INFO PRODUCT BLUEPRINT

WORKBOOK

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

CREATED BY **Kenneth A. 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.

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Info Product Blueprint
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Packaging

Module 4

Module 4: Packaging

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Module 4

Section 1: How To Create Photographs

By Mary E. Mazzullo

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How To Create Photographs

Mary Mazzullo is an amazing photographer who has done photography sessions for Kendra Todd (only female to ever win The Apprentice), Bill Romanowski (football player for 49ers and Broncos – just in case you did not know) and Joe Polish, not to mention almost every Internet Marketer worth mentioning.

What you will learn in this Section:

◆ What you need to do to produce quality graphics

◆ Create quality professional graphics of you and your products

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When thinking about photography for your websites, there are some important things to consider.

Poses, Attitudes and Suggestions

First, you want to think about your product. What is it that you are selling? Does it have an attitude?

Is it serious, fun, or educational?

Check out some similar product websites to see how they are represented. What do you like about the way the models are presenting that product?

Do you like the facial expressions? What about the stance of the person – is it right for the product?

Are they seated, or standing, jumping or thinking? What body language is suitable for your product?

Are they holding a product? Is it a book or a CD, or a golf bag? Is the person in the photo comfortable and believable in their interaction with the product?

Now that you have observed what you like best in the poses of those models, either print out that page, or write down the description. Sitting, leaning forward, hands folded in front between legs, looking up at the prospect, with a concerned look? A smile? A frown? A quizzical look? Which best suits your product and the image that it is important to project? Include all details in your description.

Think about this – Leaning against a tree, casual in stance, musing about the bike ride in the country on a sunny day, which was just enjoyed because of the quality bike they just received from your site. In this case your model (or you) would be appropriately dressed for a bike ride, hair a bit tousled, helmet in hand (your 'go-with' sale). You want to look energized and refreshed, not tired or winded!

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Because this particular product may call for an outdoor shot, assure that there are no distracting backgrounds. Then if necessary, do a little Photoshop work, and blur the background a bit more.

Take your time with the shot, and check it often in the digital camera viewer. Are there bright sunny spots, or too dark shading? It may be a good idea to take your laptop and check the photos right there on location. If it isn't what you need, you will be able to adjust positioning right then and there.

You will be delighted to see that with some forethought and care, your photos will become exactly what you need.

What do you wear?

If you are selling professional services and products – dress appropriately. Men – suits (or sports coat and dress slacks) and ties are going to be your best choice. You want to project the style and attitude of the quality your product is going to bring into the lives of the purchaser. Stay away from white.

Do NOT wear a jacket with any kind of even a hint of plaid patterns. These will distort into a wavy pattern, and it is quite distracting. You can blur a bit to take that affect away somewhat. However, I believe that the least manipulation that needs to be done, the better. Always try to wear a color, rather than white shirt. It will enhance you, and will photograph better.

If you choose to wear casual clothes, be sure that the color is flattering to your skin tones and hair color. Never wear yellows or oranges, and even reds can be difficult on a lens. Again – no plaids, and stripes are questionable. If you aren't sure, ask a friend who gives good advice about what looks best on you.

Ladies – Suits with skirts or slacks will be your best choice. There are always appropriate exceptions – such as if you have an image you want to project that will complement your product better if you wear a dress, black leather or soft sweater look. Judge each product/information you will offer, and dress accordingly.

Of course this goes for anyone – but be sure that your outfits are clean (no stains on the front that you may have forgotten about – they will show up on camera). They should be ironed, no wrinkles are best – you want to look fresh, crisp, polished. It relays an attitude that your customer will pick up on instinctively.

Grooming

Haircuts should be at least a couple of days old. You never want have your hair cut the same day as your photo. If it

happens to be absolutely necessary, ask your stylist to make it look a few days old! They know how. If you color your hair, make sure you touch it up before your date with the camera.

You will not be happy with the results if you don't!

Ladies and Gents – take your comb or brush, and check a mirror. You know what you want to see as the end result. Help your photographer achieve that for you.

Ladies – take your lipstick and any necessary makeup (mascara?) with you. Touch it up as often as necessary. You want each shot to look as perfect as the last. Hair spray – take it if you need it.

