

OVERNIGHT COURSES

The Quick and Easy Way to Create
Courses That Sell Like Crazy



TERRY DEAN

Overnight Courses

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Recommended Resources

"This Proven Formula Clarifies Your Message, Creates High-Converting Websites, and Transforms Prospects into Loyal Buyers"

<https://bit.ly/3qm4OCx>

"The Lazy Person's Way To Moneymaking Sales Copy...Even If You're Not A Copywriter! How to craft "overnight copy" your customers, clients or patients will be POWERLESS to resist"

<https://bit.ly/3RrkaR9>

"Proven Formula to Launch a Mentoring Practice, Attract High Value Clients Almost on Auto Pilot, and Unlock the Potential to Earn \$100,000 to \$1,000,000 (or More)"

<https://bit.ly/3TNATR3>

"Why the 'Buyers Search Engine' Wants to Send You a Flood of Pre-Qualified Leads, Position You as the Premier Authority on Your Topic, and Deposit Money Directly to Your Bank Account"

<https://bit.ly/3D1MoOP>

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Million Dollar InfoProduct Recipes

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Over the past 26 years I've seen just about everything in the infomarketing industry...the good, the bad, and the ugly. And here's the harsh truth. People DON'T buy infoproducts! They don't care about your new book. They don't care about the 88 videos you spent the last 6 months putting together. Having 88 videos is NOT a benefit. It's a negative. They'd prefer not to have to watch all those videos! What your customers want is a quicker, easier solution to their problem. This chapter covers some of my favorite 'infoproduct recipes' along with when to use each one, why they work, and a few 'hacks' to maximize your income...

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Would you be interested in a business where you can sell a product that costs you next to nothing for \$10, \$100, \$1,000, or even \$10,000+? And what if this business could be started for next to nothing, never required you to inventory a single product, and could be managed from a laptop anywhere you have internet access in the world? What I just described is why I've been in the information marketing business for over 26 years now. Find out what's working now, how to make your product the only obvious choice in your market, and how to turn buyers into Customers for Life!

Million Dollar Product Ideas

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The first step to coming up with Million Dollar Product Ideas is realizing there are UNLIMITED product ideas. People don't just buy one or two products. It frees your mind when you start with the assumption there are unlimited product ideas available. There is room for you in a market. You just have to find a way to share information in a new way. Or you can become more specialized in your subject. Discover how to think laterally, write OK sales copy, and model successful projects in other markets.

Overnight Courses

“If you are not embarrassed by the first version of your product, you’ve launched too late.” - Reid Hoffman, the founder of LinkedIn

One of the first infoproducts I created was a set of 8 VHS videos about online marketing. Just saying VHS makes me feel old. I’d be embarrassed to watch those videos today. There was this huge bag of packing peanuts sitting behind me. It never occurred to me to remove them or set-up a video-ready background. I’m sure my delivery was poor since I never taught anything before.

But that video set sold like crazy, because it contained information my customers wanted. And testimonials flooded in from customers who started their own online businesses! All I did was share step-by-step what I was doing online.

Your first product won’t be perfect. Your 21st product won’t be perfect either. Ten years from now you’ll be embarrassed by anything you put out today. Your delivery will improve. The tools and software available to you will be crazy compared to what we have today. Your knowledge will grow, especially in helping customers get results.

Success requires driving a stake through the heart of perfectionism.

Perfectionism has plagued me. There are products which took me over 6 months to put together and publish, because I was trying to ‘perfect’ them. And there were other products which took only a few days of my time and earned a lot more money!

There is ZERO connection between the time you invest to create something and how profitable it becomes.

Dan Kennedy has often said, *“Money is attracted to speed.”*

I’ve seen this in action. One of my clients was wildly successful. And it was obvious why. We’d discuss a new idea on a call. He’d implement it later that same day or the next day. If we discussed a new product, he’d create it within a week or two. If it was a higher ticket course, he’d map it out as a workshop or group coaching program so he could sell it BEFORE it was finished.

Instead of planning for perfection (*an impossible goal*), focus on implementation.

This line applies to your business in so many ways, but I’m going to focus on creating

new products here. Too often we set out to create our magnum opus...a work of art that stands the test of time and others remember you for. But it's unlikely your FIRST version of anything will be 'finished.' It's simply version 1.0. How reluctant will you be to update and create a new version if you invested 12 months in creating this one? No way! But what if you put it together in just a few days? Creating version 2.0 or 3.0 is a natural evolution of it.

Bach is considered one of the greatest composers of all time. He wrote at least 1,128 pieces of music with many more that were lost or unfinished. Talk about being prolific! In the last 10 years of his life, he went back and rewrote or extended some of his pieces.

What if a musical genius like Bach got stuck, trying to produce the one perfect work? How much music would the world have missed out on?

As a product creator, you have a choice. You can create a simple pathway for your customers or design an overcomplicated maze. If you were the customer, would you rather have a clear, step-by-step system that delivers the content you need to solve your problem in just one hour....or would you rather have a 20 hour course that delivers the same end results?

Unless you're a glutton for punishment, you'd choose one hour. You're busy. Your customers are busy. Of course, delivering the solution isn't always possible in that time frame, but it illustrates the principle. Your customers want the quickest and easiest path to success you can deliver.

Instead of creating massive encyclopedias that try to solve every problem your customer has, focus on smaller, specific problems you can help them solve quickly. Instead of giving someone everything they need to know about 'internet marketing' (*could you imagine how big that product would need to be*), focus on one simple solution. Here's how to find a hungry, buying audience. Here's how to write a 4-day email sequence that produces money-on-demand.

If you focus on communicating consistently with your email list, everything you create can be profitable. Customers buy because you created it. But a lot of products will be base hits. They're small profit centers. Only a few will be home runs in paid advertising or attract large joint venture partners.

Creating a bunch of 'smaller' products gives you fodder for adding bumps, upsells, and downsells in your order process. The first sale is only a small portion of the money you bring in. What happens next? An individual product helps a customer solve one specific problem.

Your next offer helps them solve the next problem they face along the way. You're taking them by the hand and leading them from where they are to where they want to be. And you're doing it in a simple, easy-to-understand way that lets them see results with every step they take.

More Money In Less Time From Overnight Courses

I'm using the term 'Overnight Infoproducts' as products you create quickly. You could stay up late to complete a new course, just as if you were up late cramming for a test. Or you lock yourself away in a hotel to write an ebook this weekend. Or you spend the afternoon interviewing an expert to get the product done.

Early in my online career I purchased licensing rights to a product about membership sites called Paperless Newsletter. I wanted a competitive advantage since others would be selling the exact product. So, I took one weekend to write a companion ebook. It was 60 or so pages once photos were added. It covered my experience with membership sites to give another perspective and expand on the Paperless Newsletter concept.

The key to writing quickly is PLANNING. I'll talk more later about how I mindmap out a topic and then put it into a detailed outline. When you sit down to write, you already know what to say!

This combination of these two products, the one I licensed along with mine written in a weekend, generated thousands of dollars in net profits for me per month for years. It outsold products I invested months to create!

"How to Get Millions of Free Visitors to Your Web Site Using Joint Ventures" was another Overnight Infoproduct. It took me around 2 hours to outline a series of questions about all the ways I had used joint ventures to attract visitors to my websites. Fred Gleck then interviewed me for 4 hours to create the audio course. That's less than one full day of work to complete a \$97 product!

All you need is an expert who can share their system...and an interviewer who is curious enough to act as an advocate for the audience. The interviewer asks follow-up questions anywhere they know the audience will need more clarity for implementation.

Dr. Glenn Livingston, Fred Gleck, David Oliver, and I created the "Internet Marketing Truthprints" product together in Glenn's living room over a two-day period. During pre-

planning we each came up with a couple of topics we would personally share...just like at a seminar...but it was just us in the room.

We organized the topics in order and then delivered our ‘presentations’ to the group. The rest of us acted as advocates as we brought up questions and added additional thoughts. This was essentially a step-by-step seminar-in-a-box produced and delivered in one weekend.

Doberman Dan and I created the “60 Minute Copy” system together. It’s a simple solution to a complicated problem. You need persuasive copy to sell anything online, but it takes years to develop copywriting skills. What if there was a quicker, easier way to write good copy in as little as 60 minutes? We collected 20 of our successful ‘sales letters’ and recorded a step-by-step system to help people model our copy.

This product won’t produce world-class copywriters, but you don’t need to be a copywriting master to earn millions online. We already had the sales letters we shared. I created 4 Powerpoints over a couple of days to teach how to come up with your big idea, creating an irresistible offer, model one of those letters, and edit it into a diamond.

Dan reviewed the content and we took several days to shoot it over Zoom. The total time frame here was a few weeks, but it still qualifies as an Overnight Infoproduct because we invested less than 24 hours total in creating the product. We collected other reports (*such as a few past issues from our newsletters*) as the bonuses to go with the course. This course is available here: www.60minutecopy.com.

Several clients have even hired experts to create their product for them. One client hired a writer on Upwork to ghostwrite his book. Another client created fitness routines and then hired an expert to shoot videos demonstrating all the exercises. Several clients have paid an upfront fee along with ongoing royalties (*in the 10% to 20% range*) for an expert to create all the videos for their online training course.

Create Your ‘Millionaire Map’

How many streams of income will you have 3 years from now?

You’re not going to get rich with one low-cost offer. Your first product is the doorway to ‘buying’ a new customer. Your ‘core’ offer might sell for \$79. Once a visitor clicks the buy button, they see an option to add a \$60 bump inside the shopping cart. They enter their credit card information. After they order, they’re presented with an upsell for \$99. If they click “YES,

Add This to My Order!”, they may see another upsell for \$299. If they say NO to the first upsell, they might see a downsell for \$39.

That’s 5 products in the initial order sequence. You won’t start there. You may test your product initially all by itself, but you’re going to add options like this if you plan to scale up with paid advertising. And it doesn’t end there. After that initial sales sequence, you offer a high ticket offer or a monthly/annual continuity program.

If you only had ONE offer in your funnel, I’d go high ticket from the beginning. Sell a 6-week group coaching program or a 3-day online bootcamp. Let’s say it sells for \$995. But you’d be leaving a majority of the money on the table if you stopped there. During the paid program, offer buyers an opportunity to keep working with you. They can buy the annual mastermind program for \$10,000. Or perhaps it’s a done-for-you service at \$30,000.

Map out your potential income streams before you create your Overnight Infoproduct. Let’s take my tennis client as an example. His highest-end offer right now is for him or his coaches to fly to a client’s location and train them on their court (*the clients who buy this are wealthy and frequently have courts at home*). The next level down would be his 5-day clinics in vacation destinations that run \$5,000 to \$10,000. His 1-day and 2-day clinics would be next at \$750 to \$1,500.

The majority of his buyers come in from one of the two frontend funnels with products priced at \$49 or \$79. There is a bump offer and upsells on each. His continuity program is available in monthly or annual options as an upsell or on the backend.

The clinics were NOT in place when he first started. Neither was the continuity. They were part of the longer-term vision. He started with one front end product that helped people improve their serve. He optimized this funnel first with bumps and upsells. As his customer base grew, he put these other pieces in place.

Did you catch that little tip? His first product didn’t promise to help them improve their entire game. He helped them improve their serve. If they wanted to improve their net game, that was a separate upsell? What about their forehand, backhand, overheads, etc.? Those were additional products. He sold customers exactly what they wanted to buy...one clear solution for one specific desperate problem.

Look at competitors’ businesses for ideas to include in your Millionaire Map. What else do they offer? Do they have a continuity program? What do they offer that’s higher ticket?

Do they offer coaching or done-for-you services? Do they have a book? Are they promoting affiliate programs? A healthy online business has multiple income streams, but you don't start there. You start with an easy-to-target audience and one simple product.

Secret to Overnight Courses

The “*Curse of Knowledge*” is one of the biggest barriers to creating a profitable infoproduct. WHAT? That doesn't sound right, does it? Being an expert on your topic has to be an advantage. It is, but it can also be a curse. Let's say you're a marriage counselor with 30 years of experience. Marriage is complicated, and there are multiple problems that can be the root of common difficulties. But your customers don't want a treatise about all the mistakes they're making. They just want to fix their marriage NOW!

In addition, you don't want to create an encyclopedia. A year from now, you'll still be writing it...and it won't be close to perfect yet. Instead sell a simple solution that helps them start moving in the right direction. For example, maybe you create a series of text messages they can use to reignite the fire in their marriage. You include a bonus with the ‘magic words’ that make their spouse's eyes light up.

Your ‘stupid’ overloaded brain will scream, “*But that won't solve the root problem!*”

That's right. An Overnight Infoproduct isn't a complete solution. That's a better fit for your private coaching or a high ticket 3-day bootcamp. The backend is where the ‘serious players’ in your market get down to business and transform their whole lives.

First you have to prove you can help them! And one of the best ways to do that is with a Quick Win. From all your experience on the topic, what can you do to help them see results quickly and easily...without much effort on their part? Stay with me here. Human beings are lazy. They're spoiled. They want microwave solutions.

Why do you think 5-day to 30-day challenges are so popular? They're not asking for a lifetime commitment. They're asking you to do something for the next five days. And they add options if you fall off the horse during those 5 days! We live in a microwave generation with supercomputers in our pockets that can feed you the answer to any question in seconds. Customers want results yesterday.

Your customers have multiple problems. You can't solve all those problems in the first product. It will take you too long to create and they'll be too overwhelmed if they buy it.

Beginners and club level tennis players need help with every area of their game, but that would cover too much. Instead, my client focuses first on the serve.

The ‘serve’ is what the customer perceives as their most desperate problem. It’s similar to the drive off the tee in golf. Players want to impress their friends and opponents with that powerful, consistent serve. Compare this to another topic such as footwork. It’s vital, but it’s not as sexy as the flashy serve...so it wouldn’t work as well for the frontend offer.

What does your audience believe to be their most desperate problem? Don’t allow your ‘curse of knowledge’ to confuse you. This is about what’s on the customers’ minds, not what you know to be the deeper problem. What solution would they like to achieve this week (*even better by tomorrow*)?

Examples of Microwave Push-Button Solutions

In 1995, an unknown fitness instructor named Jamie Brenkus released a VHS video called 8 Minute-Abs. It earned \$20 million in the first 18 months. It was so widespread that the comedy *“There’s Something About Mary”* had a hitchhiker pitch the main character on his new fitness video concept, *“7 Minute Abs.”* You get the exact same results and save a whole minute!

It’s the perfect example of this principle in action. Abs are only one part of an overall fitness routine. And you’re not going to see your abs without getting your nutrition in order also. But the curse of knowledge could have sabotaged the simple message of 8 Minute Abs. The upsells here are obvious. An 8-minute Arms or Butt routine and 60-second nutrition guide (*plan everything in 60 seconds*) would have been consistent with the brand.

Justin Brooke has an 81-page mini-book called, *“Retargeting Recipes: 7 Spicy Strategies That Will Heat Up Your Conversions & Make Your Campaigns Sizzle.”* It’s not a detailed analysis or guide for retargeting. It doesn’t even tell you how to do retargeting. It simply covers some of the mistakes beginners make with retargeting. The recipes are strategies for who to target and what to say in some of your retargeting ads.

He didn’t even spend a weekend on this! The book is a collection of some of his posts on the topic. Justin has said this ‘cheap’ book is one of his best tools for attracting high ticket clients to his advertising agency! Maybe you already have the content laying around for your Overnight Infoproduct like he did!

One of my clients sold a calisthenics guide designed to help you do your first muscle-up in 28 days or less. That's not a very balanced routine, but it's a 'status symbol' in the bodyweight fitness community. You do a pull-up and then continue past the pull-up bar until you push your arms straight above the bar in a straight bar dip position. Check Youtube for "muscle-up" to see it in action.

The guide provided 4 weeks of workouts along with short muscle-up skill training sessions to help buyers achieve their goal. You're not going to transform your body in 4 weeks, but they had a LOT of customers posting videos of their first muscle-up in their Facebook group. This naturally leads to additional calisthenics courses, nutrition guides, supplements, and fitness equipment.

My Spanish language client teaches an easy way to get by in Spanish using 138 words to create 88,000 phrases. He doesn't promise to make you fluent in Spanish. He wouldn't be able to deliver on that anyway. Way too often marketers overpromise on what they can accomplish. His audience wouldn't believe it if he promised it. He only promises to help them "get by" in Spanish.

Selling an introduction like this leads naturally to upsells and backends. You can buy his Conversation Multiplier that gives you another 138 words. You can buy ear training to help you understand the high rate of speed most native speakers use. You can plug-in to his monthly continuity programs to keep expanding on your Spanish with simple daily lessons.

What's the Price Point?

In consumer markets, these Overnight Infoproducts are priced \$7 to \$99. It depends on the market and the value of the solution you're offering. If you have strong upsells, you might test in the lower range of this to generate the maximum number of new buyers for the backend, but you'll earn more money from the higher end of that range. My default for most products is in the \$49 range.

One more variable is the amount of proof you can use to back up your promises. I've had several clients who bumped their price from \$49 to \$79 with very little change in conversion, but we didn't move the price up until they had a lot of testimonials to back up their promises. An extra \$30 per sale is nothing to sneeze at. Get results for your customers and collect those testimonials!

In B2B or investments, in other words 'make more money', you can go higher, especially

if you're selling through joint venture partners, to your own list, or through webinars. I consider 60 Minute Copy in this category because it was quick to create with a very specific promise. It has sold for \$598. But I never sold it through cold advertising. It has sold to my email list and through affiliates.

Price is a lot more elastic than we think. It's all about perceived value. If you can deliver fast results, and you can prove it, you can charge more money. If it includes templates customers can easily use, it's worth more. If it helps them make money, it increases the value. If you target a more exclusive, affluent audience, the price goes up. If you position your authority and brand in a premium way, customers will be willing to pay more.

You are NOT selling products or services. You're providing a solution to a desperate problem. You're selling a story and how the customer feels about themselves.

Solve ONE Desperate Problem or Burning Desire

Don't try to fix your customers' whole life. They're a mess. You're probably messed up in a few areas too (*I know I am*). Instead, you're looking at one problem you can help them solve quickly. For example, you're not going to show them how to take care of a 'farm' in a product like this. That would be a full coaching program. Instead, you're going to show them, "*How to Build a Chicken Coop in 60 Minutes or Less.*"

I don't have any idea how long it takes to build a chicken coop, but that's an idea for someone who does. You'd include a shopping list and a step-by-step diagram in PDF along with a series of videos showing how to put it together. It's going to take you longer than an hour to shoot the videos since you need to explain what you're doing along the way, but it's still an 'overnight' product.

What are some specific solutions you can teach your audience about your topic? Internet marketing is way too broad of a topic, but here are a few product ideas I could create quickly...

- **Choose Your Market:** How to brainstorm and research ideas for a hungry buying audience
- **1,000 Subscribers in 7 Days:** Create an opt-in page and use simple Facebook ads
- **4-Day Money-On-Demand:** How to run a 4-day special deadline to your list (with templates)

- **Multiply Website Profits in 15-Minutes or Less:** Use Golden Glove to review website.
- **21 Tested Website Money Multipliers:** My favorite conversion tweaks for more profits.
- **Overnight Courses:** Combine this guide plus some videos for a \$99 offer.
- **Free Podcast Guest Traffic:** Include one-sheet template and contact email templates
- **Overwhelm Cure:** How to start outsourcing along with several work description templates
- **Million-Dollar InfoCopy Formula:** 2-hour webinar and sales template for info products only
- **Kindle Cash:** How to create your ebook title, write your description, choose keywords, etc.
- **Magic Bullets:** How to write mouth-watering bullets
- **VSL Formula:** Step-by-step formula with fillable PDF form for video sales letters.

I could brainstorm dozens of additional ideas, but this is enough for you to get the idea. You're choosing a topic that will help your audience take a clear step toward their goals. You're not solving all their problems. For example, my "Choose Your Market" product didn't teach you every step to building your business. It was just a starting point. Here's how to come up with ideas based on your background and skills...then score those ideas to choose the markets which are likely to be profitable for you.

The video training on that topic was a little under 2 hours. It came with worksheets and a step-by-step system to follow. You could follow along in just a few hours. So, it was practical for a buyer to go through the course and choose their market by the end of the day. Or they could go through it over several days as they take their time through the exercises.

What's next after choosing their market? Perhaps they want to learn how to create an overnight infoproduct? Or they want to learn how to start growing their email list? They'll need to build a website and possibly write sales copy. They might want to hire a coach to help them directly. A course like 'Choose Your Market' naturally leads into many other product options.

Don't just write down a couple of ideas when you do this exercise. Write down a minimum of a dozen product ideas. It's even better if you come up with two dozen or more. You'll have your initial product offer, but you can also add a 'bump' in your shopping cart. That's a little add-on inside the shopping cart itself. You ask, "*Would you like fries with that?*"

A bump is a simple product you can explain in just a couple of paragraphs. All your customer has to do is check a box in the shopping cart to add it to their order. Generally, we price these at less than 50% of the cost of the original product. With a \$49 product, the bump is often in the \$14 to \$29 range. But I have a client who has a good performing bump priced at \$60 on a \$79 offer.

With a fitness product, we often add a nutrition guide as the bump. With a product like “Choose Your Market,” the bump could be about creating an Overnight Infoproduct. Or it could be about setting up a blog, writing a Kindle book, or starting a Youtube channel.

