



**INFO
PRODUCT
BLUEPRINT**

WORKBOOK

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

CREATED BY **Kenneth A. McArthur**

Ken McArthur

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INSTRUCTION SHEET

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

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

Build A Success Path

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

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

Answer the Questions and Design Your Plan

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

Tips And Hints

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

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

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

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

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

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

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

YOUR Blueprint for developing an info product.

Seize your opportunity and share your success with us.

The Info Product Blueprint Team



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Info Product
Blueprint
1st Edition

Selling and Delivering
the Product

Module 7

Module 7: Selling And Delivering The Product

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Selling and
Delivering the
Product

Module 7

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

By Dan Giordano

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

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

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

Finding the Best Payment Processors

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

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

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

Set up fee

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

Per Transaction fee

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

Other Fees

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

Notes



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

Next . . . Product Fulfillment



Info Product
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1st Edition

Selling and
Delivering the
Product

Module 7

Section 2: Product Fulfillment

By Bret Ridgway

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

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

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

Notes

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### Product Fulfillment Self-Assessment Questions

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

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

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

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

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