You are the only one who knows what you want to look like – do all you can to assist that end result.

Preparing for your Photo Shoot

Practice the poses you like best before you ask a photographer to take the shots. This will make you feel more confident when they begin to arrange you according to your instructions. Be sure that your photographer understands the importance of capturing the right emotions in your pose. This is absolutely vital – and the key to what sells the product on your website.

Do take some time before your photo shoot, to research websites that have product presentations similar to what you have in mind. Print out the pages that have poses that appeal to you. Your photographer will be able to use those samples to pose you accordingly. Then you can achieve the results that will work for you.

Most photographers will be taking digital photos. If you are paying for their time, ask them to show you a Slide Show of what was just taken. This way you can know for sure if the moment you were striving for, was captured. Above all, do not get discouraged – Keep Practicing! It will become more comfortable.

Take your product with you, or use a white foam core board. The white board actually assures that your hands are in the proper positioning to be holding the message you will create for that space on your website. It is a vital part of your photo shoot. Have fun with it! Move it in front, to the side, kick it, hold it over your head, point to it – up, down, sideways – lean over it, cross your arms over it…You get the idea – Be Creative!

Have Fun – Your Confidence Shows Through

Most of all relax and have fun with the process. Enjoy the moment, and it will show through in your website. You will

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appear as someone who genuinely likes what they are offering to their customer. Be sincere and it will show through to your prospect. Your customer will know.

Excellent photography will go a long way in assisting you to create an ongoing relationship with your customer. Get those photos onto your websites, and change them up often. Keep it fresh and new with each new addition to your product list.. Give your customer a reason to keep checking back to look at new products – and have a new presentation photo for them to view. They won't get tired of seeing you.

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Next . . . Graphic Design Advice That May Save Your Life…Or At Least Your Project

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Section 2: Graphic Design Advice That May Save Your Life…Or At Least Your Project

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Section 2

Graphic Design Advice That May Save Your Life…Or At Least Your Project

Graphic design is one of those things that can make or break your info product. Good graphics enhance your message and give your project that professional edge. Amie Brooks, Artistic Director of ACOM Creative, takes us through the steps of hiring a graphic designer and gives us tips on having a successful graphics project.

What you will learn in this Section:

◆ How to find the right graphic designer for your project

◆ Questions to ask when hiring a graphic designer

◆ Tips on creating a successful working relationship with a graphic designer

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Design 101

Some say there is a graphic designer in everyone. And although I believe that's true, I also believe that when you need a job done right, it's usually a lot simpler and more cost effective to call in the right professional.

In a market that calls for expert knowledge, quick turnaround and creative flare a graphic designer can be your best friend. Whether they design books, billboards, information products, or websites, a designer will take your message and, by selecting the right mix of type, color, imagery and texture transform the content into an informative, persuasive piece of visual communication.

Have you ever been stuck in traffic only to look up and have a billboard grab your attention? Or just think about the longs lines we have to sometimes stand in to buy groceries. Isn't there always a magazine or book of some sort that always persuades you to pick it up? And even our children, who don't have a clue about graphic design, seem to always gravitate to candy, toys, bubble gum (that's marketing to them, of course) while we're standing in those lines.

No one really thinks about the graphic designer who is behind it all, but without the expertise of this professional, the idea and the message, the product would never make it to market and be competitive enough to command the attention of consumers and ultimately facilitate the sale.

As the owner of an independent graphic design and marketing firm, I have worked with clients and projects galore: from small and large businesses all over the continental United States and abroad to Internet-based businesses, non-profit organizations and professionals (such as authors, speakers and brokers).

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In 13 years, I've learned a lot about pleasing clients, and all through the years, I've never had a client that did not become a repeat client.

Through this writing, I hope to offer some advice that will:

- Help you facilitate strong, profitable relationships with graphic design professionals

- Help you to better understand the graphic design professional and their industry

- Show you how having an awesome designer on your team can prove to be one of your best investments

Finding the Right Professional For Your Project

To find a designer, a prospective client should ask friends, business colleagues and graphics industry professionals to recommend design firms or freelancers and then study examples of their work. If you see pieces you admire, find out who designed them and investigate their professional background. Be sure to inquire about the designer's specialties, reputation, dependability and working relationships.