In addition to the immediate bump in the shopping cart, you can also add an upsell after they purchase. They’re charged for their initial order and they see sales copy or a sales video for another related offer (*use written copy if your original sales page was written and use a video if your original sales page was video*).

On low cost offers, our upsells are usually priced higher than the original offer. If the original product was \$79, our upsell might be \$99 to \$299. Another option for an upsell is a tool or a service that helps them accomplish the original goal in an easier way. For example, I could offer an upsell consultation with me for \$299 where I’ll go over their research on a market to help them choose the right market for them. With fitness products, we’ve offered an assessment and customized routine as the upsell.

You could run another upsell after this...or a downsell. An upsell would be another related product while a downsell may be a smaller, cut back version of the upsell at a lower price.

Of course, the real money is in the backend...what you sell after the first sale to the customer. Can you see why you want dozens of product ideas? You could plug-in 4 or more options just in the first sale, not counting everything you might offer on the backend.

Where to Get Ideas for Quick Wins?

Are you struggling to come up with a dozen plus ideas? Review some discussion boards, Facebook groups, or LinkedIn groups to see the questions people are commonly asking. You can create a product based off a question. For example, I visited <https://www.dogforum.com> and here are a few ideas that came to me just scanning the “Recommended For You” questions on the home page:

- How to Stop Barking
- Integrating a New Puppy with Adult Dogs
- Passing the Canine Good Citizen Test
- House Training Your Dog
- Stop Biting – Puppy Piranhas
- How to Handle Dog Aggression
- Your Puppy's First 7 Days
- Curing Dog Anxiety
- Stop Leash Pulling

You can also look at bestselling books on Amazon. The titles of books themselves may give you product ideas, but you can dig deeper. On Amazon, you can “Look Inside” most books by clicking their image near the top of their listing. Scan the Table of Contents.

I opened up Zak George's “Dog Training Revolution” and many of the chapter titles match the ideas above. I see topics on Choosing the Right Breed, Smooth Transitions for New Puppies, House Training, Barking, Aggression, Biting, Basic Health Care, etc. All potential topics for specialized products.

After looking at the Table of Contents, scan both the good and bad reviews. Many of the reviews are worthless, “*This is a great book.*” But a few of the reviews tell you how the book helped them or what they wish it included. Those can open up more ideas.

You can also look at competitive infoproducts, especially high ticket courses and coaching programs. What are the individual modules in the course? Could you expand on those topics? What about the bonuses? People often buy a product for one of the bonuses! They might be handing you exactly what the customers want to buy on a silver platter. You could even scan through the bullet benefits, especially the first few bullets, for additional product ideas.

Survey your audience! Send a simple email where you ask, “*What's your single most important question about _____?*” Or “*What's the biggest challenge you're currently facing with _____?*”

Tell them to reply to the email. On social media, you could ask them to post a comment. Make it easy to respond to maximize your responses. If you have a large list, you

can use a survey tool such as <https://surveyplanet.com> to tabulate the results. My own experience with surveys is you often can't see the forest for the trees. The answers you receive are 'obvious' but you don't think of them because you're too busy thinking of deep, complicated answers to questions they're not asking!

How to Create Overnight Courses?

What type of product should you create? The first thing that comes to mind for most people is writing an eBook or book, but that's not what I recommend. It takes too long, and it's easy to fall into procrastination as you try to get each 'line' perfect.

If you love writing and decide to write the product anyway, there are two vital keys. The first step is to do an in-depth outline. Come up with 10 core topics. Then break each of these topics into 10 sub-topics. For 'Choose Your Market' one of my topics would be 'Brainstorming Ideas.' Then subtopics under that would include 'Work Experience', 'Education', 'Hobbies', 'Interests', 'Personal Successes', 'Personal Examples', etc.

If you create an outline with 10 topics and 10 sub-topics under each, you'd only need to write one page on each subtopic to write a 100-page ebook. You'll write more about some topics and less about others. You don't have to have 10 topics. You might have 6 to 20 topics. Or you might simply break your book up into the steps necessary for success along with an introduction and conclusion.

The point is outlining the book in detail before you start writing. Never sit down and wonder what to write about next. If you get 'stuck' on a section, write about a different topic from your outline. There is no rule that you have to write everything in order. You can and will reorganize topics.

I do an outline like this no matter what I'm creating, whether it's a newsletter issue, book, video course, etc. But I mindmap my ideas before doing the outline. There are many free or low-cost mindmapping tools today such as www.Mindmup.com.

Invest around an hour coming up with ideas. What are the steps someone would take to get from the problem to the solution? What personal experiences do you have? What obstacles are they likely to face along the way? How can they motivate themselves if it gets difficult? Who else's success story could you share for inspiration?

Mindmap your ideas. Put the map away for a day or two. Come back to it and add

additional ideas. When finished, take your disorganized mindmap and put it into a basic outline. You don't have to get fancy. Just main topics and sub-topics. You can add additional ideas under each sub-topic as well. I won't start writing or creating anything until I have a good outline in place.

Start writing. Don't wait for a mysterious muse to hit. If you don't want to write the introduction, that's OK. Skip it for now. Jump to a section you can write comfortably. Feel free to write on whatever topic you're most interested in.

Some people like to write a little every day, but my preference is to lock myself away for a few days to knock out the rough draft. If you currently have a full-time job, perhaps you can do this on a weekend or a holiday period. Don't allow yourself to edit while writing. Editing while writing is like trying to drive with your foot on the brakes. Write the rough draft...even if you hate what's coming out. Edit it later. Plan. Write. Edit.

Writing is NOT my tool of choice for most clients, especially not for this type of product. A book is a great lead generator but it's usually a poor profit center....at least for the time invested in it. Create the book after you have other income streams in your business such as consulting, online courses, etc.

Create a video course instead. The video style depends on what you're teaching. If you're teaching how to use a specific software program (*such as a video course on using Google Analytics*), your videos will be screen recordings. Camtasia on PC or Screenflow on Mac are good choices. You can also record your webcam so you can flip back and forth between your screen and your camera for a more personal feel.

On many topics (*especially B2B*), you could use PowerPoint or Google Slides to organize your information. Create slides that organize your main topics and subtopics. Use more slides with less info per slide rather than trying to bunch up your info on limited slides. Record your screen using Camtasia or Screenflow.

If you're teaching a visual topic such as tennis, fitness, automotive, etc., you can record videos with your camcorder. It's amazing how good of a video you can create with just an iPhone, but you can use any newer camcorder with an audio input. That's a key. Use a lapel mic or boom mic to give you good audio. Never rely on internal audio recording. If you want top quality for your video, you could hire a local videographer for the day (*prices vary but you could expect \$1,000 to \$3,000 for a day of shooting and editing for that footage*).

I love using interviews for bonuses, but you could also use interviews as your core product. For example, you create a course on free list building strategies. You recruit 4 experts to talk about their favorite way to grow their list and you interview each of them individually. You could even pay them for their consulting time (*with agreement to use the recording in your product*).

Interviews make great bonuses because you can bring in additional info you couldn't cover yourself. For example, when I wrote a report about "*What to Do When Everything Seems Hopeless*", I did an audio interview with Glenn Livingston because he had a hopeless story of being over 2 million in debt. Plus, he has the expertise as a psychologist. That added more value than me simply writing about helping clients without having the personal experience of going through it in my own business.

Template-based products are another favorite of mine. For example, a 4-Day Email Money-On-Demand course could include fill-in-the-blank email templates for running a special offer. Along with this, I could shoot a series of videos showing how to edit the templates for your offer using Camtasia.

Another course like this could be how to write a VSL. I could write a series of questions you answer to write your script. Someone on Fiverr could create a form-fillable-PDF with these questions. I'd shoot a series of Camtasia videos showing how to fill out the PDF and how to record your video.

Courses like these could be customized for virtually any market. You could sell an email follow-up sequence to real estate agents. Give them emails and a few videos showing how to customize them. I sold an Internet Lifestyle kit that included the videos I was using to train interns (*so other business owners could train their virtual assistants or interns*). A client sold a kit of ads chiropractors could use to attract new patients (the kit cost \$1,000+). What are you already using in your daily life or business that others would be willing to pay for?

Create Your Golden Glove

Outline your sales copy BEFORE you create your product! Otherwise, you waste time creating a product no one wants to buy. I've heard it way too often! Someone invests months writing a book or creating a course. Then, only after they've finished their product, they ask how they can sell it. That's backwards.

What desperate problem do your customers want to solve? What burning desire do

they want to fill? What are they already buying on this topic? What do you need to include in your product to fulfill these needs and desires? As you know, my favorite sales model is the Golden Glove, and it fits perfectly for creating a simple one-page outline for your copy before you create your course.

Desperate Problem: Who is this for and what is their most desperate problem, fear, or burning desire? Why would they wake up in the middle of the night in a cold sweat? How does this problem make them feel about themselves? Is there a ‘villain’ behind the curtain or something that’s philosophically wrong with the world that’s causing this?

Unique Promise: What is your primary point of difference? Why should a customer choose you over every other option? Do you have an unexpected story to tell that can grab attention, illustrate the solution, or demonstrate a new identity for your customer?

Overwhelming Proof: Why should they believe the solution is for real, that you’re a credible person to do business with, and that it will work for them in particular? What are your strongest testimonials, case studies, and/or social proof numbers?

Irresistible Offer: How will you make it more painful to walk away than to purchase? Do you bundle your offer with bonuses to make it worth 10x the price and back it up with a guarantee? Do you have a benefit rich title for your system and can you identify just how easy it is to get results with your offer?

Reason to Act Now: Why must they take action today or what will they miss out on? Is the offer limited in time or number before a specific deadline? What negative consequences could they experience if they choose to do nothing?

I wrote my basic Golden Glove before I created my “Magnetic Mentoring” course. You can see the sales page here: <https://www.mymarketingcoach.com/magnetic-mentoring>. Here is my basic Golden Glove before the course was finished and the sales copy was fully written:

Desperate Problem: You've overwhelmed with all the hustle. You're earning peanuts from all your labor and you're just attracting bottom feeding clients. You tried coaching but you're stuck doing free sessions for people who don't convert into sales. You're worn out and don't have time for your family...and you're not earning enough to survive. It shouldn't be this difficult. There should be a way to make real money while making a difference in the lives of others.

Unique Promise: How to earn a great income by selling mentoring IMMEDIATELY to a

small list (or even no list). Start one-on-one and build a signature system that allows you to transition to 1:MANY. Generate incredible results for your clients and scale your coaching practice to whatever level you want...while living a freedom business lifestyle. Put together automated systems that attract, sort, and convert high value clients for you.

Overwhelming Proof: I've been online for 26 years and I've had a fully booked one-on-one coaching program for 16 years. I've run multiple 6 week to annual hybrid coaching programs for groups...and helped dozens of clients do the same in all types of markets (both business and consumer).

Irresistible Offer: Step-by-step video training systems shows you how to Identify Your Ideal High Value Clients, Create Your Signature System, Package Your 6 or 7 Figure Practice, Automate Client Conversions, Attract High Value Clients, and Create Client Transformations. Includes 12 additional bonuses to make sure you have everything you need to create your own high ticket mentoring practice. If you don't agree this system will help you launch or boost the profits from your own mentoring practice, and attract more high value clients almost on auto pilot, all while working part-time from the comfort of your own home...I'll refund your payment in full, no questions asked.

Reason to Act Now: Click here now to become a magnetic mentor who automatically attracts high value clients...and helps transform their lives or businesses with your step-by-step signature system. Discount available during launch period only. Plus get access to a live group coaching call!

Can you see how writing the Golden Glove for your copy in advance keeps you on track while creating your course? My goal was to create a system they could follow and implement in just a few hours to brainstorm, research, and choose their market. It needed step-by-step cheat sheets. And it had to take their background and skills into account so it could be customizable for their situation.

Keep your Golden Glove in front of you as you create your product. If new ideas come to you, add them in. When you finish your product, the Golden Glove becomes the foundation for your sales copy. Your main headline will frequently come from either the Problem or Promise section. Then your full copy will dive into your story...which many times is part of the proof section.

The primary section you still have to write are your benefit rich bullets. My goal is to write dozens of benefit-rich bullets based on everything a customer can get out of my course. I don't have space to cover how to write mouth-watering bullets here, but I covered it in detail in the "Magic Bullets" report available inside the Golden Glove Persuasion Map course:

<https://www.mymarketingcoach.com/golden-glove-persuasion-map/>

3 Quick-And-Easy Products You Can Create This Week

One of the easiest types of products to produce is a "Template Product." I didn't write out a bunch of new emails when I put together Autoresponder Alchemy. Instead, I sorted through hundreds of emails I had already written looking for some of the most successful ones. I collected 80 emails and 'reverse engineered' why each of these worked to create the templates.

Those templates became the basis of the rest of the product. The first module of the course shows how to take a template and modify it to produce your own emails. From here I created several additional modules that laid out how to research your audience, build your brand, map out your emails, write emails quickly, do money-on-demand specials, and grow your list.

You might already have checklists you use to hire a front desk person for your chiropractic practice. If so, those checklists become the basis of your product. You also have the ads you used the last time you advertised for a new employee. Add to this some quick training on where to run those ads, how to interview, and how to onboard the new employee. The templates become the core of your product.

Do you already have resources to create your product? Let's say you want to create a fitness product. You may already have dozens of routines you personally used for yourself or your clients. You might have meal plans and shopping lists. That's a great product! Now you just need to put the pieces in order and shoot a few videos on how to use them correctly.

I have a bonus course that shows step-by-step how to script out a video sales letter. It was included with one of my copywriting courses, but it would be an excellent product on its own. It came directly from helping clients produce their own video sales letters. It consists of 21 total sections (*some of them optional*) which are easy to create based on simple writing prompts. I ask questions and your answer to those questions creates your long-copy video sales letter.

I created a document that included each of these sections/writing prompts along with space for someone to fill-in-the-blanks. Then I went to Fiverr and paid \$29 for it to be turned into a fillable PDF. That means customers can write in their responses to each question in the PDF itself, save it, or print it out. It takes you step-by-step from a blank page to a full video script. I paid a vendor on Fiverr, but you could produce something similar using a tool like <https://www.pdfescape.com>.

That's the core of the product. Then I created a Powerpoint presentation which included a section on why to use video sales letters, how to shoot them, and how to get them online. But the majority of the Powerpoint training is simply explaining each of the video sections and how to fill out the PDF form.

This model is excellent for creating products quickly. Collect templates, checklists, or tools you already have. Or produce a fill-in-the-blanks 'worksheet' that helps someone reach their goals. Then shoot videos that show how to use the templates or fill in the worksheet.

What about a "7 Days to _____" or "30 Days to _____" type of product? Mindmap the steps. Break down each step into simple daily activities. For example, a client has a 10-day challenge to improve your serve. Each day includes one specific drill you practice to improve your serve. These drills build on each other, and in just 10 days you've rebuilt your serve from the ground up.

Another client offers short 10-minute or less daily lessons to improve your Spanish. You could have a 10-day plan to house train your puppy, 28-day plan to grow your biceps, 21-Days to more traffic on Pinterest, or 30-days to rekindle the romance in your marriage.

This concept works for virtually any niche market. Focus on a clearly defined benefit and a limited number of days to get there. When you map out the plan, break up the steps in short, easy-to-digest chunks. Each day will have one specific drill, lesson, or activity to implement.

When you map out the schedule, figure out what they will 'do' each day. Create one short video that demonstrates the exercise for them. A video drill might be only 5 minutes. Showing them how to create graphics for Pinterest could take 20 minutes. Make it as simple as possible, but no simpler. In other words, the video should only be long enough to cover the activity and any challenges they could run into with it.

Here's one more quick-and-easy product style. Put together a Powerpoint (*or Google*

Slides) presentation that covers your step-by-step solution or even a collection of steps. For example, my 21 Money Multipliers course was designed this way. It covered 21 tested and proven ways to boost the profits from your websites and funnels.

This was an EASY product to create. I went through my files to find the ways I commonly help clients boost their funnel profits. Then I selected 21 of them and put them in order of how frequently I use them. I did a few slides as an introduction on the types of funnels we commonly use. Then each of the 21 methods became its own slide.

I went from slide to slide adding additional notes about each method. A few slides were expanded into multiple slides of info, including examples and stories when possible. If you're only delivering a few major points, you should have a story for each. If you're delivering 21 methods, it would take too long to give a story on all of them. Instead, scatter your stories throughout.

Delivering More Content in Less Time

Personally, I find it tough to record the first few minutes of an audio or video. If I just have an outline or try to 'wing' it in the intro, I'll mess up the first 60 seconds a dozen or more times. I'll waste the first 30 minutes just on retakes with NOTHING to show for it. Now multiply that across a series of 10 to 20 short videos for a product and that's potentially days of wasted time.

My solution is simple. I write out a script for the first 30 to 60 seconds. With many topics, I can continue on with just an outline after the first minute (*whether it's a 5-minute video or a 60-minute one*), but I must have my fully written script for the introduction. Even with my script, I'll mess up a few times. And I've been creating products for over 20 years now! Don't feel bad if you need a written script and several takes to get it right!

I wouldn't even consider hiring a videographer for the day without fully scripting my presentation. Have them bring a teleprompter with them. If you're doing your own videos, you can buy a teleprompter for around \$200: <https://amzn.to/3bQn6G3>. That one works with a tablet or mobile phone. You'll also need an app such as PromptSmartPro which was a \$19.99 purchase on my iPad.

Here's an even better option I prefer now, because it's so easy to use. I have an app called Teleprompter for Video on my iPhone. I can load my written script into it, and it will scroll the script while I can record my video right in the app. Combine this with a mobile

tripod that you can buy for less than \$25 and you have a full 'video studio' for shooting videos.

You can export your video as a downloadable mp3 audio also. If you write a full script, you can include it as a PDF with your materials. If you only write a script for the intro or don't use a script at all, you could have your videos/audios transcribed by www.rev.com and then clean them up for a PDF.

For delivering your courses online, you could use a fully integrated paid system such as www.kajabi.com, www.teachable.com, or www.Thinkific.com. I don't recommend free services like www.udemy.com, because they don't give you control of your buyers list. And that's your most valuable business asset!

I've personally transferred all my courses over to Thrivecart Learn. It's an incredible shopping cart tool that is perfect for those who sell digital courses. You can set-up order forms, upsells, recruit affiliates, and deliver your courses through their system: <https://www.mymarketingcoach.com/thrivecart>.

Note that you can't host your videos or downloads directly on their service. So, you need a separate video player and somewhere to upload PDFs and other downloads for your course. Amazon S3 is a great tool for hosting your downloads.

My current favorite for playing video is a Vimeo Pro plan which is \$240 annually. They limit you to 20 GB of video uploads a week (*which is a lot*) but there are no limitations of how many videos you can have. If you get too many members, they may 'upgrade' your plan to a higher fee, but your business is doing well if you get to that point. You may need to add another video player option then such as Wistia for your highest traffic videos.

How to Kick Your Own Butt If You Get Stuck

Come up with your idea. Write your Golden Glove. Map out your product. Create it. Finish your sales copy and sell it. A lot of people get stuck while mapping it out or creating it. They get slapped upside the head by perfectionism. It feels like everything slows to a crawl. It's been months and the product still isn't finished yet.

Here's the solution to that problem. Sell your product in advance and run a webinar. After you do your Golden Glove, finish your sales copy. Great tools for webinars include www.zoom.com, www.demio.com, or www.webinarjam.com. Schedule a date for your webinar a couple of weeks out. Promote the webinar to your email list. Share about it on

your social media accounts. If you know anyone else who has an email list, see if you can get them to promote it as an affiliate (*give them a majority of the money*).

This forces a deadline on you and shows you if people are willing to spend money on your topic before you create it. You'll have to get your presentation ready. No more dragging your feet. And it can help you create a better product. After you deliver your presentation, you can open up for questions. Answering these can add additional content you might not have even thought of! Record your presentation and your course is ready-to-go.

That last benefit, answering questions from attendees, is so valuable that you could include a free webinar as a bonus when launching your other courses. All buyers who purchase during launch week also get free access to a webinar to get their questions answered the next week.

Create Sexy Product Titles

Name everything you do. Your systems have names (*Golden Glove, Hero Emails, Authority Architecture, Client Connection Code*). Your products have names (*60 Minute Copy, Autoresponder Alchemy, Internet Lifestyle Retirement System*). Even your cheat sheets have names (*Video Connection Code*)!

My default method for titles is **Main Title: Subtitle**. Create a main title that is unique to your product. Follow that up with a subtitle that expands on the benefits.

My book's main title is "*How to Sell Without Selling*". The subtitle is, "*Step-By-Step Marketing Formula to Attract Ready-to-Buy Clients...Create Passive Income and Make More Money While Making a Difference.*"

"*How to Sell Without Selling*" is the title because that's the main concept behind the book. You're selling by building your authority. The subtitle expanded on that with the benefits this book can deliver, starting with attracting ready-to-buy clients.

Creating titles is similar to writing headlines. Brainstorm dozens of title ideas. Mix-and-match them together. Your system may become the main title. Additional benefits can be added to the subtitle. Write at least two titles from each of the 5 title formulas below.

- 1) **Benefit:** "*Financial Peace University*" by Dave Ramsey includes the benefit right there. It's about your finances. The end emotional benefit is Peace. And it's a university because it's so detailed (*'university' as a title can have some legal implications*).

