based on the knowledge of the expert. This is

Notes

- ◆ Take the Content - Copy, paste and format the content and you're pretty much done.
- ◆ Add an Introduction and Closing – Okay so you have to add a page introduction and a page at the end to say what they learned and so on, but we're not talking a lot of writing. Just the bare minimum.
- ◆ Get Permission - Don't forget to ask permission from the author to use their content in your product. Most authors will have a line after their articles that tell you that you can use the article if you just include their contact information.

Can you actually do this? As you'll learn later in this e-book when you read my interview with Yanik Silver, it's very possible and very easy to do. Yanik used this very technique when he created *Autoresponder Magic* and *Million Dollar eMails*. He just asked the biggest gurus he could find for their messages in their autoresponder series and copies of the emails they've sent out.

And no, he wasn't some huge industry insider at that point. He was just getting going with *Instant Sales Letters*, but he came up with a killer sales letter (go figure) to these gurus to get them on board.

Proven Method #3. Private Label Rights

Let's talk about the perfectly legal way you can take someone else's product, put your name on it and claim it as your own.

What? How's that possible you're thinking?

Let me explain. This is really a new concept that's exploded on the Internet in the past few years. What you do is buy the private label rights to a product from the product creator and you get your hands on a completed product in a word document format. You can do anything you want with the information – cut it up into articles, use it for blog posts or even create a full-length product out of it (with your name on it).

Private Label Rights or PLR for short really got kickstarted when Jimmy Brown first created his *Profits Vault* membership site. What Jimmy did was take a hot niche, research it and come up with what he called a raw product. This was a rich text or Microsoft Word® file that had a very simple e-book already done for you. All you had to do was repackage the e-book by adding new content and data. Next you came up with a new title and cover and you had a product that was ready for sale.

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Publishing is that it comes with web hosting, autoresponders, products, and a ton of resources you can use to create your own products. It's definitely worth looking into.

Proven Method #5. Public Domain

Not interested in paying for your product's raw content? How about finding information in the public domain...for FREE.

The public what? The public domain, that's what. When something is in the public domain, it just means that the book or written material is now part of public property and is free to be copied and distributed by anyone. Savvy Internet marketers are scouring the web for out-of-print and non-copyrighted material to market, all the while keeping 100% of the profits from selling something they got for free on the Internet.

This method is just gaining acceptance, or should I say "visibility" within the Internet marketing arena. But is it really that easy? Yes and No. Yes, all you have to do is write a new foreword to the book or maybe bundle the book with a few bonuses, put up a website and you're in business. That's a cakewalk compared to researching, planning, writing and editing your own information product.

However, it used to be a rule of thumb that if it was X years after the author died or published before a certain date, you could be certain that the material was in the public domain. That's not the case anymore. You have to do your homework and make sure that it definitely is public domain or else you'll find yourself on the wrong end of a lawsuit.

One caveat, most government documents and publications are available free of charge. This means you get to copy the information word for word and sell the information as is or incorporate it into one of your products. When you read *33 Days to Online Profits*, you'll read about the story of Terry Dean who took a book called *Scientific Advertising* which was in the public domain and added some of his own writing to it to create a product that he now sells for \$29.97. To see what he's done to create a great product out of free information, visit: MrMarketer.com.

And if this method of creating products has peaked your interest, Yanik Silver came out with the definitive guide on the subject called *Public Domain Riches* that tells you everything you need to know about finding, marketing and profiting from products you didn't even write or create.

Notes

Proven Method #6. Reinventing Another Product

And now for the method that inspired the title of this lesson...

Terry Levine once wrote, “**Being an inventor is an expensive proposition. Be a makeover artist.** That is much easier to accomplish. In other words, find a market that some companies are currently trying to reach. Then, figure out what mistakes they are making...what the customers really want...and create a better mousetrap in the process.”

I simply love that above quote and it’s no wonder. Improving products is one of my favorite ways of coming up with my own products. It can be argued that all my e-books except for *Become an Expert in 30 Days...or less!* have a lot of competition. To a lesser extent, *Teleseminar Magic* doesn’t have a lot of competition, but there are a few other info products out there that it competes with.

But I mean how many e-books are there on writing e-books and writing books? Tons and yet my two e-books *The One Minute eBook* and *Write It Fast!* have cut through and become best sellers because they had **sexy titles** and have better than average sales letters.

Oh, and they deliver...unlike some of the other products they compete with.

The way I use this “Improve on an Existing Product” technique is I take a look at some of my favorite books and e-books and I ask myself some questions:

- ◆ What do I hate about this product?
- ◆ What do I wish it did more of?
- ◆ What do I wish it did less of?

I write down my first reactions to the questions and then with my answers in hand, I start shaping my product idea and the outline of a system that addresses the issues I have with the other products on the market.