Jack-of-All-Trades?

It's important not to make a quick decision during the selection process, as all graphic designers are not the same. Graphic designers often specialize, focusing their talents to serve particular markets, such as magazine or book publishing, product identity and packaging, or advertising and promotions. You need a designer that specializes in your project area and communicating to your target market or at least find a designer who, although they specialize in various types of projects, have proven themselves in the area you need.

You are not looking for a jack-of-all-trades. And in reality, there is none. An honest designer will tell you upfront what they do well, and their portfolios should substantiate their claims. Be careful of the designer that claims they can do everything.

Exceptions to this rule do exist. If you are looking to work with a design firm that employs many talented individual, then they will more likely be able to follow-though on promises to provide multiple services well. In this instance, the firm likely has a pool of talent to pull from to meet your needs. They should still be able to show design samples that show consistent successful executions in a certain area of expertise.

Then, there is always the talented and experienced freelancer that seems to be able to do it all: catalogs, brochures, ads,

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billboards, product packaging, books, coloring books, magazines, newsletters, greeting cards, calendars, sell sheets, trade show banners and displays, logos, icons, T-shirts, and websites. That's quite an exhaustive list, but you will see designers offering these services and more all of the time…and many of them can actually deliver quality designs of all of these items very well.

The thing to know is that these designers will typically have a wide array of skills, but usually focus on creating these promotional items for very specific target markets.

For example, this simply means that these designers may concentrate on providing designs for teens or children, but may not have much experience in producing designs for a more mature audience. Or they may be well versed in designing for retail markets, but may not have much experience in designing a corporate look and feel for a more business-oriented market. Now, this is not *always* the case, but it is a good rule of thumb to follow as you carefully make your selection. You just need to ask plenty of questions and see plenty of work samples to be sure, the design professional can produce well the type of work you need.

Top 3 Questions To Ask

1. May I see your portfolio?

Don't just ask to see design samples, discuss the samples with the designer. Inquire how they came up with a particular concept. This one question will show you a lot about the designer. It will not only allow you to see if they have a solid work history, it will also let you know how well the designer verbally communicates.

You'll also be able to see if your designer is unprofessional and speaks poorly or disrespectfully of past clients. Be sure to also ask the designer what his or her role was in the development of each design. You want to know for sure that he or she played a main role in developing the design you are impressed with and that they really are capable of producing something of like quality for you.

2. How long have you been a professional graphic designer?

Experience is key when selecting a designer. If you are working on a very important project or a project with a rather large scope, you want to make sure you employ a designer that will indeed meet your requirements.

I do have to warn you, though, that these designers may not be inexpensive. They are well seasoned in their field and can give

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you awesome design options fast that can do wonders for your image. And in my opinion, the right professional is well worth the investment.

3. How did you get into the industry?

From this question, you want to find out if the designer was professionally trained or self-trained. Nether is right or wrong. Principles of graphic design can be learned and it can also come naturally to those who seem to be born with creative talent.

Most importantly, you want to know that your prospective designer is a trained professional. This question will also help you to find out if they are truly working out of their passion and expertise or if they were, for some reason, forced into the industry and just want to pick up a few extra bucks.

What To Look For In a Professional

In addition to questioning and listening, it's important to know exactly what to look for in a designer. According to the Graphic Artist Guild, some factors to that may affect a your decision to hire include:

Talent/Expertise

Talent may be difficult to define, but standard measurements are based on evaluation of the firm's portfolio, references and design proposal. As a prospective client, you will need to assess if the designer has the capability to develop an idea or concept successfully as well as if he or she can use type, color and imagery effectively for the message and intended audience. In your assessment, ask yourself these questions:

- Does the work have impact?
- Does it fulfill its function and purpose?
- Did the designer find refreshing and innovative ways to solve unique problems?

Chemistry

In any creative process, personalities count, and being able to communicate easily is essential. You'll need to establish a comfortable working rapport with designers.

Reputation

It may be prudent for you to interview clients or vendors whom designers have worked with to see if they have been team players, delivered on time and stuck to the budget.

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Capacity

The scope and scale of your project, and/or the designer's capability to accommodate your special needs will often dictate in the selection process.