- 2) **Contrast:** *“Copy Slacker”* by Ben Settle is a contrast. Copywriting is usually an intensive process. He shows you how to be a ‘copy slacker’ that writes ‘good enough’ copy fast.
- 3) **System:** *“Synergy Spanish”* by Marcus Santamaria is his system. He helps you get by in Spanish quickly using several methods that synergize with each other to help you create 88,000 phrases from just 138 words. Marlon Sanders has his *“Amazing Formula That Sells Products Like Crazy”*.
- 4) **Alliteration:** My *“Autoresponder Alchemy”* is based on alliteration with the two A’s. It’s about creating autoresponders and it’s almost like alchemy you mix together.
- 5) **Time:** *“8 Minute Abs”*, *“90 Day Year”*, and *“4-Hour Work Week”* are all examples of this. This one is about getting dramatic results in a short period of time.

Titles matter. Tim Ferriss’ *“4-Hour Work Week”* was a massive success, but that wasn’t his original title. He created multiple titles including *“Drug Dealing for Fun and Profit”*, *“Broadband and White Sand”*, and *“Millionaire Chameleon”*.

He tested all these titles as Google Ads. Which title would grab the attention of his target audience and generate the most clicks to his website? *“4-Hour Work Week”* was the winner. Ferriss leveraged his brand by publishing *“4-Hour Body”* and *“4-Hour Chef”* as bestsellers also. A winning title can become your brand. *“Financial Peace University”* has done that for Dave Ramsey as well.

What’s NEXT For Your Brand?

Never create a product in isolation. That’s one of the BIGGEST mistakes I’ve made multiple times throughout my career. I looked at each product by itself. Your goal is to create a brand. Always ask yourself what the next step is for the customer?

You publish a book on Amazon in Kindle, paperback, and audible versions. What’s next? Include a page within the first 10% of the book that offers a bonus or collection of bonuses. To claim their free gift, they have to visit this special page on your website and subscribe to your email list. It could be a template, cheat sheet, audio interview, or series of videos that go deeper on a topic in the book. You want it in the first 10% so it shows up when someone views the inside of the book before they buy it. That way you’ll not only pick-up buyers on your list but those who were considering your book as well.

What will be the next book in your series? Think in terms of Volume 1, 2, 3, etc. You could have similar designs across a series of books so they’re easily identifiable. Instead of

writing a 375 page 'monster' book, consider writing 3 shorter 125-page books on specific topics. You'll get more books out there, and give yourself more opportunities to profit.

You could have a course, a group coaching program, or even a private coaching program that takes your buyers deeper on the topic and helps them implement. Unless you write a massive bestseller, you won't generate a lot of money from one book. But you can build a 6-figure (*or 7-figure*) business on the backend through higher ticket offers.

You create a course to sell on your website. What will you add in as an immediate bump on the order form? What will you offer as the first upsell after they complete their order? What about a second upsell or downsell?

What will you offer on the backend? They purchased your first course and were offered the upsell options after they ordered. You helped them achieve the first step to success. What's next? How else can you help them?

The goal of the first sale is to attract a new customer. The majority of your profits come from everything they do after the first sale. What about putting a monthly continuity in place such as a print newsletter or membership site? What about a higher ticket offer in the \$1,000+ range?

Million Dollar InfoProduct Recipes

I've had clients in almost every type of market, including brick-and-mortar business owners, ecommerce websites, SAAS (*software as a service*), and more. But the majority of my clients sell infoproducts, coaching, and consulting (*including done-for-you service businesses*).

These clients range from those with a nice little six-figure lifestyle business to multi-million-dollar companies with multiple staff members. Some sell products that average under \$100...while others have courses that start at \$1,000+ and go up from there.

The majority eventually put a continuity program in place...whether it's a print newsletter, a monthly service like my one-on-one coaching, or even an annual membership for markets like continuing education and fitness.

These clients are in all types of markets...from hobbies like golf and scrapbooking...to topics like learning Spanish and losing weight...to more unusual topics like EMFs or learning English...to B2B industries like chiropractors and CPAs.

As you can imagine, over the past 26 years I've seen just about everything in the infomarketing industry...the good, the bad, and the ugly. And here's something I want to share with you starting out...

People DON'T buy infoproducts!

That's right. They don't care about your new book. They don't care about the 88 videos you spent the last 6 months putting together. Having 88 videos is NOT a benefit. It's a negative. They'd prefer not to have to watch all those videos!

What your customers want is a quicker, easier solution to their problem.

They'd prefer it if they never had to watch your videos showing them how to improve their tennis game. If you could wave your magic wand and instantly improve their forehand, that would be perfect! That's what they want. In fact, they'd be willing to pay a LOT more for that than your course.

And while you're at it, can you go down to the gym and do a few sets of squats for them? Then set up an automated online business for them in the afternoon. And potty train their dog while you're at it! Yes, that would be great!

Early on in my business, I sold to business opportunity seekers. One of the 'rules' in that

market is to tell people everything your product is NOT...but be very careful about revealing what it actually is. It's NOT MLM, blogging, SEO, Facebook advertising, Youtube video creation, Instagram, and several dozen other things. Business opportunity ads make lists like these because the buyers have already looked at all these other options. They don't want that much work! The sellers keep the method they're sharing 'secret' to build curiosity and to keep it from sounding like too much work.

Because here's the reality. No matter what you want to accomplish, it's going to require work. That's true whether you want a profitable online business, a fit body, or you want to improve your tennis game. You're going to sweat.

When I first started working with clients in brick-and-mortar type businesses I thought, *"Now, we'll have some serious business people who understand the work it takes to grow their business."*

Boy, was I ever naive...

A client put together a product for chiropractors. He had been a struggling chiropractor who discovered how to create effective ads that brought in patients consistently. This took his practice from in debt and losing money to successful and he sold it for a premium price.

He put together a package of 40+ of these ads designed for the newspaper or direct mail and packaged them up in a chiropractic ad kit. This included a basic and deluxe version of this product (*starting at \$1,000 for the basic package*). And he sold it to other chiropractors.

All the chiropractors had to do was select an ad, edit it with their personal details, and run it in the local newspaper. Easy, right?

Some of the chiropractors did just that and sent him amazing testimonials about the 50+ patients they attracted from a single ad, earning 10x on their money, and how it totally transformed their practice.

But an even larger percentage found ways to screw it up!

They edited the ads to be more corporate looking and respectable...even though they were told to run the ads exactly as written. As you would expect, poor results...and of course they blamed him for it.

He had a conditional guarantee where he would refund their money if they ran an ad and it didn't work. Well, he received close to 20% kits returned to him for a refund. And to

my knowledge, not a one of them actually ran an ad. In most cases, the package was still in the shrink wrap. Opening it up and looking at the ads and accompanying materials was just too much work!

How could this be? You're a chiropractor who has invested \$100,000+ and 8 years of your life for your education. You have a practice that is struggling, and you may be several hundred thousand dollars in debt. You were taught the technical components of what you do, but didn't learn a thing about marketing your practice and attracting new patients in university.

Yet, opening up a package of ads and listening to a few CDs was too much work? Having your front staff edit the ads and call the local newspaper was too hard?

Are you ready to hear the counter-intuitive solution that helped solve this problem and added a LOT more money to his bottom line?

He added an upsell. He offered a done-for-you service after someone purchased the kit of ready-to-run ads that only needed to be edited with the chiropractor's contact information. His JV partner would select an ad for them, edit in their details, and call the local newspaper to run it. They could add-on this service for an extra \$200 to \$500 per month depending on how many ads they wanted to run each month.

He split the money from the upsell 50/50 with his partner doing the work...and it was a resounding success. More chiropractors used his ads. They got incredible results. And he now had a monthly continuity in place that meant they were using the system. Testimonials came in and he was able to sell even more kits.

3 Ways to Deliver Your Expertise

There are three ways you can deliver your expertise...

- 1) You do it for them.
- 2) You do it with them.
- 3) You show them how to do it themselves.

Doing it for them is a service. For example, one of my clients does Facebook advertising for clients in his industry. He discusses their offer with them. He creates the landing pages. He puts together an automated follow-up sequence including emails, texting, and phone. And he runs the advertising campaigns directly on Facebook. They pay for the Facebook ads and

his fees. Then they convert the leads once they're in the office.

As you can expect, he charges a premium monthly fee for this service that runs \$600 to \$2,000 a month depending on how many ads they want to run. It doesn't take a lot of clients like this to create a profitable service. But it's a LOT of work to manage these client relationships because it's all on him. If an ad doesn't work out for whatever reason...it's 'his' fault...even if it's because the client did a poor job of converting in the office. They'll blame him for 'low quality leads!'

Copywriters also fit in this category. They get paid to write sales copy that turns leads into customers. But any experienced copywriter can tell you their horror stories of difficult clients. They work their butt off doing the research and putting together something that sells...only to watch their client hand it off to their English teaching brother who butchers the copy. They pull every ounce of personality and selling power out of it...until it's an empty shell that can't sell its way out of a paper bag.

Back when I did copywriting for hire, I tried charging a set fee plus a percentage of sales. And I'm glad I charged the upfront fee! Because I never once got paid the percentage...not a single time. They disappeared as soon as the copy was in their hands, and even a close friend decided to never even release that product! Yes, it's even more important that your friends pay upfront!

Done for you is the highest value service. Done-with-you is the next step down. My one-on-one coaching program falls into this category. I'm not building their business or writing all their copy for them. We decide the specific steps for their business together. Then they implement those steps and send over the websites and emails for me to review.

Finally, we have the do-it-yourself category. That's where you work once and get paid on it forever. Create that ebook or course and sell thousands of copies of it. Choose the right topic and you can sell the product for years to come. I didn't have this foresight starting out, but I saw Marlon Sanders create a product called the Amazing Formula near the same time I was getting started online. He STILL sells that product 26 years later. He has updated it over the years, but it's the same basic product!

Imagine putting together a course today...and earning money from it not only this year but for decades to come! If you're in a tech type field (*like internet marketing*), you might have to update it every few years. But it's a whole lot easier to make updates than it is to

create something from scratch. And if you're in a market that doesn't change quickly, you may only need minor updates over the years.

Done-for-you and done-with-you sells for more money than do-it-yourself. That's why a lot of clients sell do-it-yourself products as a frontend. For example, a client sells a digital fitness course for \$47. His upsell is a done-with-you customization option where he has them fill out a survey and he creates a custom exercise and diet plan for them for \$297. He can't very well do their fitness for them, but he could do an in-person event or certify them to teach other clients for \$1,000 and up.

One of my secret weapons for increasing the value of your products is creating hybrids. For example, my Autoresponder Alchemy course is a do-it-yourself course, but the email templates are a type of done-for-you.

I've also included email reviews and website reviews in some courses which is a done-with-you element. You can provide live webinars or a forum which is another done-with-you component. Several clients also provide free email coaching as a bonus with their digital courses (*because they don't get a lot of questions by email so it's easy to deliver*).

A 4-to-8-week group coaching program might have a video and cheat sheets you deliver each week. Plus, you provide a live webinar where you help your students implement the steps. Include email coaching, reviews of their work, and possibly even a phone call or two. If you delivered the same information in a course, it might be worth \$199 in a consumer market. Turn it into a coaching program with some personal support and it's now worth \$999 and up depending on the market.

Don't Sell Information – Sell Quicker, Easier Solutions to Problems

Remember, people don't buy information products. And they don't buy coaching or consulting either. They buy quicker, easier solutions to their problems. What problems are hungry buyers willing to pay to solve? What products are ALREADY selling in the marketplace? Review the current solutions. What are they missing? What are people still frustrated about? What gap is there in the market? How can you deliver faster results? How can you make it easier for your customers to solve their problems?

Let's take my Autoresponder Alchemy course as an example. There are a LOT of other email marketing courses out there. I could have said, *"Well I'm going to create another email marketing course, and I'll just rely on my experience and my story to sell it."*

It would have still sold some copies. I have a loyal customer base and I have a pretty amazing story about how email marketing freed me from that dead-end pizza delivery job. Plus, doing email demonstrations in front of live audiences was a strong proof point as well.

But I looked for a gap in email marketing training. You could hire a copywriter to write all your emails for you. But it's difficult to find a good writer, and you're going to pay a premium price for this (*going rate for good writers runs \$100 to \$200 per email for a series of emails*). You could pay someone cheap on Fiverr to write emails, but that's going to cost you EVEN MORE MONEY as you lose out on all the sales you could have had from a better email sequence.

There were several good email marketing courses including Andre Chaperon's Autoresponder Madness. He has a very good course that focuses heavily on the storytelling aspect and his Soap Opera sequences model (*basically an ongoing serial story that runs across multiple emails in a sequence*). But the weakness here is I've trained a lot of clients to write emails over the years, and I've found writing an ongoing story like this is difficult for the average person.

It's easier to write individual emails that can stand on their own. Tell a short story, share one quick lesson about your topic, and transition to an offer. Write frequent emails like this and the same topics will keep coming up. It's more like a sitcom than a soap opera. Whatever crisis is brought up is resolved before the end of the episode...with another story told in the next one. The characters are what stays consistent (*that's you, your personality, and anyone else you commonly talk about in your emails*).

There are also a lot of email marketing kits that simply hand you a bunch of pre-done emails you can use as your own. No writing required. Just copy and paste their messages and send them to your list. These have some value in an industry such as accountants. Subscribers wouldn't be on a bunch of other accountants' lists. But the weakness of this style is there is no connection to your personality. And unless you're in the specific industry (*emails written specifically for an accountant*), the emails wouldn't fit your audience and message.

But those products gave me an idea of something that would work. I couldn't just hand 'pre-done' emails to my customers, because that wouldn't work. But what I could do was take a bunch of emails and template them out...showing step-by-step why I wrote each element the way I did. Customers couldn't copy my emails, because their audience, personality, and message is different. But they could shortcut the writing process by modeling my emails and

program their own subconscious with how to write effective emails by following along with me.

This quote is often attributed to Einstein, but I can't confirm whether it originally came from him or not:

“Everything should be made as simple as possible, but not simpler.”

It would be simpler if you could just copy and paste someone else's pre-done emails, but that's NOT effective for building relationships or making sales. The 'simple as possible' method that is still effective is to use my emails as templates mixed in with your own stories and message. How can you make the solution as quick and easy as possible while producing the best results?

I put together a 'fill-in-the-blanks' series of templates to create emails that can both make sales and build long-term relationships. I then focused on this 'bonus' of 80 email templates as the primary hook of the sales pitch with my step-by-step email course as secondary on the sales page. You can see it here:

<https://www.mymarketingcoach.com/autoresponder-alchemy/>.

This same hook was used for the “**60 Minute Copy Cure**” product I created with Doberman Dan. We didn't set out with the goal of teaching buyers how to write 'world-class' copy. Instead, we wanted to give the quickest and easiest method for creating order-pulling copy...including a bonus demonstrating how copy could be created using the tools in the course in close to 60 minutes.

We took some of our best performing copy, templated it, and showed how to model it to create copy quickly. Compare Autoresponder Alchemy with <https://www.mymarketingcoach.com/60-minute-copy/> to see the similarities.

Sell the Shortcut to the End Emotional Promise

When it comes to infoproducts, “learn” is a negative word. It implies difficulty. If they had unlimited time to 'learn', they could just buy a bunch of low-priced books. They're buying an online course or a coaching program because they want a shortcut. They want an easy button. I'd personally love it if you could just wave your magic wand and I'd instantly be fit. No exercise or eating right required. Of course, that's not possible. But what can you do to provide a shortcut...to make the difficult process required to get to the end goal quicker and

easier for your customers?

Visible, measurable, quick outcomes is a secret to success in information marketing.

It's going to be tough to sell your weight loss program if people don't lose a couple of pounds the first week. That's a visible, measurable, quick outcome to 'sell' them on continuing with the program longer term. A tennis product can teach someone how to improve their toss quickly, because that will add accuracy and power to their serve immediately. Autoresponder Alchemy gives new buyers an assignment of modeling one of the easiest emails first. They can put together their first email in this style quickly, and see results as soon as they send it out to their list.

Check out this guarantee copy John Carlton used in one of his famous golf ads, because it demonstrates the power of a visible, measurable, quick outcome. I've added the bolding for emphasis...

There is nothing in this lesson about putting, or the short game, or fairway woods. It's just about launching precision tee shots 70 yards further than you ever have before in your life.

It's exactly what every golfer who's **ever craved respect** on the tee has wanted. And...it's simple and easy (once you see the secret).

In fact, I will offer you a compete, ONE-YEAR no-risk, 100% money-back guarantee. Order this private videotaped lesson...watch it...then go out to the range and **place 7 balls from your bucket** in a row. Hit the first 3 to get your new "power thrust" down. Hit the next 3 to dial in your accuracy.

And **hit the last ball** just to prove to yourself...

You Really Have Suddenly Added Up to 70 Accurate Yards to Your Tee Shot!

If that doesn't happen, simply return the package and I'll see that you receive a prompt refund of your money, no questions asked.

The measurable outcome is the yards you add to your tee shot. Notice he says "up to 70" because that's the maximum and most will see less. I also highlighted "ever craved respect" because that illustrates the emotional end promise. The yardage is what they can measure, but he made sure to include a phrase about what they really desire on the inside (*respect from their golfing buddies*).

John is very specific about the quick outcome. Watch the video. Place 7 balls in a row. Hit 3 to get your power thrust down. Hit 3 to practice accuracy. Hit the 7th and watch the measurable results.

Maybe you can't be this specific in your solution. But can you model the concept? With 60-Minute Copy Dan used on one of the templates to create a new piece of copy in around 60 minutes. That's a visible, measurable, quick result. When I teach the Golden Glove, I go through the 5-steps to demonstrate it by reviewing someone's website and spotting multiple ways to improve their conversion in 15-minutes.

A marriage product may not be able to end a divorce quickly, but it could teach a method for coming to an agreement in one area quickly (*a measurable result*). Even if the 'full' solution takes more time, what could you offer as a 'Quick Start' that can generate fast results for your customers to motivate them to dig deeper and implement even more?

How to Create Lifelong Students

They'll buy your product because you offer a 'shortcut', a quicker and easier way to get to the end emotional promise. But there is a balancing act here. They buy because of what you can deliver quickly, but they become an ecstatic customer who buys everything you offer and raves about you publicly because of the long-term results.

Those quick, measurable results are a stepping stone into creating lifelong students. Even after you've convinced them to pull out their credit card and purchase your product, you've only made the first step in a much longer journey. Next you need them to get started. You need to provide them with something they can implement quickly and see those initial results.

From here, you have to train them to become lifelong students who value learning...

They think they want a magic pill, but what they really need is skill development.

There is an old statement that says you sell people what they want and you sneak in what they need. But the reality is we all want the magic pill. It's 'easy' to sell people on the end dream, but it's tough to motivate us to action. If you can deliver some visible results quickly, you're rewarding them for taking action. Then they'll implement step two...and hopefully step three.

When you train a puppy, you praise and reward it with a tasty little treat for every little

action. You slowly move the little treat back over their head and say “*Sit.*” They’re looking up at it and fall back into a sit position as they watch it. “*Good boy! Here’s your treat.*”

Teaching your puppy more advanced tricks means breaking the trick into separate steps and taking them slowly, one step at a time. This keeps both you and the puppy excited about training!

Video games work off a similar principle. You start up the game and follow the “Get Started” tutorial. You’re only a minute in and hear the ‘ding’ as you’re rewarded with some new shiny object! The digital world has made it more difficult to focus long-term, and this is one of the reasons you hear so much about gamification....where you add little rewards each step along the way.

Give them the magic pill, a way to generate results quickly. At the same time, encourage them to develop their skills. In weight loss and fitness, we talk about creating a lifestyle, not just following a diet. We talk about developing good eating habits where you make healthy choices of food you enjoy. Restricting your diet is not a long-term lifestyle. In golf and tennis, they talk about practicing drills until good form becomes second nature.

You’ve probably noticed how often I talk about your skills in my courses. The skills you develop eventually determine your online destiny. Once you’ve practiced your copywriting skills, they’ll stay with you for life. The first product you create is going to be the most difficult. It’s the beginning of an exciting journey. Whether or not your first ad campaign is profitable, it’s a stepping stone to a new skill you’ll use in the future.

I remember hearing Dan Kennedy talk about how he registered for a \$5,000 seminar just to hear one speaker. He traveled across country and only attended that speaker’s session. It changed the direction of his business. There’s a reason Dan often tells that story. He sells events, and he attracts a lot of his best buyers from public speaking. He uses the story to drive home the importance of attending events and train his audience to be lifelong students.

It’s similar to when you hear a consultant or coach about investing \$50,000 with their coach. They’re giving a ‘testimony’ to the power of coaching. They’re training you to be a good student who hopefully implements and gets results.

Share how much you’ve invested in your own education. Tell your students about paying a coach and how it has helped you. Tell them the value you’ve personally received out of attending events. Talk about how busy your life was and how it was a struggle to

implement these systems originally.

Don't just teach your step-by-step system. Also be a role model who demonstrates the importance in being a lifelong student. Many times you'll see comments like these in emails, sales copy, and throughout products. It looks like they were just added in passing, but they're used intentionally to motivate customers to both implement and to continue buying future products.

Tapping Into the Lifetime Value of Your Customers

It's pretty crazy how the 80/20 rule applies to most aspects of our business and life. You'll earn 80% of your income from just 20% of your customers. They're the ones who buy your ongoing monthly continuity and your higher ticket offers. They're the ones who get the quick results and give you the best testimonials. And on the opposite side, 80% of your problems are caused by 20% of your customers. One of the secrets of a successful business is tracking your results and figuring out where your best buyers are coming from.