Note, this is much easier to do with a physical product versus an e-book or a book. For instance, if you’re using a vacuum cleaner and notices that it’s always losing suction, you could go and create a vacuum cleaner that never loses suction. This is exactly what that guy with the cool accent did for this pretty boring niche. He’s made millions.

To recap, you **MUST** find a product and **improve it**, focus in on a specific niche with the product, then market the heck out of it and you’ll make a very healthy income thanks to your efforts.

Notes

Buy The Competition And Analyze Their Products

So the first step is to buy the top products in your niche. A few weeks in advance of writing my e-book, I hop on over to Amazon to see what the top books in my niche are and I buy them. I then scan through the books and highlight a good passage or material that I can quote for my e-book. I take notes, notes, and more notes.

Actually, right after I order the best-selling books in my niche from Amazon, I hop on over to Clickbank and see what e-books are tops in my niche. What do I do? You guessed it. I buy the best sellers and read them cover-to-cover. Highlighting and making notes in the margins where necessary.

Then I take all my books, e-books and notes and set them on my desk in plain sight. I like having my research at arm's length. Then with all of the information I've gathered over the past few weeks, I create my outline. More on this in a moment, but first, let's talk about an important lifesaver that you should definitely have.

Your Model E-Book

In the process of reading all of these books and e-books, you're going to come across an e-book or two that you absolutely love. What do you love: the layout, the font, the cover, and the resources the authors have included, and so on? Why do you have to analyze these e-books so carefully?

Because they become your model e-book(s). What's a model e-book? It's something you're going to rely on A LOT over the next few days and weeks. This e-book or book will help you with everything from the research to the editing to the polishing stages. Trust me. Keep them close at hand and see how many times you refer to them.

Don't Plagiarize: Rewrite And Refresh

And lastly, a word of caution: please don't plagiarize someone's work. That's a big NO-NO. It's easy enough to use a product as a source of inspiration to help you write the sections of your product. If you get stuck trying to write your e-book or create your info product, bring in a partner if you have to or hire a ghostwriter to smooth out the rough edges of your product.

Again, take a look at their content, create your outline, find a few more pieces of content by using methods 1 through 5 and then create your own unique product. Just don't overcomplicate the process!

Notes

about providing all of the footnotes and backup to what you're saying. You're the expert, remember? Your readers will take your word for it.

Polishing It

I go through this process in detail in *The One Minute eBook*. I think I devote several pages to the subject in that e-book, but I'll tell you how to do it right here in as little space as possible because I don't want to sidetrack you from getting your web-site up and running!

Get Your Model e-Book

Get yourself a model e-book or book or whatever type of product you're working on. By model I mean best in class for your category. Let's pretend you're working on an e-book. Your next step is to take that model e-book and print out a few pages. Then you go through your e-book and you try to format your borders, your font and your spacing in the same style as the other e-book. Why borrow from the best? Because this little tactic dramatically decreases the amount of time you spend on stupid formatting issues.

Use Bullets and Lists

This helps to break up the endless stream of paragraphs. They also act as mini headlines because they call attention to themselves. Bulleted items also serve to reinforce the material in your paragraphs and they help break things up a bit and give your readers eyes a break.

The White Space Game

Where appropriate, add in an extra space between paragraphs or subjects to make it easier to both read and keep two different thoughts, strategies and ideas separate from one another. Use this technique selectively because you don't want your e-book to be considered a long special report that your customer overpaid for.

Keep it Consistent and Simple

If you're using a 12point font in one chapter and you use a 10-point font in another, you're not being consistent. The same goes for your headers, subtopics and other formatted areas of your e-book. When you're consistent, your product will look professional. And one more thing, don't get fancy. Don't get cute and don't get weird with your formatting. Create a clean-looking and easy to read product and your customers will thank you...with their dollars and their referrals to their friends and subscribers.

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Make Sure You Take The Time Though To Incorporate Their Suggestions And Changes

If enough people are saying “Chapter 3 is a little light” or “Chapter 3 needs some work” you’d better get cranking because chances are they’re right.

Don’t take it personally. While it might seem like it at this point, your e-book is not a part of you. It’s a product, that’s all. Your job is to create the best product possible and get it to market as quickly as possible. You want to create an e-book that people are going to love and mention in news groups, discussion forums and their e-zines...so take your peer reviewers’ comments to heart and make the necessary changes.

Your bank account will thank you.

What’s In It For Them?

When you send a request to your peers and other gurus to give you a testimonial for your product, you’ll get 99 out of 100 giving you a very favorable testimonial for your e-book. Why? It’s the whole “What’s In It For Me” mentality. Your guru that you’ve reached out to is now going to get exposure to everyone who visits your web-site AND if you give them first crack at promoting your e-book through your affiliate program, they’ll make a LOT of money from promoting YOU.