Winning Attributes of a Graphic Designer

As with any other professional, the graphic designer you choose to work with should be:

- Excited about your project and needs
- Professional
- Punctual
- Familiar with your industry
- Flexible
- Organized
- A strong communicator
- Attentive and able to carefully manage minor details
- Courteous and always polite
- Ready to show a varied portfolio that displays a consistent high caliber of professional work samples
- Knowledgeable of basic principles of marketing and grammar usage
- Well-informed about how their designs will support the big picture

Be an Ideal Client

Provide the designer with all required project information.

As the expert in your fields, you must communicate your needs and objectives to the graphic designer in terms of the product and the market. Using their particular style and expertise, the designer should offer you solutions for your unique situation.

Being ready and willing to give the designer all required information and project components in a timely manner helps the designer to be able to focus on what they do best – design.

Give clear, honest feedback.

When a design concept is submitted to you, take the time to review it thoroughly and give clear, detailed and honest feedback. If a part of the design doesn't seem to be working well, be upfront and say it early, and be sure to tell the designer why that particular element is not working. The designer should then offer workable solutions that satisfy your needs and objectives.

If you have hired a qualified designer, then you should be willing to try out their suggestions. Don't feel pressured, though, to go with a design you don't feel good about. If a design makes

you feel uncomfortable in any way, then it will likely have the same effect on your audience and may not go over so well once it hits the market.

Just remember to take the time you need and work together with the designer so that you can be sure to end up with an innovative design that captivates your audience.

Be sure to have a written agreement.

Whether you draw up a contract or one is provided by your designer, please, please, please make sure you have a document that defines the terms of your project and the responsibilities of both parties. Clearly outlining project deliverables and expectations will help to eliminate any misunderstandings and future disagreements about the project.

Thorough discussions about objectives and contract terms work to create a relationship that addresses the concerns of both parties. All contracts are different, but there are some basic elements that should be included in order to help outline and clarify your relationship with the designer you select. Make sure your agreement addresses:

- ◆ Project fee(s)
- ◆ Payment terms and schedule
- ◆ Project deliverables
- ◆ Scope of work (including the amount of revisions allowed)
- ◆ Project schedule
- ◆ Cancellation policy
- ◆ Ownership of designs
- ◆ How you agree to handle major disagreements (i.e. third-party arbitration)

Depending on the project, some contracts will need to be more detailed than others. Both parties will need to determine and agree on what they feel comfortable with.

Pay on time and according to the terms of the agreement.

Nothing frustrates a designer more than for their client to not make good on the payment terms that were agreed upon. It's unfair to the designer, and the time they've spent on your project can never be gotten back.

As a young designer, I was burned many times trusting clients that I thought meant well. I completed the work and never got the thousands that were owed to me. It's just not fair to the designer.

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The Do's and Don'ts

Getting the most out of your relationship with a graphic designer just comes down to following a few simple rules that are commonly found in most ethical business practices. Here's a brief list of do's and don'ts that will help to facilitate a smooth relationship with your design professional:

- ◆ DO thoroughly investigate the designer

- ◆ DO provide all information before the project starts

- ◆ DO be sure about what you want and like

- ◆ DO give honest and constructive feedback

- ◆ DO provide feedback, approvals and information in a timely manner

- ◆ DON'T expect free work

- ◆ DON'T neglect a written contract

- ◆ DON'T beach your contract

- ◆ DON'T be pressured into approving designs that you don't feel comfortable with

- ◆ DON'T change the scope of the project after you begin unless you are willing to pay for additional time spent

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Editor's Note:

Graphics enhance the perceived value of your product. If you do not have the expertise yourself, hiring a graphic designer can provide the 'finishing' touch for your info product. Make sure you check portfolios and define expectations: needed time for delivery and budget, desired feel, and experience in matching graphics to content and market.

Good graphics paired with your content can make your info product outstanding and a desired 'buy' for your target market.

Graphic Design Advice Self-Assessment Questions

1. What graphics do you need for your info product?

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2. E-book cover?

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3. CD or DVD labels and case labels?

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4. Workbook or notebook?

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5. What's the look or feel you want for your market and your product?

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6. Has the graphic designer you are considering ever done graphics for your niche market?