Glenn Livingston took the 80/20 rule even further. Break it down and you'll find 50% of your profits come from just 5% of your customers. He called these the hyper-responsives. These are the customers who attend your high-end events, join your mastermind group, and stay long-term members in your coaching. **How are you maximizing the value of the 5%?**

If all you offer are low-cost digital products, you're leaving at least HALF your money on the table...and probably a whole lot more. Creating your first digital product is a starting point. It's not the end point. Use it to attract customers and start sifting and sorting them. But from day one, talk about the value of coaching and continually practicing your skillsets.

One of my clients made the mistake of putting down coaching in his print book. He already had it up and selling by the time he realized his mistake. He basically used his low ticket 'entry' product to sabotage his own future sales by eliminating a higher-end option for himself.

Compare that to another client I work with. He sells a \$47 frontend digital course. He upsells a whole enchilada of his digital courses for 3 payments of \$99. If they don't buy that, they're offered one course for \$67. Then they're given a free 30-day trial in his \$19.99/month membership. But even with that initial sequence, he is still 'negative' on his frontend funnel. If he wanted to, he could cut back his advertising and only focus on the most profitable traffic. But he earns a whole lot more money by throwing a wider net and drawing in as many

customers as possible on the frontend.

He's able to lose money on every new customer, because it's an investment in the 5% which return over 50% of the profits. He sells other digital products by email and he is profitable off the ongoing membership and the other digital products. But the big money comes in when his buyers start attending higher end in-person events which he sells for \$750 to \$10,000.

Here's the catch. The majority of his subscribers and buyers don't attend one of these events until they're on his list for over a year! Yes, that's right. They're on his list for over 365 days. He is continually testing ways to move those purchases earlier in the sequence, and some buyers come in sooner. But the majority still wait to make big investments with him until after they've had a chance to put his digital products to the test and they've become 'connected' to him through the emails he regularly sends out.

This is an extreme case, but I have several clients where we see the majority of their high ticket sales coming in 90 days after someone joins their list. What if they gave up after only 30 days? One sale of a \$1,000 product is equal to 20 sales of a \$50 product. If only 5% of your customers make the upgrade, you've just doubled your gross revenue. There are businesses where ALL the net profits come from the higher ticket sales because the frontend sales barely pay for the ad and employee costs.

This demonstrates the importance of selling solutions to LONG-TERM problems. Be careful about entering transactional markets where they buy one product and they're finished. You want customers who are in it for the long-haul (*at least 5% of them are*). I have buyers who have purchased from me for over 20 years! I have several one-on-one clients who have been with me for over a decade. This means they have invested over a \$100,000 in coaching.

Will the hyper-responsives still be buying from you 10 years from now? That's why many of my clients may sell 'weight loss' as a frontend but they also focus on 'fitness' long-term. Many of the customers in the tennis, golf, and scrapbooking markets are likely to still be doing the hobby long-term. It's the same for the chiropractors, CPAs, and online business owners.

What are the ongoing trends for your market? You can compare whether the topic you're interested in is growing or declining by using <https://trends.google.com/trends/> and looking at the past 5 years. If you see less and less people searching for your topic, try

different keyword phrases. It's possible the terminology is changing. For example, "online marketing" has declined slightly over the years while "digital marketing" has increased. Google trends is a great way to compare markets.

Let's look at golf: <https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=golf>. Every year interest goes up in April and stays high till late September. It's a seasonal market where there is more traffic, more searches, and more buyers in the spring and summer. That means you shouldn't freak out if you see lower sales in November thru February. It's expected. Don't freak out if your business has a seasonal component! Plan for it instead.

Look for a market where interest stays steady like this or increases over the past 5-years. Seasonal trends are not a problem. You can use them to plan your product launches during the high points and product development or longer vacations during low points. What you don't want is a declining market that won't be buying from you for the long-term.

Everything is NEW Again

You'll develop some 'lifetime customers' who buy from you for decades, but that doesn't mean you can just create your product once...and it will sell as-is forever. You will reposition it. Repackage it in a new, more engaging way. You'll add in new ideas and expand on the theme. Refine and improve on your system.

Weight loss is a good example, because you'd think there would only be so many ways you could tell people to eat less and move more. But there are thousands of weight loss systems with so many variations. While some programs outright tell you to eat less calories like IIFYM (*If It Fits Your Macros*), the majority hide how they decrease the calories. A couple of decades ago Richard Simmons sold a set of 'cards' you moved around in a booklet to represent the foods you eat. Weight Watchers deals with 'points' (*which are a simpler form of calories*).

Go back a couple of decades and eating 'fat' was the villain. "Low-fat" became the theme in processed foods. Now low-carb is the theme, and of course food and supplement manufacturers follow the money. They're producing low 'net carb' products. Paleo became popular as a way to 'eat like your ancestors' with lower carb and higher fat. Mark Sisson created his own 'less strict' version of paleo which he called primal.

If low-carb isn't strict enough for you, ketogenic diets are now wildly popular. And let's

not forget intermittent fasting where you might only eat during an 8-hour window like noon till 8 (*which means they'll be eating less food unless they greatly increase their portion sizes*). The best-selling book on Amazon at the time I was writing this section was “The Obesity Code” which says, *“Everything you believe about how to lose weight is wrong. Weight gain and obesity are driven by hormones—in everyone—and only by understanding the effects of insulin and insulin resistance can we achieve lasting weight loss.”*

Did you catch the key phrase there, *“Everything you believe about how to lose weight is wrong...”*

That same concept can be applied to anything you create and sell:

- Everything you believe about raising healthy, happy, and successful children is wrong...
- Everything you believe about getting out of debt is wrong...
- Everything you’ve heard about creating successful Facebook ads is wrong...
- Everything you’ve been taught by your local tennis coach is wrong...

It doesn’t mean you’ll say those exact words, but that theme will be in your website copy. You’re taking a contrarian position. Here’s what THEY don’t want you to know. THEY could be the pharmaceutical companies, the food manufacturers, the Democrats, the Republicans, the Russians, the dairy industry, the credit card companies, etc. There is a ‘villain’ that doesn’t want you to know the truth, because it would reduce their power and their ‘dirty’ income.

I only mentioned a few of the examples in the weight loss industry. There is also the opposite side that reduces or eliminates meat and focuses on plant foods. For example, “10-Day Green Smoothie Cleanse: Lose Up to 15 Pounds in 10 Days!” sells for \$11.99 on Kindle and has close to 9,000 reviews! What about if we expanded our search into fitness? There is infinite weight training, calisthenics, cardio, and stretching routines. All the best sellers put a ‘new spin’ on it, give their system a cool title, and talk about why it is so much more effective than everything else.

Here’s the secrets behind all these best-selling products...whether in weight loss, fitness, tennis, scrapbooking, business-to-business, overcoming addiction, or raising chickens... they’ve discovered a method to improve compliance and they present their system as ‘*NEW, Never Before Seen...*’

How do you inspire your audience to implement your system? That's the key. Diets continually look for ways to decrease hunger and eliminate emotional eating triggers. Fitness routines look for ways to get you to work out even when you're limited on time and too tired. That's why most of my clients selling fitness either focus on an at-home system or include a system you can follow at home. If the customer has to go to the gym, workouts are getting skipped and they're going to quit.

In tennis or golf, you include drills your students can do at home. When teaching a foreign language, focus on short 10-minute or less sessions they can practice on their commute to work. When training a pet, include short video sessions they can search on their mobile device (*available when the bad behavior occurs*). Take them one 'baby step' at a time from where they are to the end goal...helping them celebrate their successes along the way.

2 Hurdles You Must Overcome Before Customers Give You Money

The first 'sale' you have to make is that your system not only works, but it's quicker, easier, or more effective than the other available options. You're not selling in a vacuum. Customers KNOW they can simply search Google or Youtube to find solutions to their problems. Why should they pull out their credit card and order what you sell?

That's where your unique mechanism comes in (*as discussed in the last section*). You have a system that's different from the competition. Here's why it's better. You might bring in scientific proof (*Obesity Code says it's all about your hormones and then presents the science that backs up their system*). But more frequently, we focus on our story.

You faced the same problem. Or you've worked with clients who faced the exact same problem your potential customers are facing. You or your clients tried other options. Those options didn't work, because of X, Y, and Z. You're building your case one step at a time. Then you stumbled upon the solution...or you met a mentor...or you did your research for 5 years while experimenting with what worked and didn't work. Somehow you put your system to the test. You solved the problem for yourself or your clients. And now you're ready to share it with others so they don't have to go through the pain and struggle as you did.

Now you have to make the 2nd, much harder sale. You have to convince them it will work for them. Go back to your story. Did you include the struggles you faced and how desperate you felt? Did you go into detail about why those other solutions didn't work for you or your clients? They were too difficult. Did you bring up objections your customers are likely

to make?

For example, if you're selling a course on a foreign language, your older buyers are sure to be thinking about their age. That 10-year-old can learn the language, but what about someone in their 60's? Do you have testimonials from those in their 60's, 70's, or even 80's you can share to confront this objection? If not, can you talk about why your system is designed for those who are older...compared to the 'normal' courses taught in schools?

That's another reason I used weight loss as an example in the last section. Pretty much every buyer in that market has tried to lose weight and failed. Or they lost the weight, and gained it all back with interest. Most buyers have been yo-yo dieting for years. Every bestseller in the market has to overcome that objection. They talk about how 'diets' don't work and they'll bring up exactly what makes their system different from the competition.

One of the most common phrases you'll see in infoproduct sales copy is, "*It's NOT your fault.*" Even if those words don't appear, the theme will still be visible. It isn't fair. Everyone from the food manufacturers to the fitness experts on TV are against you. Those other systems had missing pieces. They didn't control your hormones. They didn't control your hunger. They didn't cleanse your gut. They didn't give you tasty food to satisfy your taste buds. Their system failed you!

This NEW discovery makes all the difference. It did for me and all these other customers. The science backs it up. And by the off chance that this isn't right for you for any reason, you can return the product and get a full refund anytime in the next 60 days. No questions asked.

4 Hurdles You Have to Overcome AFTER the Sale

Boom! A customer buys your product. The selling process isn't even close to over. They experienced an adrenaline rush as they caught the vision of how their life could be better. They saw themselves experiencing the benefits you promised. But now is a dangerous period where buyer's remorse sets in. They get your product and realize they're going to have to do something...they may even need to change some of their habits! That doesn't sound like fun!

They're being bombarded with thousands of ads from every direction, each promising a new and more exciting life. Their imaginations are tantalized by the possibilities. Each purchase makes them 'feel' one step closer to their goal, and buying another product is a

whole lot easier than implementing something they already purchased.

Some online marketers are OK with a revolving door of customers...who buy and are never heard from again. But that's NOT how you build a business. Adobe published a report called, "*The ROI from Marketing to Existing Online Customers.*" In this study, they reported several findings including conversion rates which were 9 times higher for repeat purchasers compared to new visitors. In addition, they concluded that for every 1% of shoppers they could get to revisit an online store, overall revenue would increase by approximately 10%. That's HUGE!

Since 1% is worth 10% additional profits, what if you get an extra 10% of your buyers to return? That doubles the numbers in your business. Not only would you be more profitable, but you could afford to spend more on your advertising (*or in commissions for your affiliates*). You could expand to a wider audience and bring in a lot more overall revenue!

Your new product buyer is tempted to experience buyer's remorse immediately after buying your product. Did they make the right decision? Sure, it worked for you, but is it something that will work for them...especially when they've failed so many times before? You need to assure them of what a great decision that made.

DON'T make the fatal mistake of running an upsell that essentially says this other product would be a better decision. Instead, any upsells must congratulate them on their great decision first and then offer an opportunity to add even more value that builds on what they already purchased.

And when it's time to deliver your product, either digitally or a physical package in the mail, you have to make sure it's a good experience. A decade ago, we used to talk about the THUD factor. With higher ticket offers, we provided a big box full of manuals, DVDs, etc. A big package looked much more valuable. Today, the majority of buyers would be turned off by that. They want the simplest and easiest path to success. It's not about a big THUD on the table. It's about giving them a quick start they can understand, apply, and see results from asap.

1. Resell them on your BIG idea.

Whatever you use for your Quick Start (*video, audio, or report*), you need to resell them on the big idea that caused them to pull out their credit card and buy. What makes your system better than everything else out there for solving their problem? You might even

integrate in a couple of case studies to demonstrate the results and begin the teaching process.

2. Sell them on getting started.

Your Quick Start needs to get them to take the first step on this new journey. Make it as simple and easy as possible. With Autoresponder Alchemy customers create an email using one of the easiest templates in the course. A golf course may have them practice a drill at home. A client who teaches online marketers how to do services for local business owners starts out by having them write down their goals for their business (*which also gets the customer dreaming about the future possibilities*).

3. Sell them on building good habits.

Sell them on being a student and developing their skills, not just looking for the magic button. In tennis, you could give them a 30-day plan with short 5-minute drills to practice at home each day. Now they've developed the habit of daily practice. A lot of clients run 30-day or 90-day challenges, especially in their memberships. In fitness, they shoot photos at the beginning of the challenge and then clean up their diet and exercise...taking photos again at the end of the challenge. They're developing good habits by focusing on the short 30-day 'competition' while cheering each other on.

You can apply that 30-day challenge concept to virtually anything. A Youtube course could ask you to shoot and upload a video each day for 30 days. A 'stop anxiety' product could start out with meditation for just 60-seconds the first day and slowly build up to 15-minutes over 30 days. What one habit could they develop which would make their success almost guaranteed? And how can you 'baby' step them to developing that habit in their life?

4. Sell them on the next step.

They bought a course to improve their serve. What comes next? They want a course to improve their forehand or to attend a clinic to improve their serve even more. How do you encourage them to buy more without being an overaggressive sales person? First, you can easily drop references to your products or coaching naturally throughout your products without being too pushy about it.

You can also 'bonus' them up to the next level. For example, if you want to sell coaching on the backend, you could provide a free 30-minute consultation or a 'review' certificate of

some type as a bonus with the initial product sale. If your next offer is a higher ticket course or group coaching program, you could include a ‘free webinar’ as part of your first product sale where you’ll share case studies from others and promote your higher ticket course (*essentially a webinar with more value*).

What if you’d like to promote someone else’s product as an affiliate inside your course? Do an interview with them on the topic and include that as a bonus. If they sell software, see if you can negotiate a 30-day trial of their software to include with your package. Russell Brunson launched Clickfunnels by selling a training course and including 6-months free of Clickfunnels. That was an ingenious way to build the initial user base for what’s now a juggernaut in the internet space.

Overcoming These 4 Hurdles in Action

Let’s take Glenn Livingston’s Never Binge Again as an example of these 4 components. His frontend offer is his “Never Binge Again” book. You can purchase a paperback copy on Amazon or you can download the free Kindle version (*even though the digital version is free it still follows the rules above*).

His BIG idea is there is a pig inside you. This visual imagery makes it easy to understand the core message. His book hammers this home again and again. He even describes the thoughts that ask you to break your food plan as ‘pig squeals.’ Around 9% of his readers on Amazon HATE this message, because it feels exact opposite of the common wisdom to just ‘love yourself.’ But that doesn’t work for his audience. He is separating these negative thoughts and attributing them to the pig so you can break free from them instead of identifying with them.

People get started with his method by deciding on the food plan of their choice. That’s right. Glenn doesn’t tell them what to eat or not eat. That’s up to them. So, the first step is to decide on their own rules (*and his method can essentially work with any meal plan*). As they start moving forward with their food plan, they’ll confront the pig. That’s where good habits come into play. The pig will start talking to them (*squealing*) and demanding what it wants to eat. They have to tell it NO and cage that pig. It’s that habit of identifying what triggers them and overcoming it that sets them free.

In the book he gives away multiple cheat sheets and audio bonuses if they subscribe to his list. Once they get on that list, they’ll receive content including recordings of consultations

he has had with others. They'll be offered a 4-week group coaching program that fixes the common stumbling blocks people face when following the program. In addition, it includes private coaching to help them overcome any struggles they personally have.

This process never ends! After someone purchases the 4-week group coaching program, Glenn has to overcome these 4 same hurdles again: Big idea, quick start, habits, and what's next. Then the next step after that course is a certification program that enables buyers to use his Never Binge Again system to build and profit from their own coaching practice. What is the 'next step' for buyers in your business?

7 Million Dollar InfoProduct Recipes

Let's put it all together now and look at some of my favorite 'infoproduct recipes', when to use each one, why they work, and a few 'hacks' to maximize your income...

Recipe #1: Signature Formula

This is the basic foundation the others build on. Develop your signature formula that goes along with your signature origin story of why you're in this market and how you discovered this system. I mentioned Marlon Sanders' Amazing Formula earlier. It's been a long time since I read it, but if I recall correctly it was based on his 12-step copywriting system. In the course he went through each step and how to use it to write your sales copy. A LOT of copywriting courses have copied his.

The Golden Glove is a 5-step formula: Desperate Problem, Unique Promise, Overwhelming Proof, Irresistible Offer, and Reason to Act Now. It was originally used as the signature formula in the Total Conversion Code. Notice that the first 3 ingredients also use alliteration: Problem, Promise, and Proof. Those 3 are the core of the system and should appear above the fold on a website.

In addition, we developed the Golden Glove image. If you don't have a copy of it on your desk, I recommend you print this cheat sheet:

<https://mymarketingcoach.com/GoldenGlove.pdf>

What formula have you developed for getting results? For example, my tennis client discovered there were 2 primary mistakes his students were making with their serve after reviewing hundreds of serves on video. He created a product specifically to fix those two errors and give them a step-by-step set of progressions and drills to add more power and

accuracy.

What are the key leverage points on your topic? Brainstorm these out. Create a mindmap where you draw out everything that's needed to go from the desperate problem to the end result. Which steps are keys to the others? In the Golden Glove, the 'Desperate Problem' includes calling out the audience you're speaking to and describing the problem facing them in as much detail as possible. Each of the 5 fingers includes multiple principles underneath them. But those 5 are the key leverage points!

Practice sharing your topic with someone else. What is most important? Where are they most likely to make mistakes? What step-by-step actions must they take to succeed in the topic? Sometimes these leverage points are described as rules or habits. For example, Stephen Covey has his ultra-popular book, "7 Habits of Highly Effective People." There are variations for teens, families, and more.

Boil your system down to a few steps, rules, or leverage points. Then teach it in a step-by-step manner. This type of product can be done as written text, audio, or video. Most frequently my clients do it with a series of short videos divided up into different steps. If you had 7 main modules, you might break each one up into 6 short videos on the mini-steps. In that example, you'd have 42 videos in all, but rarely with each module would have the exact same number of videos in it.

My Internet Lifestyle System currently has 3 modules with 9 to 11 videos in each. My videos are shot directly from the computer screen or from Powerpoint using Camtasia Studio and a Blue Yeti USB mic. Clients in topics like golf and fitness shoot videos using a camcorder or an iPhone with a separate mic attached for better audio. To get the best quality, they sometimes hire a videographer to shoot and edit the videos (*have everything scripted out and planned in advance for the day of the shoot*).

This is the most common type of product, and usually it's our frontend in consumer markets like golf, fitness, relationships, etc. The secret to making it work is creating a clear, easy-to-understand bridge from a desperate problem to a specific clear solution. You're not fixing their entire tennis game, just their serve. You're not building an entire internet business. You're setting up and testing your first Facebook ads (*the next product you sell may be on Facebook video ads, rolling out a successful campaign, or a group coaching program that includes your personal help*).

Recipe #2: Niche It Down By Topic or Audience

Niche it down either by topic or by audience. One of my biggest mistakes is creating encyclopedia products which cover everything. Be careful with subjects that are too big and too broad. For example, you're not going to cover every way to generate leads online. That's not even possible! Instead, you may focus on Facebook ads. And you can niche it down even further to Facebook ads for chiropractors. Or Youtube ads for consultants. Or Google Shopping ads for ecommerce.

One of my clients sold products for raw vegans. He wanted to expand out into the 'internet marketing' field, but the big overall market is too competitive. So, he created a course on how to get started in the natural health movement. He taught some of the same principles I teach here, but specific to natural health businesses. He took a broad market and narrowed it down until he could be #1 in the niche.

What can you be #1 at? How can you make yourself the only viable option for a specific audience? You could take a topic like dog training and focus on a specific breed. Go over to Amazon and you'll find hundreds of books written specifically for German shepherds, golden retrievers, poodles, shelties, and so on. What if you created a dog training course specifically for golden retrievers? Or you could go a different route and focus on a specific route like agility training, obedience competitions, tracking, etc.

With these topics, you can easily expand into more products later. At least 80%+ of the information in your course for golden retrievers will also apply to German shepherds. You could create a series of products about the different dog sports like agility and tracking.

You can combine two markets together. For example, you could take fitness and tennis...and do a course on fitness for tennis players. Or you could take videography and combine it with cars/motorcycles to create a course on motovlogging (*video logs while riding motorized vehicles*).

I've recommended a fitness expert focus on his home country of Greece first. It's not a huge market, but it's a lot easier to be a big fish in a small pond. And once he establishes great testimonials and before/after photos...plus gets his systems refined and selling...he'll be in a much better position to expand to a broader overall market.