And just like that, in the span of a few days you can have your very own completed info product. Does the system work? Of course it does. I recently created 30 e-books in 30 days as part of a self-inflicted challenge to myself to prove that the above system I shared with you works.

Don’t get me wrong, it wasn’t easy and there was some effort involved, but now all those sites are operating on autopilot and my next job is to drive traffic to my sites, kick back and cash my checks.

Don’t you just love being a published author? I know I do.

So what can we learn from all of this? Quite simply...

- ◆ You DON’T have to be an expert on a topic to create a product
- ◆ You CAN create a product even if you don’t know how to write well or fast
- ◆ You DON’T need a lot of money to do it
- ◆ You DON’T need a lot of time to create your product
- ◆ You DON’T have to have an original idea to create a bestselling product
- ◆ You CAN repeat this processes over and over again

Notes

Don't over think the process. Just get started and work on your product every day. Follow your outline, minimize the distractions and before you know it, you'll have a finished product ready for sale!

Notes

Next . . . How To Make Money With Rebrandable And Source Code Software And Scripts



Info Product
Blueprint
1st Edition

How To Build Your
Content

Module 2

Section 14: How To Make Money With Rebrandable And Source Code Software And Scripts

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How To Make Money With Rebrandable And Source Code Software And Scripts

Mike Ambrosio is MrOverdeliver.com and once you read this section you will realize how he got his name. One important thing to know. Mike is not a computer programmer. With his work experience in a scientific area and online experience, he's learned to spot trends and edit software.

So take the time to read this section, and see if adapting software might be in your info product future.

Making money with rebrandable software (Private Label Rights) or with source code is not only possible, but also simple . . . and often times, inexpensive! This is something I have done several times.

This is NOT to say that every time you do this you will make a killing. Not likely. But you CAN make a few hundred dollars a month if you come up with software people want, and you market it right.

Let's use a real-life case study. I obtained the rights to a PHP script that automatically backs up databases. It was a very functional, but a bit limited, piece of software. It is installed on a website and backs up MySQL databases automatically.

So lets take a look at what I was able to do . . .

Let's start off with a quick look at the script as I received it:

- ◆ Could only back up one database per install, unless you named your databases with the same user name and password.
- ◆ Could only put the backed up SQL file in a folder on your server.
- ◆ Back up manually from within the script admin area
- ◆ Could email user whenever an auto backup was complete, sending a link to download the backup.
- ◆ You could log in to the admin area and do a manual backup and download.

Now, let me tell you – this is limited but still WAY better than logging into your Cpanel and doing it yourself. Let's face it – who actually DOES that on a regular basis! But after using it for a few months, I decided I wanted more features, and ALSO wanted to make the admin panel more user friendly and sell it.

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So with all that in mind, I chatted with the programmer of the script. Turns out he made the little tool for one of his hosting clients so they could back up their database, so this nifty little tool was not even on the market.

Great for me!

After some lengthy conversations, we agreed on a price. Actually, more like an agreement. We arranged for a 50-50 split on all sales for one year.

Great! No up-front money there. BU...no additional programming included. THAT would cost extra.

Ok, not a problem. I decided that to raise the money for improvements and additions, I packaged it "as is," gave it a name, a website, and put a price tag on it. Let's break this down a bit so you can see the costs involved:

1. Domain name - 9 bucks a year (GoDaddy)
2. Website Hosting – truthfully, I have my own web server, so I simply set up a new account. But you can find low-cost hosting almost anywhere these days. 10 bucks a year, five bucks a month . . . VERY affordable for what our needs are.
 - a. Needs for hosting: a small package would fit just fine here. 50 MB is MORE than adequate. Email, database, ftp, etc. All pretty standard these days.
3. A website. Now, depending on your skill level or budget, you have many options here. I tend to build my own websites, but my design skills lack severely, so I usually pick up a free or low-cost template. \$25 will get you a decent one for a site like this. After all, you only need a sales page, and a download page. You can also outsource this – more on that in a bit.
4. Graphics. In this case I made my own box cover. But you can find people to do this for as little as \$37 if you search hard enough. Check on some of the marketing forums for people running specials, etc...
5. A payment processor. Once again – you have choices.
 - a. PayPal is free to join and set up to take payments. It is very popular and widely used.

Notes

Next Phase:

Now it was time to sit down and decide on what I wanted to add to this software. It is important to know exactly what the program CURRENTLY does, and what you WANT it to do. So take the time to play around with it, experiment with it and really think about what you want. This is VERY important for the next step.

Now it's time to get it programmed.