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Next . . . Exploring Your Packaging Options

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Section 3: Exploring Your Packaging Options

By Brenda and Eddie Zimbardi

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

Section 3

Exploring Your Packaging Options

Our next writers, Brenda and Eddie Zimbardi, run a fulfillment house. Read as they share tips to make delivery and fulfillment of your info product go smoothly.

Exploring your packaging options

You always want to give a perceived value greater than what the customer paid for it. You can do this in several ways.

First of all, when you are pricing your product for sale include an 8% to 15% markup in there for production costs. This does not include your cost of shipping. Your shipping costs will be passed along to your customer. An 8% to 15% markup is an average. It may be a little bit less or it may be a little bit more, but that is an average to get you into the mindset that you need to set aside that money so that you can concentrate on the things that are going to generate the business.

Some of the ways that you can increase that perceived value is through the size of the package, the color of the package and using some little inexpensive additions to that packaging.

Let's cover the size first. The size of the package is basically going to be determined about the price that the client has paid. If they're paying $20, they're going to expect less than if they paid $2,000 for the package. If you have a $20 package or a $49 package, generally one CD or one DVD of content would be plenty for the perceived value of that product. Additionally, you may even through some bonuses in – either digitally or actually ship them through the mail through sheets of paper.

Packaging For Higher-End Products

The higher you go on the price, the more product you need to increase and the more bonuses you need to put into that package.

That being said, the number of DVDs or CDs that you put into that package based on that price will determine the way that it needs to be packaged in regards to either one CD in a case, to CDs a case, three CDs a case or all 24 to one case. It is all back to the price that they pay.

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I have seen somebody have a $100 product for one CD, I've seen someone pay $100 for three CDs in a triple case, and I've seen somebody spent $300 on 24 CDs in one case. I have also seen someone pay $2,000 on the same basic 20 or 24 CDs that are packaged in individual DVD cases, then grouped into similar subject areas and shrinkwrapped together and then separated again through use of color. We will be going into color next.

You can use color to actually have that perceived value be even greater. Let's say, if you are using a set of blue for all 10 of your CDs, you are going to use three or four colors segregating areas of interest and trying to divide that package into small little bits of information when actually it is the same subject or topic.

You also need to invest in graphics that are professionally done that pop color, not only on the jacket in any printed covers of your manuals, but also on the matching and coordinating CD or DVD label. So color can also be used if you have the inserts. An inexpensive way is to print that content on a pastel color or something that is easy to read, not something too dark, to give them that perceived value of what you are trying to portray.

Some of the additions that you can have is:

- ◆ shrink wrap that set together or those groups of sets together
- ◆ polywrap than individually so they are nice and shiny and clean when they get them
- ◆ you can put a plastic cover on a workbook or a textured background on the workbook to give that perceived value
- ◆ you can put in transcripts
- ◆ you can put in quotes
- ◆ you can throw in a little extras such as pens or different types of things such as magnets to put in.

You just have to work with your fulfillment center on what is reasonable to put into the package and how it effects the package weight class. Would that person be willing to pay that dollar amount to ship it to them because they are going to be covering the cost of that shipping? Shipping costs can be expensive if you start putting heavy items in your shipment. You don't want your $49 package to cost $58.00 to ship.

Print-On-Demand (POD)

The other option you can use when you are doing your packaging is to look for a print-on-demand option with somebody who will actually just print a few for you. Your price-per-product actually will be higher, but this will allow you to go in and see how that product is going to do. If you are looking just for buying in bulk and looking at buying 1,000 or 10,000

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pieces and then you find a typo or you find something wrong, or you find information that is not correct on your product that you didn't know then that you know now, then you are kind of stuck with that product.

Printing-on-demand allows you the flexibility to keep the marketing dollars in your pocket and then you can use that money to do split marketing if you want to, change your product or tweak your product.

There will come a time that it may be a smart business decision to buy in bulk and then start shipping it to your fulfillment company. Sometimes print-on-demand companies will give you a break, whether they do it themselves or they have a partner set up somewhere, where they can get that bulk product for less than you potentially could get it. That may be an option for you as you grow.