You could watch the big product launches in your market. Look for ways to niche them down into a smaller subject. Often people purchase for one specific module title or bonus.

Which ones jump out at you? What if you created a product based on just one of their modules?

For example, someone in the internet marketing field could scan the front page of <https://www.mymarketingcoach.com/magnetic-mentoring/> and generate product ideas off almost ANY of the modules or the bonuses. Do this with several of the products in your market, and you would have dozens of product ideas!

Recipe #3: Toolbox

Create a product that includes a done-for-you component. The first time I saw this was with Dan Kennedy's Magnetic Marketing which has sold for over 27 years. It was a collection of letters for attracting new customers in different industries such as restaurants and real estate agents. This is my favorite model for infoproducts in B2B and I try to include a little bit of it in almost every product.

Autoresponder Alchemy included email templates you could model. 60 Minute Copy included sales letters you could use as templates. My old Internet Lifestyle System (*not the current one*) included a complete step-by-step video sequence that could be used to train interns to help you promote your business for you. The chiropractic course I mentioned early in this issue was primarily a kit of ads chiropractors could use to attract new patients.

In B2B markets, clients have included ads, letters, emails, phone scripts, graphics, business cards, website templates, postcards, and almost anything you could imagine for helping you grow your business. At least one of the bonuses is a tool the buyers can use with only minor editing out of the box.

You can apply this principle in consumer markets as well. Fitness and nutrition courses often include shopping lists you can take to the store. Your get-out-of-debt course could include spreadsheets and sample budgets. Your mental health course could include letters and phone scripts to contact and interview doctors. A sewing course could include patterns. A dog training course could even include a calming video you could turn on for the dog to watch while you're away.

Recipe #4: Training For Others

There was a seminar business that sold their events to chiropractors with this basic hook, *"It's NOT your fault your practice is doing poorly. It's your admin team's fault. Purchase*

today and send them to our seminar and we'll get them fixed for you!"

That's an exciting pitch for chiropractors. We all like hearing it's not our fault, especially when there is an easy solution to getting it fixed. Chiropractors would send their admin teams to this seminar. At the seminar the admin team learned the chiropractor was in their way too much and they were trained to keep the chiropractor in his office as much as possible. Everybody was happier when the chiropractor was in the office doing adjustments, leaving the admin team to do their work without interference.

My client Paul Wright sells several 'kits' for health business owners based on training their team. For example, one of them is called the Ultimate Front Desk Training System. And he features a video testimonial at the top of his sales page which essentially says the health business owner bought the kit, handed it to his new front desk person, and they learned everything they needed to manage and grow the practice without his involvement:

<https://www.healthbusinessprofits.com/frontdesk/>

That's the ultimate product! It's an infoproduct you buy that doesn't require you to study or implement any of it. Just hand it to your team member and the problem is solved! That's the kind of easy button people love buying. I remember Marlon Sanders selling a course for your virtual assistant. Just hand them this manual and let them manage your online business.

A training course on parenting could use a similar theme. There could be a section that the parents give their kids to go through. And another section of the course could be for the parents. Both sections could use some of the same concepts the seminar company used for chiropractors. It's NOT your fault. Here's how to get better results out of your kids and your parents.

Recipe #5: Done-With-You

These are higher ticket offers. Run a weekend workshop that's not just you or other speakers teaching. Instead, make it an implementation workshop. A copywriting class might have you finish a new piece of copy while you're at the event. The first session may be on finding the hook. Everyone chooses a hook to run with. Then you cover how to write headlines and attendees write a couple of dozen potential headlines. Each session builds on the copy as you do it together.

Clients do these in consumer markets as well. A golf clinic would have everyone

practicing their swing. They'd go to the driving range. They'd practice in a sand trap. They'd have a class on the putting green. One of my clients does 5-day clinics like these in exciting vacation destinations like Costa Rica and Hawaii for up to \$10,000 per attendee. Get 4 to 6 people into that event, and it's a pretty nice payday. Spend 5 to 6 hours a day practicing your skill and give them the rest of the time to sightsee.

What will they complete by the end of the event? That's the key here. They're not coming for the teaching. They're coming for the completed work. You can do this in a small group setting, or you can hold a bigger event if you bring in additional experts to help. For example, a copywriting class could bring in other professional copywriters to help their students. And those copywriters may even be willing to work for free because they can pick up clients from the event.

The same themes could be used in a 4 – 8-week group coaching program online. Each week you'll have a video class they can watch. Then you'll come together each week in a group Q&A webinar. You might add some personal support by email. Have students implement something each week on the way to the end goal. A copywriting class could operate the exact same way as it would in person at a workshop. By the end of the event students will have their copy ready to go.

One weakness of the online programs is the implementation rate will be lower. If they're in a room in person with you and other students, there is positive peer pressure to get the work done. In an online event, you'll find many of the students 'disappear' and don't get the work done. Life gets in the way when they haven't carved out that time in stone.

Whether you deliver it online or in person, people are paying a premium fee for personal help. They've likely already bought books and courses on the topic, but they haven't reached the end goal. They join the program because you've set a specific end result, and you're going to provide your personal help to reach that goal during the event.

Recipe #6: Certification Programs

Several clients offer continuing education credits in their B2B markets. Whatever industry you're in, check to see if there is a way to get your courses or classes approved for CEUs. They add value, because your buyers have to get a certain number of those credits anyway. In some industries like CPAs, it's not too difficult. In other industries, it's just not worth the hassle.

I offered a 'certification' in my coaching method when Glenn and I did the Growth Acceleration System. We taught our coaches step-by-step how to find clients, research their markets, review their sites using the Golden Glove, put better marketing in place, and help their clients get more time off. We taught them the same methods we personally use and gave them permission to use our systems and titles with their clients. We also produced marketing materials, a logo, and even put together an online course they could offer their own clients.

We sold this for \$6,000 in the founding class, going up to \$8,000 later. Glenn had a similar class he put together for his life coaches. Now that he's running the Never Binge Again system, he has a certification for coaches or therapists to use his Never Binge Again system with their clients.

A fitness coach could license her system to coaches and fitness enthusiasts who want to earn some extra income helping others get fit with a proven system. A hypnotherapist could teach other hypnotherapists a system for helping smokers quit smoking along with giving them a step-by-step system for attracting new clients. A golf or tennis coach could certify others in their system. A dog trainer, local videographer, and pest control company could all create a certification program.

The key behind all these programs is you teach both the technical aspects AND the marketing. Your certified students want a method to consistently attract new clients, because that is where they're going to struggle the most. And you'll have to plan for this. The majority of them will NOT be good at selling. The more automated you can make the sales system, the easier it will be for them to follow. For example, several clients and I put together speeches along with Powerpoint files that our licensees could use to attract clients, but very few people are willing to get out there and speak. It's too scary.

Put together a system where they can run Facebook ads...take people over to a landing page...and then automatically follow-up through Facebook messenger, email, and text, and they'll love it. In fact, when you give them an in-person system like speaking, many of them will try to turn it into an automated online system anyway, even if it is much less effective.

Give them the tools and the training. What are ALL the steps you take to get new clients? Once you map this out, look for tools you can include such as their scripts, emails, and letters. Can you put together additional cheat sheets that make delivering the service easier? Make it as turn-key as possible for the new buyers. The more they have to think about, the

less likely they're going to do anything.

In passion markets like golf and tennis, you can pull many of your licensees out of your own customer base. A portion of them LOVE golf so much they dream about quitting their boring job and starting a golf coaching business. These are the 5% of customers who can equal 50% or more of your income. They're already on the list consuming your products.

In some markets, like when Glenn targeted life coaches, certification was his primary offer. He could sell a few low-cost products, but the majority searching for life coaching certification were only interested in certification. They wanted someone to give them 'permission' to be a life coach. He built the entire funnel focused on the certification up front. Then he used an in-person event and specialized certifications as the backend offers.

Recipe #7: Plug-in a Community

Create a community that people plug-in to. They become a part of something bigger than themselves. This can be a print newsletter, a monthly membership site, or an annual membership. Multiple clients have been more profitable by offering annual memberships either alongside a monthly option or as the only option to join their site. Annual memberships are especially good if you struggle with retention (*weight loss and fitness are difficult for retention*).

Here are 4 essential components to any type of membership:

1) Deliver a Quick Win

Most memberships build up a LOT of content over time and it can become overwhelming. Let new members know where they should get started and how to get quick results. It might not work for every new member, but help as many as you can with a simple system to follow and see their initial results. This is true for any infoproduct, but it's even more important for memberships.

2) System Driven Content

Perhaps you do a 1-hour group webinar each week and make the recordings available for all members to view. Or you write a monthly newsletter. Or you write new posts inside the membership each week. Or you produce an audio interview weekly...including answering questions your members submit before each recording. Don't just make this random content. Sure, you can cover different subjects under your main topic, but you should have clear

systems you continually refer back to.

You might have your 5 secrets to long-term fitness results. You refer back to at least one of the secrets in almost every piece of content you write. Members ask questions and you quote one of the system pieces. Create your own 'inside language' and terms. That way you can mention one of your systems as a shortcut (*Golden Glove*). Members are part of the in-group that understands these terms. It's exclusive to them because outsiders don't have access to these secrets.

3) Connection with the Leader

They know your origin story and why you do what you do. Bring in your own personality. You have a unique writing style. You have your own personal stories to share. Members of your Club should feel they know you as a person.

If you met them at a conference, they should feel like you're already friends since they already know aspects of your life and your personality. They've heard you talk about some of your faults and they know what makes you happy. They're connected to you personally and not just by content.

4) Sense of Community and Purpose together

You might have a discussion group inside your membership area or you might put together a Facebook group. Perhaps members talk to each other on the webinars. Or with a large group, you might even put together some local meet-up groups. I'm helping one of my clients plan an in-person conference for his members coming up this summer.

This is most effective when members feel invested in the community. For example, run a contest where they submit their best idea to help others. You could even pick a winner for the best idea (*or have a poll to choose the winner*). When clients run 30-day and 90-day fitness challenges, they encourage members to support each other and cheer them on. Members make commitments in the group and hold each other accountable. They're in this together.

Which Recipe Is Right For You?

We start with the 1st or 2nd recipe in most consumer markets. Create your step-by-step formula and turn it into a digital product for \$49 or less. Sometimes we'll raise that price to \$99 or even two payments of \$99 when it's a truly desperate and painful problem...and our

solution has an obvious advantage over the competition. The price of your competitors is important. If you're just getting started, I'd suggest looking at the competition and pricing at a similar level.

For most B2B markets, I prefer starting with recipe #3 which is a toolbox. The most popular topic in most markets is attracting high quality clients. Can you give your customers the tools they need to attract new clients? These could be direct mail letters or postcards. They could be Facebook ads combined with landing pages and email follow-up. If you owned your own practice in the market (*for example a CPA selling to other CPAs*), put together the tools you personally used.

If you don't have a practice in the market, connect with a business owner in the market and produce materials for them at low cost or even free on the condition you're allowed to resell the tools and they give you a case study of how these tools work for them. Perhaps you already have a friend or family member who owns a business you could work with. Or you could teach your method at a local Chamber of Commerce event and recruit a couple of clients at low fees to put your methods into practice.

The #4 recipe, Training-For-Others, is another option when selling B2B, but we often use it as one of our backend offers. The big deal for most businesses is attracting new clients. So that's our initial hook. But if you have a way to get in front of a warm audience like joint venturing with another consultant to the industry, a kit where you train their team can be a hot seller!

The #5 done-with-you offer is one of my favorite high ticket backends. Attract new customers with your system or your toolbox. Make it a goal to simply break even on advertising. Earn your money with a high ticket backend. They purchased the system. Now they want personal help in implementing it.

Certification is another good backend offer, especially if you're certifying people in the system they purchased upfront. Those 5% of hyper-responsives want to go all the way with your system, and this is their opportunity. In some markets, such as life coaching, that's what the cold audience wants to buy. It becomes the frontend there. Look at your market, what they want, and what the competition is selling to see if this could make a higher ticket frontend offer.

I usually don't recommend selling a community as a frontend, because it's a harder sale

to make to a cold audience. Instead, I'd recommend selling another one of these offers initially. Get buyers in the door. Pay for your advertising. Use the community as the next step for your audience. Often, we'll use it as the upsell by giving them a free or \$1 trial right after they purchase your initial offer. In addition, I often have clients promote their community as default offers to their email list unless they have something else they specifically want to sell at the time.

Hardcore Informarketing Insights

Would you be interested in a business where you can sell a product that costs you next to nothing for \$10, \$100, \$1,000, or even \$10,000+?

What about a business where you can continually release brand new products and your best buyers grab them as soon as they're released?

Or how about a business where your closest competitors can become your most profitable joint venture partners?

And what if this business could be started for next to nothing, never required you to inventory a single product, and could be managed from a laptop anywhere you have internet access in the world?

What I just described is why I've been in the information marketing business for over 26 years now.

I didn't even create the first few products I sold in my business. I don't know if I ever would have had the confidence to produce my own products in the beginning. I probably would have talked myself out of it saying, *"Nobody would buy anything I have to say!"*

Instead, I purchased a 'reprint rights' license to other people's products. That gave me the freedom to use their sales copy and reproduce their products...and keep all the profits myself. Reprint rights aren't as popular today, because you create your own competition. And most reprint rights buyers have no idea how to use a license correctly (*I'll share later why it was so profitable to me while most people never earn their license fees back*).

Most products with reprint rights licenses are garbage (*especially in the internet marketing field*). But once in a while you can find some good ones...based on high quality products you'd be proud to sell. By the way, I'm considering offering licenses to a few of my own products in the near future.

But what if you want to get started in the information business and you don't know if you're ready to create your own product? Let's assume there aren't any licenses available. The easiest way to get started is promote someone else's product as an affiliate. Search the marketplace over at www.Clickbank.com to see what others are selling. Many infoproducts pay 50% or even higher commissions. And of course, Clickbank is only one option. Many infoproduct developers have their own private affiliate program. You can see my program at

<https://www.mymarketingcoach.com/affiliates/>.

There are several big advantages of starting out as an affiliate. You can get up and running immediately. You don't need to take weeks or even months to create your first product. You don't need to learn how to write sales copy. All you need is a simple website where you build your email list. All your attention can be on generating traffic and writing emails. Leave everything else to your product partners. Join several affiliate programs so you can create multiple income streams from the same audience.

One of my clients put together a free Lead Magnet to get people on his list when he first started his business. We didn't know exactly what subscribers would want to buy so he split tested the thank you page. He rotated 3 different affiliate program offers in the test...and one of them was much more profitable than the other two. By focusing on affiliate programs first, he found out what his subscribers were buying when it came time to create his own product. And he built up a small subscriber list while testing which helped him have a successful launch of his own product!

It's difficult to make paid advertising profitable when you're just promoting affiliate programs...but it's rare that a brand-new advertiser is profitable out of the gate anyway. You can start building your email list and get an idea for what people are buying before you invest time in creating your own product. You could test different products on your frontend without having to do any of the copywriting. Instead, you can focus on testing ads and Lead Magnet offers until you can reliably get subscribers on your list for an affordable rate. Then build from there.

In addition, as an affiliate you don't have to limit yourself just to information products. If you're in a fitness/weight loss market, you could promote a supplement company for additional profits. In internet marketing, you could promote software. You could promote ecommerce products in many markets. Note that the affiliate commissions for these other products could be quite a bit lower (*as low as 5% to 10% for ecommerce products while software and supplements are often in the 20% to 50% range*).

Here's a unique strategy one of my current clients has used to create multiple products over the past few years. They don't 'author' any products of their own. Instead, they're experts at the creation and marketing of information products. They're continually on the lookout for influencers who have already built a large Youtube, Facebook, or Instagram audience. They contact these influencers and offer to help them put together a product on

their expertise. They work with the influencer to create an outline for the content and they pay for high quality video recordings. They put together the membership site. They write the sales copy. Then they release the product both to their influencer's current audience and expand it out further with paid advertising.

My client is a publisher instead of an author. This allows them to create dozens of digital video courses and membership sites using other people's information. And since they work with well-known influencers, they already know people are interested in the content and there is a strong 'story' to use for the copy. These influencers would struggle if they created their own products, because they'd be clueless about putting it together, producing sales copy, and doing the online marketing!

Could you take what you already know about online marketing, especially what you've learned in this guide, and help other experts publish their own products online? The best-case scenario is someone who already has a built-in audience. Usually, they don't have an email list (*since those with an email list usually know a little more about making money from their marketing*), but they could have a large Facebook group, thousands of Instagram followers, an active Youtube channel, a blog, etc. A major key is to partner with someone who is already consistent at producing content!

Don't do a 50/50 partnership unless your partner fully understands all the expenses involved including paid advertising, affiliate commissions, editing expenses, and customer service. Instead think more like a publisher and pay 10% on all sales or something similar. The publisher keeps the lion's share of the gross profits because they also have the expenses!

Customers Are Overwhelmed With Infoproduct Options Today

You can sell infoproducts online even if you don't feel qualified to create them yourself. You could license them, promote affiliate products, or partner with an expert/influencer who has value to share and a story to tell. Let's move the 2nd biggest objection.

There is already too much free content online! And that's true. There is a ton of content out there and new content coming online daily. There are 300 hours of video added to Youtube EVERY minute. Now multiply that across the internet. How many hours of podcast content is available daily? How many new blog posts are written? How many emails are sent out?

Don't waste time looking for an 'empty' market. Those don't even exist anymore.

People are already publishing free content about your topic. Why would anyone pay for information when they can get it for free? We'll cover the answer to that in detail in just a few minutes, but here's the simple answer. You can find just about anything if you're willing to invest enough time and know how to sort through all the crap you find online. Information buyers don't want to waste hundreds of hours searching everywhere to find nuggets they can use. And they don't know what they don't know. If you're inexperienced in a topic, how do you decide what's true and what's false?

Free information is only part of the problem. Your buyers could also hop over to Amazon and pick up Kindle books on the cheap. Or they could go to Udemy where many of the products sell for \$10 to \$20. No matter what information you're selling, there's always going to be someone who's willing to sell it for less. Inexperienced authors don't know any other way to differentiate their products other than discounting...and all that creates is a race to the bottom. Quit trying to win a price war!

Each year there is more free information available online than ever before. Each year more competitors will offer products at prices too low to profit. And each year the cost of advertising goes up. There's no reason to expect the cost of advertising to go down anytime soon. It's going to keep increasing. Adapt or die.

It's time for some good news. When you position your offers correctly, all that free and cheap information can actually drive buyers to you. Content alone is 'cheap.' Your audience can get content anywhere. But what they can't find is a proven step-by-step system. Most of the available content is random. They have to collect this piece from here and that piece from there. They don't want to scrounge around the internet trying to put everything together themselves.

They need a step-by-step system from someone they can trust. You've already traveled on this road. You faced similar problems in the past. You overcame them. They're not buying some product produced by a random person on Fiverr. They're buying your 10 years of experience on the topic. They're buying a solution that has already worked for you and/or your clients.

That's one of the reasons my client partners with influencers. Those influencers already have a story to tell. They published free information and built relationships. People already trust them. Another previous client partnered with John Cena as a spokesperson (*the WWE wrestler*). That gave them immense credibility and separated their offer from everything else

out there...even if it had the same information they could find in hundreds of other products. Here's a secret. People connect to your story and who you are. They want to **'become you.'**

People aren't just buying the information. They're buying a little slice of your lifestyle. For example, one of my clients sells Spanish training. Obviously, people want to speak better Spanish. But they also connect with the personal journeys he had in Mexico. They identify with the testimonials from other buyers. They want to travel or even retire to a Spanish speaking country. He's not just selling Spanish. He's selling a lifestyle with freedom to go and do what you want in a Spanish speaking world.

2 'Sales' You Have to Make to Every Buyer

First, you have to convince your buyer that you or your spokesperson have solved the problem. Buyers don't want your theory. They can get that anywhere. They want a proven system. It's worked for you. And it's even better if it's worked for a bunch of other people as well. You suffered the same or a very similar problem. You did all the research. You solved the problem. And now they can follow your system to get the end results they're looking for.

The 2nd, much more difficult, sale is convincing the buyer they can do it too. It's easy to believe someone else learned Spanish. They know a lot of people speak Spanish. What's hard to believe is that they can do it too. This is especially true if they've already attended classes, bought a bunch of textbooks, and even participated in other online courses? Maybe they're just not cut out for a second language. They feel hopeless!

If you tried some of the other possible solutions, include those in your story. If you have other buyers in the same situations, talk about them. Tell your audience why your product is different. Why can it help them overcome these problems even when everything else has failed? I don't care what market you're in. Your buyers have tried other solutions. They've tried some of the free information. They've purchased other products. Why didn't those products work for them? What's different about your offer? Has your product helped other people just like them?

The majority of your buyers have low self-esteem. We all feel inadequate when you pull us out of our expertise. Hopefully you're an expert at your topic. You've already overcome the fear and objections. You have to think back to when you were a beginner. What held you back? What could have held you back? What fears did you have to face? What made you almost want to give up? What else did you try? You need to bring up and solve their

objections in your story, in your testimonials, or in your copy.

26 Years of Infoproduct Breakthroughs

I don't have room to talk about the dozens of infoproducts I've created over the years...and how every one of them was a learning experience (*what to do or what not to do*). But I can highlight a few of the biggest lessons I learned from some of my favorite products.