I went back to the original programmer with my "wish list." The wish list included:

- ◆ The ability to back up multiple databases with one installation.
- ◆ The ability to back up databases from different sites with one location/install.
- ◆ The ability to be more flexible with the automated time setup. I wanted to be able to back up some databases weekly, and some daily, choose which day of the week, and the time of day.
- ◆ I wanted the ability to automatically send the backups to another server via FTP. This way I could have a copy of the backup in multiple locations.
- ◆ The ability to not only send you an email with the download link, but also detect whether or not you downloaded the file and send you a reminder to download the backup. This feature with the ability to turn it on or off.
- ◆ On-board popup help tips throughout the admin area.
- ◆ The ability to test the automatic backups

Important note here: the list you see above is not very detailed for the sake of space in this section. However, it is important to be VERY detailed in what you want, what you don't want, how you want it to work, how you want it to look, etc. This is because most programmers will give you exactly what you ask for.

YOU know what you want. If you don't tell them, you will only get what you asked for. Then you will have to get additional programming at additional cost. Remember – measure twice, cut once. This applies here.

Next Step...

I now have my detailed specifications ready to go. I submitted it to the original programmer. But the price was a bit out of my budget range. My next step was to put it out for bid at RentACoder.com (my personal favorite – but there are others out there).

Notes

When using one of these services, you must really do your homework before selecting your coder. There is usually a rating system, which includes feedback, any arbitration results, etc. This is very valuable information. You need to take all of this into account when making your selection. Cheapest is not always the best answer.

Once I chose my programmer, the wheels were set in motion. He had all of my updates incorporated inside of two weeks. After testing, and sending it back for a few tweaks and fixes, it was ready. I happily paid my programmer.

Total cost for my upgrades: \$200

Marketing The New Version

Well, now I was ready to go to market. Only now, I had a very robust piece of software.

All I did here was give this version an entirely new name, tweaked the sales copy to include all of the new features, changed the graphics, and I was all set. I was able to do all of this with the remaining profits left from the initial sales – but I had also made a few MORE sales of the old version while all of the upgrades were in progress. It was funding my project.

That is powerful and you need to think about that a moment. It was a self-funded project. No cash outlay from me. It all came from sales of the original product.

Since the new version had more features, the price – of course – went up. As well, I lowered the price of the “lite” version.

- ◆ Lite version - \$39.97
- ◆ New version - \$77.00

I put the word out to my affiliates, testers, my list and my customers. My new launch started with a bang – 28 sales the first week.

Now, I realize when compared to some launches this is not much. But that’s ok. It was making a profit. And it was steady for about a year at eight to ten sales a month. I was profiting about \$350 a month. Again – not stellar...but that IS a car payment. Or in some areas, a mortgage payment.

During the course of the year, I was able to leverage things a bit. I held a limited resale rights package at \$97. I sold 50 sets. Then later in the year, I sold 10 rebrand licenses at \$147 each.

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And finally, in it's current form, I now offer the script for only \$27, with an automatic upsell (resell rights) for \$37. The upsell converts at roughly 65%.

I also now put in a required registration for upgrades – allowing me to also use it as a list building tool.

As you can see, taking ONE source code product, making it my own and negotiating a fair deal, I was able to make a decent amount of money. But here's the BEST part...

I have done this with SEVERAL pieces of software.

In one case, I bought rebrand rights/sourcecode rights to a Wordpress plugin. I added a few small features, made it my own with graphics (which incidentally, now most sourcecode products COME with a sales page AND editable graphics now. They're usually not great, but they ARE a great starting point!).

I then wrote the copy, and launched it – all in a weekend. Hey – it was rainy and I had nothing better to do. By Sunday night, I made back ALL of my investment in the purchase of the source code rights, domain name, website, and graphics work. And made a good profit.

This one now averages about \$300 per month. Put that together with the last one, now we're pushing \$700 a month. And I do not actively promote either software. It is mostly driven by affiliates.

Which brings me to the final piece of the puzzle. You need to make it easy for affiliates to promote your products for you. There's several things you need here...

First, a good commission. I typically go with 50%, and why not? Half of SOMETHing is better than all of NOTHING, right? Plus, it makes it worth their while too.

Next, have affiliate tools ready to go: Graphics, banners, pre-written emails, articles, signature ads, e-zine ads, keyword lists/PPC ads... you get the picture.

When you make it lucrative and easy, you will get more people to promote for you. Then you simply sit back and watch the sales come in.

So what can we learn from all of this? Quite simply...

- ◆ You DON'T have to be a programmer to create and sell software
- ◆ You DON'T need to take out a loan to afford to do this
- ◆ You DON'T have to be an expert copy writer
- ◆ You DON'T have to be an expert marketer
- ◆ You CAN repeat this over and over again

Notes