The other great thing about the print-on-demand packaging option is that if the packaging doesn't work, if the physical package does not work and you get a higher level of returns coming back, then you can maybe send a survey to that client or try to get some feedback from them. If it comes back that the packaging was either difficult to work with in one way or another it can be changed.

Some people get their workbooks and they make them perfect bound, but the workbook doesn't lay flat if it's a perfect bind. A perfect bind is very attractive for some people because it is very inexpensive when you buy in bulk, so they go, "Oh, I'm going to buy a bunch of books," but then it's difficult to use and the customer gets frustrated with the product.

Or they go to an inexpensive vendor and later find the CDs come loose from the cases and they get scratched and have a lot of replacement CDs. Those are actually your costs since it is not something the client is going to pay for again. The fulfillment company is not going to pay for it either so you are going to be eating that cost.

Make sure that you are choosing your packages not only just based on cost, but also based on being smart. Sometimes the least expensive way is not the best way to go.

Keep in mind your goal is to get this client to buy again.

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Exploring Your Packaging Options Self-Assessment Questions

1. Have I built in the 8% to 15% for production costs?

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2. How am I going to handle shipping costs? (Be sure to include thoughts on international orders.)

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3. What steps do I need to take to accomplish this?

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Next . . . Doing It All Yourself

InfoProductBluePrint.com
your blueprint for creating and launching a profitable info product

Info Product Blueprint
1st Edition

Packaging

Module 4

Section 4: Doing It All Yourself

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Doing It All Yourself

We are joined again by Brenda and Eddie Zimbardi. Give careful attention as they talk about some of the drawbacks of Do-It-Yourself.

What you will learn in this Section:

◆ What is involved if I do the fulfillment myself

The Do-It-Yourself Option

You may not have a problem fulfilling your orders in the very beginning, but eventually you will be spending more time filling orders than getting business.

Believe it or not, your product will look like it was not professionally done. You may never have done graphics before and you thought, "What a great idea. I'm going to do the graphics, it's easy." You impress yourself to no end, but most likely you are not going to impress your customers when they get something that looks like they could have done. Your goal is to not do that.

You want to become an expert and that is why they want to buy from you and invest in you. Your goal really is for them not only to perceive you as an expert, but to like your product well enough that they keep it instead, but than they go to you to purchase more product.

If you have to give up a little bit of your profit to hire somebody to help you in professionalizing your product and your system, then you need to do that. Most of your money is not going to be in that first product, it is going to be over time with the repeat customers and also the referrals they give to you.

It's difficult to, especially when you're multitasking, you say, "I can do that." You don't want to give that up to somebody else. You're not accustomed to paying that kind of money for something you can look at and say, "Well, I can do that for less and it will only take me x amount of hours."

Well, you've got to value your time enough to let somebody do it, have it professionally done, get it off of your plate and that you're not stressed out about it. Then start marketing your product.

Of course, there is help along the way in that as well. You may have the greatest product around, but if no one knows about it then it is also not going to move.

The key is to get balanced in your product by hiring someone professional so it looks professional. It should look good on the outside, be good on the inside where you can hear the audio

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nice and clear, you can see the video and the faces are clear. You do not want stuff going on in the background or a bad noise factor because it was done with a microphone on an actual video recorder instead of a microphone on that person.

You want to really think back to the times when you purchased something, you received that product, and you were disappointed because it was pretty much crap, and you felt like you were scammed.

I know there is a confidence level in your product, which is awesome, because you know the content and that content may great. But the presentation may undermine your message. If it does that, then it is worth nothing.

You need to think about hiring in and investing in your product and yourself. You don't save yourself any money doing it yourself in the long run. You're actually going to lose money because of the higher returns and the loss of repeat business from people not having the confidence level to buy again from you or to refer you to their friends or their sphere of influences.

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Save yourself the hassles and pay the price from the very beginning. Let your idea make you the money. It may make you less money per product, but if you can get it in people's hands you're going to make more profit in the end.

Doing It All Yourself Self-Assessment Questions

1. If I am still considering doing it all myself, what background and experience do I have to confirm my work will look just as professional as hiring someone?

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2. Even if I'm confident I can do it myself, have I given enough though to what my time is worth? Is it worth giving up that time that I could be doing something else such as marketing my product?

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Next . . . Module 5: Copywriting