Netbreakthroughs: This was one of the first membership sites in the internet marketing space. At that time there weren't many membership sites outside of the adult industry! So, I put together a Club priced at \$19.95/month with several major benefits: a weekly ad diary recording my own personal test results, a twice monthly training article, and a members-only forum for advice and help.

- Continuity income is KING. Launching big products can give you a big payday, but a real business is based on repeat purchases...and auto-rebills are the ultimate income stream.
- 61% of the sales in that Club came from affiliates. Out of 5,000+ affiliates, just 15 affiliates were responsible for those sales. Quit worrying about a big affiliate program and focus on developing relationships with a limited number of influencers.
- Your members become your best buyers. Treat them well and they'll purchase your other products and affiliate products through links you include in your site.
- An active forum requires constant upkeep. Not bringing in additional moderators for the group was my biggest mistake with that Club. Managing it myself became overwhelming!

Protégé Program: This offer 'stretched' me because I charged \$2,000, which was a lot more than my other offers. I did a monthly teleseminar along with some email feedback for clients for 12 months. Later I packaged up the recordings with transcript and the monthly assignments into a \$495 product package. I then sold reprint rights to this product for \$1,997 and even a limited number of master rights (allowing them to sell rights) for \$5,997.

- Most of us undervalue what we're offering. Stretch yourself. Put together a higher ticket offer that delivers maximum value to your clients. My base monthly income comes from continuity, but the biggest income surges always come from higher ticket offers.

- Repackage what you've already created. Do a live webinar class and turn it into a product. Update and repackage information into your new courses. Work once and get paid on it forever! Always look for ways to earn income long-term from anything you produce.

Paperless Newsletter: This was a \$97 product I purchased as a \$1,997 license from Monique Harris. I wrote a companion ebook in a weekend about membership sites (*based on Netbreakthrough's success*). The project was super-simple because I used her already provided sales copy, added in a section with bullets about my addition, and tested a different headline (*suggested by John Carlton*). This simple project that only took a few days to put together earned me thousands of dollars per month for years.

- You are not rewarded for complicated projects. The product already had a good hook and sales copy, so all I did was add my short ebook to connect it to my own personal brand.
- One of the fastest ways to add more income is to plug in more easy-to-create offers.
- Adding my short companion ebook gave me an advantage over everyone else who purchased the same license. They got her ebook PLUS my added value for the same price!

Email Marketing Mastery: This was one of my first offers after selling my business and taking time off from the Internet. I was invited to speak at a seminar where my only fee would be sales of my own product...and I didn't have any products at the time. So, I put together an 8-week group class on email marketing and sold it for \$495 (*this was way underpriced – it should have been \$2,000+*).

- The fastest way to create a product (*especially a higher ticket product*) is to sell a group class. All you have to create in advance is the sales copy (*this includes your basic outline for each week*).
- If your group class doesn't sell, you won't waste any time creating it. If I only sold one or two copies, I could have just refunded the buyers and did something else.
- Again I took the recordings and transcripts for this class and turned them into a product.

Internet Lifestyle System: This was the first version of a \$495 video course that taught how to create information products and included 40+ video marketing assignments for your

own intern program. Buyers could use the videos to train team members, outsourced workers, or even free interns how to promote their online business for them.

- Include tools such as templates, video training for your team, spreadsheets and cheat sheets in your products to increase the value. A 'done-for-you' component will increase your prices.
- Many of my B2B clients have modeled this in their industry and created courses for business owners to train their team members. You don't have to watch this. Your team does!
- The video assignments were a BONUS with this course. Many times, your customers will buy because of a bonus worth more than the cost of the course itself.

Monthly Mentor Club: This was my print newsletter that I published monthly for over 15 years. It also included a membership site, members-only forum, and monthly webinars.

- My 1st membership was online only. This one was print plus online because a large percentage of members rarely logged into the membership area. They were members for the print issues!
- The majority my private one-on-one clients came from members in this print newsletter...which meant they already knew my basic systems.
- I collect my thoughts by writing. Producing monthly issues based on what my clients and I dealt with each month came naturally to me. Do audio, video, or webinars if you prefer those methods.

Target a Hungry Buying Audience

One of the biggest mistakes you can make is creating a product BEFORE you know who is going to buy it. But sadly, that's the most common mistake we make! I've done it several times, and I've talked to hundreds of other people who have done the same. Authors write an entire book...create a title...and even have their cover designed BEFORE they figure out who the buying audience is.

Then after their book fails to sell, then they hire a consultant to help them. And reality is that it's probably too late at that point. After they identify the best buying audience, they might have to go back and rewrite the book, change the title, and create a new cover. And most of them simply won't be willing to do all that work. They'd rather complain about how

unfair it all is!

Don't create a product first and then hope to find someone to buy it. Know how you plan to target your audience. For example, maybe you're simply creating a higher ticket offer just for your current email subscriber list. Great! Survey the list and find out what they want to buy. But if you want to also use the product as a frontend item to attract new buyers, you need to consider how you'll reach them.

For example, if you plan to use Facebook advertising (*the most common advertising my clients currently start with*), look at Facebook's ad targeting options before you do anything else. Figure out what audiences are available to you. Many times, you can find Facebook pages on these topics and you can see which posts get a lot of comments, likes, and shares.

Get on email lists of people in your market. Pay attention to what they're selling. You can review Amazon to see what's selling in the top categories there. You can search Youtube and see what types of videos show up on top of related keywords. Look in the Clickbank marketplace for top selling products. Go through a few of your competitor's sites and check out how their sales pages match up with the Golden Glove. Figure out WHY people are buying from their sites...and what competitive advantage you have if you choose to go into the market.

Basically, you have to figure out two things. First, you need to know what people are already buying in the market along with why they're buying it. What do all the current products have in common? These are 'Price of Entry' benefits. If you don't offer those same benefits, you're not even in the running. For example, in 'general fitness' all competitors offer workouts you can do at home with little or no equipment. They use short routines you can fit into your busy day. They have simple meal plans. They have testimonials from people who lost weight and built muscle at the same time. They have a personal story or case study about how out of shape they were and a new discovery they made. If you're going to compete with them, you'd need all these 'Price of Entry' benefits in your copy also.

In addition, you also need a 'Point of Difference' benefit. That's what sets you apart from the competition. Maybe you have 4 different types of workouts they rotate...and they can be done in as little as 15 minutes a day. Maybe you're all about bodyweight fitness and help them do cool muscle-ups in just 30 days. Maybe you specialize in women over 50 with longer recovery periods and meal plans specific to their metabolism. You need something that sets you apart and calls out to your audience.

Create ‘Customers For Life’ Instead of One-Time Purchasers

Your first sale to a customer is simply an invitation to a first date. You need to WOW your new customers and deliver on everything you promised in that first product. At the same time you want to think about what comes next. What else will they buy? For example, I recently purchased the book, “Bigger Leaner Stronger”. It’s basically a fitness guide. And as a marketer, I paid attention to what else he offered in the book:

- He gave you bonus interviews and a ‘one year plan’ to follow the system in the book for free if you joined his email list. Then he immediately offered a “One Year Challenge” workout journal.
- He offered a ‘custom’ nutrition plan for one day’s worth of food. His coaches create a custom plan for your goals plus give you two digital cookbooks for \$77.
- He calls the one-day custom meal plan the basic package, so I’ll bet he has an upsell for a longer-term plan after you purchase it (*I didn’t purchase it so I can’t say for sure*).
- He offers 90 days of online workout coaching and custom meal plans for \$1,997...starting with a free discovery call.
- He sells supplements such as protein, pre-workout, fat burners, etc. under his own brand name. This is the BIG MONEY in many fitness businesses, because most supplements are based on a 30-day supply. His “30-Day Transformation” package is \$209.

How much is a book purchaser worth to him? It’s not the royalties he receives from the book or his share of the Amazon’s sales price. Maybe he’s getting \$1 to \$4 per book. That’s not where the money is. Book buyers are joining his email list because of the free offer. Some of them are buying the workout journal. A portion pay for a custom meal plan or join his coaching. And the whole goal is likely to push people into the supplement company. The example meal plans listed on his custom meal plan page include his supplements as part of the overall plan.

He isn’t selling books. He is attracting Customers For Life. The book includes a full supplement chapter. And as you would expect, he uses that chapter to talk about what you should be looking for in a supplement company (*he disqualifies other options – leaving his company as the only obvious choice*).

He’s in-your-face about promotion, but his book has an average review of 4.6 on

Amazon. He included a lot of information in the book and referenced scientific studies to back it up. He has sold over 600,000 copies of the book. How many of those customers went on to purchase something else? If just 5% of customers purchased one of his backend items, that would create a customer database of 30,000 buyers. I'm bringing this up as an example to get you thinking about what's possible. It's NOT about the first sale. It's about everything that happens after the first sale.

What if you were competing with this guy? You were inspired and wrote a book about the same subject. Since you didn't want to be too promotional, you didn't add any backend promotions. Maybe the quality of your book is better than his. But does that matter when it comes time to market? Your advertising is limited because you have to earn a profit from the book itself. Amazon sponsored advertising is so cheap that you might be able to earn a small profit there. But what about expanding outside of Amazon? Facebook ads...Google ads...solo ads...probably not. You would lose money if the Amazon book was all you had to offer. You could appear on podcasts to promote your book, but you're earning peanuts on each sale compared to what he earns from his backend.

Don't let this discourage you if you're just starting out. You can get started with just one product. But from day one you should be thinking about what comes next. I have a lot of clients who started with just one frontend product. And we got them to breakeven (*or even profitable*) with paid advertising for their one product. But they couldn't roll out their advertising until they added additional income streams. We keep the ad targeting tight and focused in the beginning. As you expand out to larger audiences, the cost of advertising goes up and your conversion goes down. You have a lower ROI on the frontend and have to make it up on the backend.

My tennis client sold digital courses for serve, forehand, backhand, volleys, and more. That was a profitable business for him. But he's taken it a lot further now since he added a membership site with new training videos every month. He has group clinics that cost from \$750 to \$10,000. His coaches offer private one-on-one training to students. His much larger backend has allowed him to increase the number of people on his team, take more time off, and expand his advertising into more competitive markets. His growth would have been limited if he only offered a couple of digital courses.

Think about this when you choose a market and create your first product. How can you deliver amazing results to a hungry buying audience? How can you earn their loyalty with a

valuable product that overdelivers on your promises? And what will they want to buy next? That's one of the reasons I like 'passionate' markets. Customers buy and they keep on buying for years to come.

Let's say you sell a Facebook advertising course. It produces excellent results for those who implement. They make money with their advertising. Now they might want a course on email follow-up to help them take advantage of all those leads coming through. Or perhaps they want a course on Google Ads search to add another advertising source. Or maybe they want to know how to do native ads, Youtube ads, or the Google Display network. You could create these other courses or do a joint venture with someone who already does them. You could provide personalized coaching. You could offer a media buying company where you do it for them. The options are unlimited.

Let's take a different market. Let's say you sell a guide on how to handle job interviews. If someone gets a job, they don't need you anymore, right? Wrong. First of all, your guide may eliminate the stress and help them handle interviews, but they still need to get those good interviews. You could have another guide about finding a job. You could have a coaching service where you help them identify their personal strengths and choose a new career. You could have a resume service...or an executive job placement service. You could sell a guide on how to get a promotion. There are a lot of possibilities here if you're willing to expand into them.

The Mistake I've Made Over and Over Again

Don't create an encyclopedia about your topic. That's the mistake I've made at least half a dozen times. It's that completionist in me. I teach someone how to increase the conversion on their website. Then I'll add how to do a sales video. And oh yeah, you need to create emails. And now that you're creating emails, here's how you segment the list. Soon I have this massive outline that takes 6 months to create.

The solution is to break those topics into separate products. So now I'll do one on email marketing. Another product will be about copywriting. Another one is on information products. People don't want to get lost and overwhelmed by everything they can do. They want a simple solution to get from Point A to Point B.

That tendency is still in me. It will probably always be a temptation because of my own intense desire for study. Hand me an object and I want to take it apart to see how to put it

back together again. With information products, I'll create an outline...and force myself to break the outline into separate products. Keep it simple. Deliver on a big promise. Leave other topics for the backend.

Discover the BIG Idea That Sets Your Product Apart in a Competitive Market

“Success isn't about being perceived as the best at what you do. It's about being perceived as the only one who does what you do.” - Jerry Garcia of the Grateful Dead

I like competitive markets, because that's where the money is. Make money, relationships, weight loss/fitness, natural health, cooking, and popular hobbies all have thousands of products in them. The majority of these products are me-too products. They're all alike. But every hot selling product has a BIG IDEA behind it that makes it stand out. It sells in a competitive category, but it feels like it's in a category by itself. Let's look at a few best-selling books and their big ideas...

#1: The 5 Love Languages: The Secret to Love that Lasts

Relationship and marriage books are a dime a dozen, but this book has been a bestseller for 8 years and created a whole bunch of other “5 Love Languages” books for men, for singles, children, teenagers, etc. He found one great big idea and he has been milking it for decades. The big idea here is that you're struggling in a relationship because you and your loved one speak different 'languages.' They may need physical touch to feel loved and you need acts of service. If you're going to come into agreement, you each have to figure out and speak in the language the other person understands.

It's a simple, easy-to-understand theme that you could explain in just a few pages. The rest of the book, and the dozen plus follow-up books, share examples of this 'story' in action in every scenario. That's the sign of a BIG IDEA. It's simple to understand, but deep enough for multiple applications.

#2: 4 Hour Work Week: Escape 9 - 5, Live Anywhere, and Join the New Rich

This is a motivational, make money, and early retirement book all rolled into one. At its basic foundation, it is about applying the 80/20 rule to your professional and personal life. Of course, he doesn't call it this. Tim is always looking for the key leverage points in anything, and focuses all his attention only on those actions. For example, he won a martial arts

tournament by taking advantage of a loophole that allowed him to outweigh the competition and simply push them out of the ring.

The BIG IDEA behind the book is you don't have to be a multi-millionaire to experience the lifestyle of the "New Rich." You can focus on the 20% that matters and organize your life to allow you to participate in adventures and multiple mini-retirements. It's essentially about thinking differently from a 9-5 worker, and how to leverage everything you do for maximum 'life enjoyment.'

#3: Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!

This book is the basis of Kiyosaki's training business and dozens of other "Rich Dad" books. At its core, it's about the importance of investing your money in business and real estate instead of 'consumer' goods. There are tons of books about investing. What made this book so popular? It's the big idea or story behind it. The author had 'two dads.' He had his natural dad who didn't understand money. And he had his 'rich dad' who was his mentor and taught him how to handle money and invest.

The title of the book promises 'secret' knowledge. It's about what the rich teach their kids that the poor and middle class do not. Rich people buy assets that produce cashflow first while poor/middle class people buy liabilities that cost them money. An apartment building you rent out is an asset producing cashflow while your personal home is a liability because of ongoing expenses. He keeps going back to his 'two dads' to illustrate these thoughts about money.

#4: The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing

Again the 'story' is built right into the title. It's 'life-changing magic' from the Japanese art of decluttering and organizing. The title makes it sound like 'ancient wisdom'. Marie Kondo doesn't believe in traditional spring cleaning where you slowly clean and organize. Instead, she uses the "KonMari" method where you do one huge clean sweep of your entire life. It has made such an impression on her audience that many call themselves "Konverts".

Simply put, you eliminate everything from your home that doesn't 'spark joy' in you. It sounds similar to minimalism, but it has a different story. You're looking for 'joy' in your possessions. It's promoted as 'life-changing.' It's a new way of living. Have you noticed how

every one of these information products has promoted their method as a completely new life? Model that concept!

#5: The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change

Stephen Covey's book has sold more than 25 million copies. It led to multiple follow-up books including Highly Effective Teens, Families, etc. Where other self-help books told you to change your outward actions, Stephen Covey told you that you had to have a paradigm shift. You had to see the world in a new way (*there's that theme of a completely new life again*). His "Character Ethic" theme says you can only experience true success when you integrate these basic principles into your basic character (*he calls these core principles the 7 habits*).

Can you see how this is creating a new story? All the other self-help books tell you what to do. His book is telling you what to be. And he's basing the 7 habits off what other highly effective people had to become. Another trend you can see here is how 'evergreen' these books are. The story they're based on is timeless and continues. Only 4-Hour Work Week is limited because of the references built into it.

#6: Never Binge Again(tm): Reprogram Yourself to Think Like a Permanently Thin Person(tm). Stop Overeating and Binge Eating and Stick to the Food Plan of Your Choice!

While not as popular as the previous books, this book by Glenn Livingston is often in the #1 or #2 of the ultra-competitive weight loss categories on Amazon. Again, Glenn focuses on a contrarian theme. Where all the other binge eating books tell you to 'love' yourself thin, Glenn tells you there is a pig inside you. You have to cage the pig which includes creating specific food rules and even talking to that pig trying to get you to overeat.

Glenn's book is a great example of the controversy a big idea creates. The majority of Amazon reviewers LOVE his book, but 8% of them HATE it. And the primary reason they don't like it is based on the core story – there is a pig inside you that needs to be caged instead of loved.

Coming Up With Your Own BIG Idea

All of these best-selling books share a Simple, Unexpected, Emotional Story With Clear Imagery That's Backed Up With Proof!"

Never Binge Again is a simple, emotional story. There's a pig inside you that's causing you to overeat. He could have called it an inner voice, but then it wouldn't have had clear

imagery. The pig gives you imagery. His front cover is a mouth opened wide. The story is unexpected because everyone else tells you to love yourself or heal the wounded child. He backs up the story with his decades of experience as a psychologist, his 40,000-person food study, and all the testimonials/reviews from readers.

“Rich Dad, Poor Dad” is an emotional story. It’s simple. There are two dads, each giving him different advice. That’s clear imagery because you can ‘see’ people giving this advice in your mind’s eye. Probably the most quoted section of the book is where he calls your personal home a liability instead of an asset. That’s unexpected because it goes against what all the other personal finance gurus say. He uses his own results (*and his clients*) as proof for the message.

“5 Love Languages” is also a simple story. You’re speaking the wrong language with your spouse or loved one. That’s emotional. It’s clear imagery because you can imagine two people having difficulty communicating in different languages. It’s unexpected because he was the first one talking about the different love languages. His proof is based off his decades of experience with his clients.

What’s the story behind your information product? Is it simple and easy to understand? Could you explain the core concept in one sentence...two sentences absolute max? Is the story emotional? For example, one of my clients in the fitness market has a video sales letter where the spokesperson talks about being out-of-shape and terrified while bombs are going off in a war zone. That’s an emotional story. Another client in an investing market talks about how his father left when he was young, and his mother was so poor they had a bucket for a toilet at one point.

Most of my B2B clients were overworked, underpaid, and in debt when they started their businesses. That’s a common theme their business owning clients identify with. My tennis client learned some of his power techniques from a golf instructor (*that’s not super emotional, but it is unexpected*).

Is it based on visual imagery? Can someone imagine the core concept in action? Can they see it working in their life? We don’t think in words. We think in images. If I say ‘dog’ you think of a dog you’ve seen. The letters d-o-g don’t appear in your mind. Instead, you see the picture of a dog. If I say 90-lb German Shepherd, the image gets more specific.

That's why I use the terminology 'Golden Glove' when helping clients improve their conversion, because you can see the image of a glove. Even if you don't remember what each point is, you know there are 5 fingers you need to think about. You quote a few of them off, and the others come to you (*Desperate Problem, Unique Promise, Overwhelming Proof, Irresistible Offer, Reason to Act Now*).

Your story needs to be 'unexpected.' Everyone else is saying this, but you say _____. All these best-selling books took a contrarian approach. They highlighted their differences. Both "7 Habits" and "Rich Dad, Poor Dad" have advice you'll find in a lot of other self-help books. Being proactive (the 1st habit) is a pretty common theme in self-help. Buying real estate can be found in hundreds of books (*a core theme in "Rich Dad, Poor Dad"*). There may be a lot of advice that agrees with other experts in your industry. But it's your contrarian advice that stands out and attracts the audience. It creates the controversy that gives you...and your readers something to talk about.

You also need to back up your 'story' with proof. Part of that proof can be your own personal story. It could be your experience working with clients. It could be scientific studies that demonstrate these facts. You could have an endorsement from a famous doctor or celebrity (*yes, a celebrity endorsement counts as proof even if they have little or no real expertise*).

7 Sample BIG Ideas You Can STEAL

Big ideas aren't created in a vacuum! They're based on what has already worked before in other markets. That's why I'm showing so many examples of successful infoproducts and books. Keep your eyes open. Think about why you purchase the infoproducts you do. What draws you to them? What story are they telling? What's the emotional hook behind that story? Is it simple and easy to understand? What's the imagery behind it? How do they establish proof and credibility? What ideas can you implement in your own business? Below are 7 common infoproduct themes...

#1: Give them the Fish

Give them a fish and feed them for a day. Teach them to fish and you feed them for a lifetime. But learning to fish is a LOT of work! There are people in your audience who want to learn to fish, but a much larger portion of your audience would rather you just hand them the

fish. Do it for them. This could be a done-for-you service, or it could be an infoproduct that gives proven templates and tools.

Dan Kennedy sold over \$10 million dollars of his Magnetic Marketing toolkit for \$397+. It was a collection of direct mail pieces for local businesses like restaurants and chiropractors. Multiple clients have sold business toolkits such as a kit of 40 newspaper ads for chiropractors. Just grab the ad you want, edit it with your contact information, and run it in the newspaper.

Another client sells a front desk training system which includes multiple training videos and cheat sheets. The business owner doesn't even need to 'study' the course themselves. Instead, they just hand it to their front desk person. It saves them time in having to train their team...and produces better results for their practice. The psychology behind that product is that you...the business owner buying the kit...are not the problem. The problem is your team. Fix your problem by buying this kit.

When Glenn and I did our Growth Acceleration System business coach training, we taught how to do business coaching. But we also provided a load of done-for-you tools. We provided conversion systems they could follow, spreadsheets to create profitable strategies for clients, and marketing materials they could use. We even created a video education library to help them educate their own clients (*we provided them an information product they could use alongside their coaching*).

Giving them the fish is probably the big idea clients use most in B2B marketing. But what about when you're selling to consumers? You can't lose weight for a client, can you? No. But you could offer them a ketogenic recipe book, shopping list, and complete workout routines. You could sell fat burning supplements. And my restaurant client offers complete done-for-you low carb paleo meals. His clients pay for individual meals, for a week at a time, or even better for the 5-week transformation plan. Then they drop by his restaurant to pick up all their meals already prepared for the week. This makes losing weight and eating healthy easy.

Real estate investors and stock traders sometimes have high-level programs where they mentor you in your first real estate purchase. For a premium fee (*ie: \$25,000*), coaches even come to your location and help you purchase your first house. There are popular infoproducts that are a collection of woodworking plans, solar energy plans, or sewing plans. There are dating products that give you a collection of text messages you can steal. What tools can you provide either as your product...or as a bonus to increase the value of your product?

#2: Make it More Specific

Have you noticed how often specific numbers show up in bestselling products: 7 Habits, 5 Love Languages, 4 Hour Work Week, 8 Minute Abs? ‘Something About Mary’ even had a scene about the hitchhiker’s brilliant new product idea: 7 Minute Abs (*one minute faster*). That just demonstrates what a powerful concept...and how memorable the story was from the 8 Minute Abs infomercial. There were a LOT of ab routines available at the time. But they focused on a simple, unexpected emotional story with clear imagery backed up with proof. Numbers are memorable!

Can you tie a memorable number into the benefit you offer? “One Minute Manager” is an incredible title, because it promises results quickly. And it’s based on a simple theme. It gives you several ways to manage your team in 60 seconds or less (*for example you can set 3 goals for your employees which you can review in a minute or less*). How many steps are in your system? How quickly can someone implement the system? How long does it take to see results?

#3: Contrarian/Controversy

Everyone is wrong. Big money interests are keeping something hidden from you. Kevin Trudeau’s book and infomercial was about “*Natural Cures They Don’t Want You to Know*.” It’s no surprise he ended up in serious legal trouble using a word like ‘cures’ in the health field. There are financial reasons people are keeping the truth from you. My product “Truthprints” sold extremely well based off this concept. Internet marketing seminars are primarily sellathons...keeping you in the dark about the truth...and here’s a behind-the-scenes recording of the real steps to success.

This works because your target audience already suspects they’re being lied to. They can feel it. They know there is something wrong, but they might not be able to even put it into words. This is heavily used in health products. For example, low carb books often vilify the government and low-fat teaching. Paleo blames the food industry. Natural health products often blame pharmaceutical companies. They’re going after big, faceless corporations that make a profit off you (*blaming doctors wouldn’t be as effective because your audience may have a good relationship with one or more doctors*).

#4: New Scientific Discovery

‘New’ is one of the most powerful words in advertising – right up there with ‘Free’. Half the products at your local store are ‘New and Improved’. You won’t see as many ‘books’ with this theme since books are designed to be evergreen. But it’s a strong theme for online digital products which can be created and updated quickly. How many internet marketing products have you seen that are the same information repackaged with a cool, new title?

A book like “Influence: Psychology of Persuasion” is based off of ‘scientific discoveries.’ It’s not new, but Robert Cialdini compiled research studies into 6 rules of persuasion (*combining in the ‘Make It More Specific’ big idea as well*). What does the research about your industry say? How does it disagree with common wisdom? Are there rules you could put together based on science or studies?

#5: Long Lost Secrets

This goes the opposite route. It’s not new. Instead, this discovery is based on an old, forgotten system. This theme may rely on feelings of nostalgia where older is better. It is often used in natural health. You discovered a long-forgotten ingredient used in ancient Chinese herb formulas. Or you’re revealing the bodyweight fitness secrets athletes used before today’s current steroid enhanced bodybuilders.

I tapped into an element of this when I created my “Scientific Internet Advertising” guide more than a decade ago. I used Claude Hopkins “Scientific Advertising” which was old enough to pass out of copyright. Anyone could use it in the public domain. I wrote an additional section for each chapter about how his principles related to online marketing. This mixed old proven principles with new discoveries. This eBook was super easy to create and sold for several years at a \$29 price point.

Anything published in the US before 1923 is in the public domain. And many books written before 1964 in the US fell into public domain if they didn’t renew their copyright on their 28th year. In addition, the US government publishes many written documents and even photos under public domain. Here is a good resource for researching public domain materials: https://en.wikibooks.org/wiki/Wikibooks:How_to_obtain_public_domain_books

#6: Create Your Own Niche

Combine several ideas together to create your own niche. For example, Facebook advertising is popular. But it’s also a super-competitive market. Perhaps you have a contrarian system (#3), and you could focus on creating a controversy. Or you could take this

topic (*Facebook advertising*) and combine it with a target market. You create a “Facebook Advertising for Dentists” course. Insert whatever profession you have an affinity for (*CPAs, restaurant owners, chiropractors, etc.*).

Which course would a dentist be more likely to buy...the general Facebook advertising course or the one specifically for dentists? Since you focused on dentists, this also means you could also give them the fish (#1). You could tell them the exact audiences to target, the ad copy to use, the images you’ve tested, and even show sample landing pages. This means your course could also be sold for a higher price! It’s also easier to find potential affiliates. Contact consultants/coaches who serve the dental industry as potential partners! You could do this type of topic/market combination in any B2B Industry: Youtube for chiropractors, Google Ads for CPAs, front desk training for dentists.

You can use the same technique for consumer-based markets. Let’s say you love marathon running. And you happen to be getting a little older. You could combine the topic (*marathon running*) with a market (*seniors*) to create ‘marathon running for seniors.’ You’ll tone down the workouts, add more recovery, get your eating right, etc. That title isn’t exciting enough yet. So, you also use idea #2 and make it more specific by using 3 day per week training plans and come up with a cool title.

#7: Exclusivity

This is for higher end programs such as private and group-based coaching. It can also be used with workshops and clinics. Your program isn’t for everyone. It’s for a select group and you have to qualify. Perry Marshall does a 4-man intensive for \$7,500. My tennis client accepts no more than 6 students at his in-person clinics. Another client has a mastermind group with a maximum group of 15. I don’t take more than 20 coaching clients at any one time. There have even been membership sites who limited the overall number of members they accept at any one time.

You don’t accept just anyone for the program. Potential clients have to fill out an application form and/or go through a private interview to see if they fit the right profile. They might need to be at a certain level already (*earning over \$100,000 in business or 4.0 tennis ranking*) to fit the group. They need to be willing to implement your advice and help others in the group. By making them apply, you’re turning the sales process around...and getting them to convince you why they should be a part of the group. If someone doesn’t qualify, don’t allow them in the program!

Create Your 1st InfoProduct

You've come up with a BIG IDEA for your new product. It's time to create the product. Don't take 6 to 12 months to create your first product. You'll run out of gas along the way. The market might even change in that time. Someone else launches a very similar idea before you get to market. Give yourself a tight deadline such as the next 30-days...and get it done. Stay up late, turn down all social engagements, or use vacation days. I've created several of my products in just a few, long 12-hour days.

I don't recommend writing a book or ebook for most beginners. It takes too long. An audio interview can be a good way to get the information out fast. But most of my clients have created video products. Video has more value than audio, and allows you to show whatever you're teaching in action. Depending on your topic, 2 to 4 hours of content broken up into separate 5 to 15 minute clips can equal a great product!

Any camcorder, even an iPhone, shoots good enough video. Add a good microphone to the mix and you have what you need. Use Camtasia Studio on the PC or Screenflow on the Mac to do screen recordings. If all you're doing is editing a Powerpoint file shot with Camtasia...you can probably do the editing yourself in Camtasia. But if you're shooting any type of action (*like a golf training series*), pay an editor to do it for you. Go to www.Fiverr.com, search for 'video editing', look through the jobs, choose some vendors with close to a 5-star rating, contact them with what you need done, and agree to a price. One of my recent clients even hired an expert to do most of the video training also. In other words, my client is making money as a publisher instead of an author.

Another of my favorite ways to create your first product is with a webinar or series of webinars. This works best if you already have an email list. You get started in the market as an affiliate promoting other people's products. As your list grows to several hundred or a thousand subscribers, you create your own product to keep more of the money. You've already promoted a few affiliate products so you know what people are buying. Survey your list to see what they want.

Instead of wasting months trying to create the perfect product, announce the product in advance. Let your list know you have a new product coming out on July 1st. Force yourself to get it done. Or you can really get your rear in gear by scheduling a webinar. On June 1st, you'll hold a 2-hour webinar where you share your complete step-by-step system about X. You write the sales copy and you sell the webinar in advance. You could even do a free trial of the

webinar. Pay \$0 to attend...and you'll be charged \$39 three days after the webinar. If attendees don't feel they received at least 10 times the value, all they have to do is contact you and let you know. You'll cancel before they're even billed.

Now you've sold out your webinar. Seriously, there's no better way to kick procrastination to the curb than to put both your reputation and money on the line. You'll get it done. For longer topics, you could even create a webinar series. It's just \$197 for all 4 webinars...each Tuesday night at 7 PM EST. And you can ask for a full refund all the way up to the final session. Now you're creating a full course in just one month. And there's one more big benefit to the webinar system. You'll find out if the product is sellable BEFORE you create it. If almost no one signs up for the class, you can cancel the event and refund the 1 or 2 people who registered. You either missed the big idea, the ad copy, or your offer.

Most beginners don't feel comfortable enough doing their first training live. It's too intimidating. That's OK. Do video. Announce your upcoming product to your audience in advance. And get it done. That's the key. Give yourself a deadline or it never gets done.

Create Your Golden Glove BEFORE Creating the Product

The last section is actually a little out of order. Put together the basic Golden Glove for your product BEFORE you create the product. Some people will even recommend you write the full rough draft of your sales copy before you create the product. That's OK too, but I find doing the Golden Glove outline is enough to make sure you keep your focus on the buyers.

Creating a profitable infoproduct isn't about teaching customers everything YOU think they need to know. It's about helping them solve a desperate problem using a unique system that grabs and holds their attention. They've likely already tried other solutions that didn't work for them. What makes your solution different? The answer to that comes back to your simple, unexpected emotional story. This is new and different. That's why I invest so much time on the big idea.

If you really want to see this in action, check out some of the top selling infoproducts in the weight loss category. Most of the buyers have tried a dozen different diets. They've lost the weight only to gain even more back when they go back to their normal lifestyle. I did a quick scan of some of the top weight loss products in Clickbank. All of them claim their product is completely unique from traditional diets...and most of them use 'science sounding terms' to back it up.

- <https://go.smoothiediet.com> – 21 Days to a Slimmer, Sexier You! THE SMOOTHIE DIET is a revolutionary new life-transformation system that not only guarantees to help you lose weight and feel better than you have in years, it also promises to eliminate more body fat - faster than anything you've tried before.
- <https://yourcustomplan.com> – If you want to take all the guesswork out of your diet and follow a guaranteed-to-work plan, then you'll love my brand-new custom keto meal plan service. We tailor your entire meal plan to your own unique situation, needs, goals, and dietary preferences to ensure you experience optimal progress and follow a diet you enjoy.
- <https://eatstopeat.com> - This one simple weight loss strategy that replaced all the complicated rules and gave me back control. Not only that, using this one strategy is also proven to rejuvenate your cells from the inside out. So you enjoy a more youthful appearance and energy while you brush away aches, pains and health troubles you used to accept as “normal”.
- <https://ketosoupdetox.com/rapid-soup-diet-temp> - This Super Simple "Soup Ritual" Melted 69 Pounds of Nagging Fat After My Humiliating Honeymoon. Discover How Women & Men Over 50 Are Melting Belly Fat Like Crazy With a Simple Daily Ritual That: Burns Abdominal Fat 240% Faster Kills Hunger & the Most Intense Cravings Without Cutting Calories.

Notice how each of them is pushing the curiosity, and they're keeping a portion of their system secret. You can't just tell people they need to eat less and move more. They're promising a 'secret magic' pill that melts the fat away.

Can you model this without making ridiculous claims? You definitely can. I have multiple clients in weight loss and fitness, and we focus heavily on the curiosity factor. For example, in a workout product, we talk about the 4 different types of workouts that all have cool titles like Sculpt or Afterburn. In dieting, we talk about how you can include your favorite, delicious foods in your eating plan.

This is a good place for you to review some of the top selling products in your market. What promises are they making? What 'magic pills' are being offered in your market? If you could wave a magic wand...and give your customers ANYTHING they wanted...what would they want? How could you get as close as possible to offering this magic solution?

Dentists would love for you to wave your magic wand and give them an already working Facebook campaign that attracted high quality clients. That's why including already working ads and landing pages is such an enticing offer. It's close to the magic pill solution. Your golf buyers would love you to wave your magic wand and make them slam huge drives with accuracy and consistency. You can't do that, but you could potentially give them easy to follow drills they can do at home that will add 30-yards to their drive the next time they step on the course.

Put together your Golden Glove before creating the product. As you know, the Golden Glove includes:

- **Desperate Problem:** Who is this for and which problem are you addressing for them?
- **Unique Promise:** Why should they choose your solution as compared to every other option in the market?
- **Overwhelming Proof:** Why should they believe the solution is for real, that you're a credible person to do business with, and that it will work for them in particular?
- **Irresistible Offer:** How will you make it more painful for them to walk away than to purchase?
- **Reason to Act Now:** Why must they take action TODAY?

Let's create a quick example Golden Glove for the 'Facebook Advertising For Dentists' product. This is not my market so I'm not going to go into as deep of detail as I would if I was actually creating this product, but it will give you a basic model for you to flesh out further.

Desperate Problem: *(write this from the Ideal Client Avatar's viewpoint) "My old reliable sources of advertising aren't working anymore. And patients aren't referring like they used to. Expenses keep going up. If I don't find a way to generate high quality patients fast, I may soon be out of business. I'm constantly getting calls from companies who promise to rank me online, handle my social media, and promote my practice. I've wasted a lot of money in the past with these companies, and they talked about things like views, clicks, and shares, but didn't deliver quality patients. Who can I trust to consistently provide high quality patients to my practice?"*

Unique Promise: *Discover How this Small-Town Dentist Attracts 34 or More High Quality New Patients Each and Every Month From Facebook.* You get his complete system laid out in detail including the 8 secrets of a successful Facebook page, how to add attention grabbing

posts to add to your page, exactly who to target with advertising, the same proven ads we use in his practice, licensing rights to the 10 images we've successfully rotated in the ads, and even our 2 best landing pages to use as your own.

Simply hand the included zip drive to your front desk staff and they can manage everything...even with little or no technical experience. It's so easy anyone who's used Facebook can manage the entire system in just 10 minutes a day. Watch as a consistent new flow of high-quality patients start coming through your door, leaving 5-star reviews, and referring their friends.

You could continue writing out benefit rich bullets about the different components of your system and all the obstacles you help them overcome.

Overwhelming Proof: Proof could be a case study from your best dental client over several months (*or even years*) of using the system. Add additional testimonials and case studies from other dental clients. You could also publish some of Facebook's own stats about their advertising (*the number users, the ROI of Facebook ads, how much time is spent on Facebook, etc.*). You could also 'prove' just how bad the problem is by looking up stats about how expensive it is to generate patients today using other methods besides Facebook.

Irresistible Offer: You get all 6 training modules (*35 videos in all*) delivered online and by zip drive. Plus, you get 21 checklists and cheat sheets for each step in the process including setting up your Facebook page, handling Facebook comments, posting updates, setting up ads, managing ads, asking for reviews, and more. And you get every one of our proven ads with full rights to copy and use as your own. You also get a 30-minute phone consultation and free updates for the next 12-months. Your price is only 3 payments of \$397 or save \$200 by paying upfront for \$997. And it's all backed by a 100% money back guarantee for the next 90 days.

Reason to Act Now: This special launch price is only available for the next 2 weeks. After this, the price goes back up to the regular price of 3 payments of \$497 or one payment of \$1,297. How long will you continue to suffer in silence and frustration? Old marketing techniques become less effective every day. How much money will you waste testing all the different Facebook advertising options before you stumble upon an ad that works for your practice? How much is just one high quality new patient worth to your practice? It's likely less than the entire cost of this kit...and soon you will be attracting a consistent flow of new leads and patients from Facebook.

Hopefully you can see how doing your Golden Glove upfront can help you organize your thoughts and stay customer focused while developing the product. Once you finish the course, come back to this and expand it out into your full sales copy!

Give Bonuses That SELL Your Product

If your main product can't provide the buyer with a 'magic pill', can you include one in your free bonuses? As we looked at a few of the top weight loss products in Clickbank, we saw a 'detox' system to help someone lose up to a pound a day. Could you include a bonus detox system for fast weight loss this week? What about a collection of your favorite ketogenic recipes?

Only include bonuses that fit the theme of your main product. One of the biggest mistakes I see infoproduct sellers make is including a bunch of unrelated bonuses. Each and every bonus must hit a hot button! Each bonus should be strong enough that you could sell it on its own.

Bonuses shouldn't take long to create. My favorite bonuses are tools including templates, cheat sheets, flowcharts, recipes, spreadsheets, shopping lists, phone or email consultations, and video reviews. You could package in some related public domain material. Audio interviews are also quick to create.

I love audio interviews because you can recruit an expert in a topic you can't cover as well personally. And you can integrate some of their credibility. You might be unknown in the natural health market, but what if you secured an interview with Dr. Mercola...and could leverage off his photo and credibility in the market? A bonus interview with a recognized expert can add additional proof to your offer!

Selling And Delivering Your New InfoProduct

I'm often asked what tools I recommend for setting up your website and delivering your infoproducts. Most of my websites are designed in <https://www.mymarketingcoach.com/optimizepress>. This includes the membership and product delivery areas, because Optimizepress has simple built-in templates for landing pages, sales pages, and membership pages. And they have a good video training series to help you get set-up and running. But if you're not great with technology, you should still consider hiring out the initial set-up work to someone on Fiverr. Not only could you find designers who can build anything, but you can also find vendors who are proficient with any specific tool such as

Optimizepress.

I'm delivering my courses through Thrivecart Learn. It's my shopping cart, affiliate system, and has a built-in course delivery module. You can find out more about them at <https://www.mymarketingcoach.com/thrivecart>.

I like www.vimeo.com for delivering videos. Another good option is www.wistia.com.

Two great options for taking payments are www.stripe.com and www.paypal.com.

Clickbank is a possibility for accepting orders. They charge high fees at 7.5% + \$1 per transaction (*if you generate a lot of volume, you can negotiate slightly lower rates*). But they will handle your affiliate program, including paying affiliates. They do have to approve your sales copy, but this usually only causes problems if you're making health claims. My European clients especially like Clickbank because Clickbank can handle the VAT taxes across Europe...saving them a lot of hassles.

My set-up includes a lot of separate pieces which gives me more control of the overall delivery. You'll get a LOT of recommendations out there for all-in-one tools such as www.Clickfunnels.com which allow you to build your websites, take orders, handle affiliates, and deliver products. But usually, they have significant weaknesses. For example, Clickfunnels can be restrictive in what you're able to do your sales pages.

You'll notice I'm not recommending services like www.udemy.com which manage everything for you. They handle order processing, managing customers, and make it easy for you to load your videos and other content. But own everything, including your customer list. You're not able to add buyers to an email list. And that's a big deal since the money is in the buyer's list and backend!

The Secrets to Getting Customers to Implement Your Advice!

Persuasion doesn't end when a product is sold. This is ONLY the beginning. If you don't get customers to implement the first course, they're not going to get results! We want happy, successful customers who buy more and refer others!

After setting up the membership area and loading all the content, I shoot a 'tour' video using Camtasia. I thank customers for buying and repeat the unique promise behind my course. Then I'll show them how to navigate around the site, through the modules, and download their bonuses. As you narrate the video, quickly repeat the benefits of the primary

modules and bonuses. Then tell them exactly where to get started in the content (*usually downloading one of the bonuses or starting with module one*).

You may choose to build some type of community for your course buyers. This isn't required for one-time purchase courses, but I'd definitely recommend it for any type of ongoing membership site. Some paid options for tools like this are www.peerboard.com, www.heartbeat.com, www.mightynetworks.com, and <https://circle.so>.

One free option is to set-up a Facebook group specifically for your buyers. Several of my clients have active Facebook groups where their buyers are posting testimonials and even videos of the results they're generating. Not only do these groups give you the chance to provide support, but they become a great way to collect testimonials! And of course, newer customers are inspired when they see what others have done with your information.

Keep selling people on the opportunity as you're creating your videos and other content. Share examples and stories from your own experience. Tell clients' stories. The more customers identify with your story or one of your clients' stories, the more likely they are to take action.

Can you deliver a 'Quick Win' for them early in your product? That's why module one of Autoresponder Alchemy focused on the emails buyers can model. If someone already has an email list, they could use a few of the emails to help them create their own...and see a better response from their list than they have in years. If you can give them one step they can follow quickly...and see results...they'll be motivated to follow the rest of the course!

And don't forget to promote your other products. You don't have to be in-your-face about this, but you can post links to your other products. Put small banners for your other products in the sidebar of your site and add a 'products' tab to your membership area. It always surprises me just how many people visit those product pages, click the links, and purchase additional products.

InfoProduct 2.0

Here's another big mistake I've made. **SAVE** your original files in an easy-to-find format! That means saving everything you produce for a product in one folder, organized by module. This is important because you're going to edit your course in the future. Have your Powerpoint files and notes organized to make it easy to rerecord individual sections.

Quit trying to get everything perfect before you launch. That's NOT possible. Instead, you want to get it good enough...provide a feedback mechanism to help your clients...and plan to improve on the course later. All software products have a version 1.0, 1.1. 1.2, 2.0, and so on!

Million Dollar Product Ideas

I have the awesome privilege of working with entrepreneurs who consistently move forward in their businesses. I get a daily behind-the-scenes look at how small home-based businesses are growing. Over the past year I've seen clients create hundreds of new products, run dozens of successful webinars, split test 100+ landing pages, test multiple traffic sources, hire employees, create software, and more.

A few of my clients even surprised me by what they accomplished! And the biggest factor in their success is an attitude of constant advancement and testing. Those who have seen the greatest increases in income are always advancing. They're testing new things. Not everything works out, but if you throw enough at the wall some of it sticks.

Not everything you do will succeed. Some ads won't work. Not every product will be a home run. Almost every product and project is profitable when sold to your own list first. But not every project is successful enough to move out to paid advertising or even heavy affiliate promotions.

And here's the thing. You can't guarantee that home run. Do your research. Get all your ducks in a row. Model what others are doing and add your own little twists to make it unique. This will sell your product to your audience. But I haven't seen anything that guarantees a home run winner with cold traffic every time. There are rules you can follow to get a high batting average. But it doesn't matter whether you put the best batter in the world up at the plate, they will still strike out at times.

And you've got to be OK with that. I think that's the toughest lesson for new entrepreneurs to learn. It's easy to fall in love with your product. Maybe it's a labor of love. And if it isn't successful, it's easy to take it personally. I've made that mistake...way too many times in the almost two decades I've been online. If you allow that to happen, you'll doubt yourself. You'll doubt your systems. But it's just the nature of the game. We understand that if we look at baseball or any other sport. The greatest athletes don't hit every time they're up at bat. Basketball players don't hit every free throw. And quarterbacks don't complete every pass. What makes them great is their willingness to take the next shot.

"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." - Michael Jordan

You don't hear this from most Internet experts, because this is NOT what sells! What most people want to hear is that there is a super-secret method to make sure you never fail again. If you just do X, you're guaranteed to make oodles of money by next weekend. Just send one email and people with lists of millions of people will immediately jump at the privilege of promoting your product! And you'll be the next Internet millionaire. No risk...whatsoever.

But that's not reality. Every entrepreneur has had their bloody noses. Could you imagine someone going to a boxing coach and saying their goal is to become the world champion? But they also never want to get hit...and they definitely don't want to get knocked down? That's just plain silly. If they're going to get in there and spar, they're going to take hits. They'll come out with bruises. They'll end up with scars. You may not see those scars on internet marketers, but we all have them.

Why is this important? Why can't I skip over this depressing information...and get right into how the money is made? BECAUSE THIS IS HOW THE MONEY IS MADE. There is an attitude difference between those who experienced their greatest successes this year and the average person trying to get started in online marketing. Successful people fail forward. Rarely do they succeed because they wrote one email...and it was a home run. Instead, they sent a higher volume of emails than their competition. Some emails were strike outs. Others were base hits. And some were home runs.

They created more products than the competition. I'm thinking of one client right now who earned a six-figure income. He more than tripled his income the next year. It didn't come from one brand new successful product. Instead, it came from 4+ big new products released to his audience...plus a new advertising funnel which we built out using multiple products to make the traffic profitable.

Success comes from doing more than others are willing to do. The good news is that everyone has a list of "Should-dos." You've got that list. I've got that list. These are items you know you should be doing. These are ideas you haven't had time to put into place yet. For example, one of my should-do's has been the fact I need to send out more emails and offers to my main lists. I help my clients set up systems so they're doing regular special offers, but personally I haven't been doing them like I should. The cobbler has no shoes!

Why am I sharing this? It's to let you know you are not alone. I'm my own worst enemy also. We know we have to "take action" but we drag our feet doing things that aren't as

important...because at least you're doing something. My profits continued to grow last year, so it's easy to ignore a sticking point (but this is a HUGE one that is definitely costing me money to ignore).

That's why social media can easily become a distraction. There's nothing wrong with Facebook or any other social site if you use it correctly. If you get in, post content, participate in relevant conversations, and get out...then great. But it's easy to get lost while more important things don't get done.

If you want to make more money in 2023 and beyond, you need to focus on the big elements. Create new products. Produce contrarian content (emails, blog posts, videos, etc.). Test landing pages, sales pages, and upsell pages. Optimize traffic sources. Increase your speed of implementation in these 4 areas (products, content, sales copy, and traffic). And watch the profits roll in.

There are Unlimited Product Ideas

The first step to coming up with Million Dollar Product Ideas is realizing there are UNLIMITED product ideas. No market is oversaturated. That's one of the advantages of the information business. People don't just buy one or two products. When you're passionate about a subject, you keep buying products.

It frees your mind when you start with the assumption there are unlimited product ideas available. All the 'good ideas' aren't taken yet. There is room for you in a market. You just have to find a way to share information in a new way. Or you can become more specialized in your subject.

Look at internet marketing as an example here. If there was any market which was oversold on information products, it's this one. Yet, customers keep buying. A place I don't often recommend is over at the Warrior Special Offers Forum:

<http://www.warriorforum.com/warrior-special-offers/>

There is a huge amount of hype there. And while there would be a few golden nuggets throughout the thousands of products available, the majority aren't worth your time. The only reason I bring up this site now is to show you the huge amount of products available about internet marketing. And that's just one special offer forum. When you count all the email lists, all the blogs, all the listings on Clickbank, and everyone else selling products...you'd think this market would be totally overwhelmed.

And customers in Internet marketing are overwhelmed! But they're still buying more. Because it's a dream they want to possess. It's all about that passionate dream they want to fulfill. There are dozens of other markets like this. Relationships, self-help, weight loss, fitness, golf, etc. are all huge markets with thousands of products being sold.

It doesn't matter how many products are being sold in a market. In fact, if there are a lot of products being sold, this is a good sign. It illustrates you're surrounded by buyers. There are unlimited product ideas available. You just have to start tapping into them.

Go Back to the Basics

Here's a second fact about almost all these markets. People don't know the basics. And this is especially true for the product developers in those markets. This is one of the reasons I don't recommend many products in the internet marketing field. They distract you with BSO's while ignoring the foundation you build your profits on.

This lack of the basics is an opportunity for you. You don't need to be the premier expert on your subject. You just need to understand the basics of getting results for your customers. There will always be a market for 'advanced' tips, but there is also always a market for learning the basics of the subject.

The key is you have to position the basics with a new angle and a new title. You wouldn't call your product "The Basics of X." Instead, you'd come up with a title like "The Lost Art of X" or "Old School Secrets of X." For example, "Old School Secrets of the Master Painters," "Old School Secrets of Grappling," or "Old School Secrets of Asking For the First Date."

One of my early Internet marketing products was "Scientific Internet Advertising." I took the old "Scientific Advertising" by Claude Hopkins which was out of copyright. I used the original text and then added an update to each chapter that applied to the Internet. The "Scientific Advertising" section could have been used by anyone, but the sections I added were exclusive to my version. It was an extremely good seller...in the Internet field where everyone is enamored with the newest, latest discovery.

The other way to position your product is to specialize. You don't create the encyclopedia of weight loss. Instead, you create a very specific product with a unique end goal. An example may be, "How to Lose 10 to 15 Pounds In the Next 4 Weeks." You're not trying to create a lifelong weight loss guide. It's only about losing weight for a big upcoming

event such as a wedding or vacation. One of the biggest mistakes with product creation is trying to make the product do too much.

Instead, create a simple guide designed to help your customers get quick results. The hardest product to sell is prevention. It's tough to sell anything that prevents future problems. For example, it would be an uphill battle to sell a diet to prevent cancer. But if you had the cure for cancer, people would line up around the block for your answer. That's a danger I have to constantly remind myself about. Prevention is wise, but it doesn't sell. Cures sell...even if you can't call it a cure (it's dangerous to call anything a cure in a health-related market).

Down-And-Dirty Niche Selection

Too many people get stuck in Analysis Paralysis. If you can't decide which niche is right for you, you get stuck in indecision. You do nothing. And the whole secret to failing forward is moving forward. If you're not actively growing a list, creating products, and making offers, nothing will happen for you.

When it comes down to it, there are only a few things that really matter for the niche.

- Are people buying products in this market?
- Can you help a customer get results?
- Are you able to target this customer cost affordably?

One of the biggest lies in our market is you must find a market you're passionate about. But for most people, that advice is like quicksand. They can't escape it, because they don't know what they're passionate about. Your passions may change over time. Do you love and spend your time exactly the same way you did 5 or 10 years ago? This advice is also why so many people choose 'internet marketing' as their subject. Right now you're passionate about earning an income online. But that doesn't mean internet marketing is the best market for you.

Dr. Glenn Livingston went into 18+ different markets successfully. Was he truly passionate about guinea pigs, rabbits, and radon mitigation? Considering he owns dogs and doesn't have any guinea pigs or rabbits; I'd have to answer "No." And is anyone passionate about radon mitigation?

One of Glenn's projects was all about alpacas...yet Glenn never owned an alpaca. He did however speak to dozens of alpaca farmers. He studied the subject. And he created an

information product about alpacas by interviewing successful alpaca farmers and owners. So, you don't even have to be the expert on the topic. If you personally can't help the customer get results, can you interview others who can help customers get results? The answer to that is almost always an enthusiastic YES.

There is one more important qualification that I didn't mention in the 3 questions above. And this one is just as important although hardly anyone ever talks about it.

- Will you be able to generate repeat sales from the same group of customers?

You don't want to go into a market where you only have one product...with nothing else to sell those customers. Sure, you might be able to profit, but you're limiting your success. The money is NOT in the first sale to a customer. It's in the additional sales. You make money from the upsells. You make money from the backend. You make money from the monthly membership site.

When looking at markets, consider what else you can sell them. And remember, you're not limited by what you know. You can partner with others and interview experts. But you will want more than just one frontend product to turn any market into a success.

My big advice here is brainstorm out your markets. Do some initial research, especially about how you will reach these customers. For example, do keyword research on Google to see what people are searching for. Can you produce content on these subjects? How many views are Youtube videos getting on these subjects. Can you afford the cost per clicks for Google or Bing Advertising? Pretend you're going to set-up a Facebook ad. Check the interests you can target.

But once you've decided you can reach the audience affordably...you see them buying products on your subject...you know several products you could offer this audience...and you know you can help them get results...then it becomes a viable audience. Get moving so you can start seeing results. You're not limited to this market for the rest of your life. I've seen clients transition from one market where they've had a measure of success to another one where they reach a much higher level of profits.

Everything you learn while creating your first business will be applicable to your 2nd...and your 3rd. You don't want to go into a bunch of markets at once, because that divides your attention. Plus, you want to dig deep with multiple products in one market instead of wide across several markets. But your first market isn't a final decision.

Find Out What is Already Selling

When you choose a niche, always take a look at what is already selling. Reverse engineering websites in Google Ads is one of my favorite techniques. If a website can afford to win in Google Ads on competitive terms, they have to be doing something right. Look at the top several websites for your primary keywords. You can use www.lspionage.com to see which sites have the highest impression share on your terms. You can do several searches for free, but I have a paid account here to examine markets in depth.

Once you've selected a few winning sites, use the Golden Glove on them. What is their Desperate Problem? What Unique Promise do they offer? How do they back it up with Overwhelming Proof? What is their Irresistible Offer? And is there any Reason to Act Now (note that on Google you may not see a well-defined reason to act now as Google's landing page policies do discourage scarcity)?

You can often understand a lot about an audience simply by looking at the winners in the market. You can also follow this same process over at www.Clickbank.com. You can access their marketplace here: <https://accounts.clickbank.com/marketplace.htm> (you can sign up for a free account if you simply want to promote other people's products as an affiliate). Use the menu on the left side of the page to choose your market. Then visit some of the most popular products.

You can also reverse engineer these products using the Golden Glove. In some cases, you might find similarities between the top products. In other cases, they may be radically different. If I look at the top sites under the category "Parenting" and then "Pregnancy & Childbirth," I see two sites that appear to be making a completely different unique promise.

<https://www.pregnancymiracle.com/video2019/Pregnancy-Infertility-Video-2020.php> is about getting pregnant naturally and <https://www.pregnancyapproach.com/free-video.php> promises to erase your infertility effortlessly.

These sites have some similarities. They focus heavily on their story. They use whiteboard video sales letters. They both back it up with a ton of proof. And if we dug deeper, I'm sure we'd find additional similarities. You can get to know a lot about a market simply by investigating what's already working.

And if you want the customer language itself, jump over to www.Amazon.com. Let's stay in the same theme. Amazon also has a Parenting category with a Pregnancy & Childbirth

sub-category. Here's a direct link: <http://amzn.to/1wyzEq5>. Click the "Kindle" link on the left side of the page and you can see how the rankings look on Kindle.

If you examine the top book, it appears the poor reviews have the highest rankings. At the time of my search it was: <http://www.amazon.com/What-Expect-When-Youre-Expecting/dp/0761148574/>. For example, this is the exact language from one of the top reviews: *"Worst of all it makes me feel like a failure for not stocking my freezer full of fruit-juice sweetened bran muffins. The only genius in this book is it's ability to make a pregnant woman feel guilty for not knitting tiny sweaters in her spare time. I would give my copy to our local thrift store but I don't want to subject another woman to its unique form of torture."*

That is language I'd definitely use if I was writing a sales letter for a product in this market, *"It won't make you feel like a failure for not stocking your freezer full of fruit-juice sweetened bran muffins."*

I love Amazon reviews for finding customer language. A negative of these pregnancy books (which you want to pay attention to) is that many of the reviews mention receiving the books as a gift. We're looking for what customers are buying (although you could potentially position a product as a gift also). This did make me switch over to the Kindle search to see how the books being sold differed (since physical books are more often used as gifts). The same book is #1 in Kindle also. The top book that seemed most similar to the Clickbank topics was "Making Babies: A Proven 3-Month Program For Maximum Fertility" at: <http://www.amazon.com/Making-Babies-3-Month-Program-Fertility-ebook/dp/B002J051PQ/>

What stood out to me immediately was the highest rated review was a pregnancy story...again emphasizing the importance of the story.

Amazon allows you to see both what is selling and the direct customer language you can use to help you sell a product in the market. By the time you've gone through Google, Clickbank, and Amazon you probably already have a lot of ideas about the market....and possibly even some product ideas.

Come Up With Your Unique Hook By Thinking Laterally

One of the secrets for coming up with Million Dollar Product Ideas is to look for ideas in OTHER markets...especially the big markets packed with products. If you only look at your market, you'll limit yourself to copying what is already done. Instead, look outside your market.

Some good markets where there are tons of products include golf, dating, hypnosis, and personal development. For example, let's say you're looking in the personal development category. Visit Google to find the top sites in the market. Check out Clickbank. Use Amazon. What you're primarily looking for are product developers who have dozens of products. Self-help type authors are extremely good at this. Let's say you see a product called, "How to Transform Your Life & Career in 90 Days or Less."

That's an awesome product title you could model for a lot of subjects:

- "How to Transform Your Chiropractic Business in 90 Days or Less"
- "How to Transform Your Body in 90 Days or Less"
- "How to Transform Your Marriage in 90 Days or Less"
- "How to Triple Your Leads from Google Ads in 30 Days or Less"
- "How to Train Your Dog in 30 Days or Less"
- "How to Get Pregnant Naturally in 90 Days or Less"

If you check out a website about Hypnosis, not only can you come up with product ideas, you can also find new markets: <http://www.hypnosisdownloads.com/hypnosis-packs/>

You could come up with all kinds of ideas about markets you could go into just by looking at the category listing to the right side of that page. Or if we hop over to Amazon, what kind of ideas can we get:

<http://www.amazon.com/s/?ie=UTF8&keywords=self+hypnosis+cds>

The product in 3rd place when I did my search was...

"The Self-hypnosis Diet: Use the Power of Your Mind to Reach Your Perfect Weight"

We could turn that title into a template: "The _____: Use the Power of Your Mind to _____"

- The Emotional Eating Cure: Use the Power of Your Mind to Conquer Your Cravings
- The Weight Loss Cure: Use the Power of Your Mind to Melt the Fat Away
- The Bodybuilder's Secret: Use the Power of Your Mind To Pack on Massive Muscle
- The Financial Miracle: Use the Power of Your Mind to Get Out of Debt FAST
- The Smoker's Cure: Use the Power of Your Mind to Quit Smoking Today

Then I searched golf to see what jumped out at me. Here's a book title we're going to

have way too much fun with: “Why You Suck at Golf: 50 Most Common Mistakes by Recreational Golfers”

- Why You Suck at Copywriting: 50 Most Common Mistakes By Beginning Copywriters
- Why You Suck at Finances: 35 Most Common Financial Mistakes by Those in Debt
- Why You Suck at Marriage: 21 Most Common Mistakes Made By New Husbands
- Why You Suck at Grilling: 50 Most Common Mistakes by Lousy Chefs
- Why You Suck at Life: 29 Most Common Mistakes Made in Young People’s Careers

That was fun! This idea is definitely based on taking a humorous approach to the product. Now I want to create a low-cost entry product like that. When you see it, you’ll know where it came from!

We found a market to go after. Then we did our research in our market to find out what is selling, what people are saying about products in the market, and to give us a few product ideas. We looked outside of our market for new twists on ideas. Now it’s time to let it all simmer so your ideas can come up in your subconscious mind.

Tap Into a Different Stimulus

This is something I practiced in the past, but I’ve let fall to the side over the last couple of years. Take a break after you do your initial research and collected all these ideas. Get out of your office. Get away from your computer. Go for a walk. Ride a bike. Play a game. Watch a movie. Do some shopping. Do something besides working on this problem.

My favorite break is getting into nature. This includes hiking, visiting a lake, or going kayaking. And while you’re at it...turn off your phone. Allow your mind to disconnect from the Internet completely. Our always connected world puts you in a state of overwhelm. When your mind feels worn out and in a constant state of panic, it’s counterintuitive to tell you to take the day off...but it’s also the right prescription. Yes, I understand there are times you have to work your butt off to make success happen, but there are other times you’ve got to relax and let it flow.

My most profitable ideas have rarely come together while I was in the office. Instead, they have come during time off immediately following an intense research period. All those moving pieces came together when my mind had time to relax.

Another great activity is going to bookstores. We have a huge Barnes & Noble nearby.

This is a different type of stimulus. Instead of being online, scan the book shelves. Which books have been placed in features spots such as the end caps? How do the book titles and book covers appeal to you? When you flip over the book and look at the back, what do they say to convince you to read more? Grab a few magazines and take some notes on what you see. Front cover blurbs are often great fodder for new product ideas (and email subject lines).

A couple of clients like going down to the local coffee shop. It's enough of a change of pace that it frees them up to find new ideas. They like the busy atmosphere. My preference is writing on the lanai looking over the backyard. Other clients have an actual office where they go to work away from their home. They tell me this allows them to be more focused and helps them 'turn off' their business brain when they come home to be with their family.

Don't copy me. Find what works for you. Instead of continually working, find a way to disconnect. Provide a different stimulus to generate new ideas.

Quit Looking For Challenges

If you've done all the above, you probably have all kinds of ideas. The key is to choose one and get started. Which one? That's up to you. It needs to fulfill all the qualifications we talked about earlier, but I'm also going to give you one more. For your first project, it needs to be quick to implement.

Let's say one of your ideas will require 2 months and for to buy a camcorder, set-up a full video studio, and learn how to edit videos...and another idea will take you 2 hours to write an outline, record an audio, and send it for editing. Which one should you choose? Idea #2 is the obvious choice.

You don't earn a penny until a product is done and making sales. Instead of starting a bunch of projects, get the quickest, easiest one finished first. Being successful online is challenging enough (creating products, running ads, producing landing pages, sending emails, etc.). Go after the Quick Wins first.

By the way, this also applies if you already have a successful business. You likely have both FAST and larger, more intensive type concepts to grow your business. I'd recommend hitting one or two of the FAST projects first. Get a quick influx of cash. Then dedicate your time to one of the longer, more intensive projects.

After you complete that, jump back into some of the quicker projects again. The bigger

projects may be more profitable overall, but they wear you out. Rotate between several smaller projects and one large one...making sure to FOCUS on finishing one before starting the others. I always have a list of ideas percolating, but I focus my work on one of them at a time.

Translate Your Idea Into a Basic Sales Pitch FIRST

Put together a quick sales pitch BEFORE you create the product. This isn't your full sales piece. Instead, it's just a rough draft of your sales pitch. This needs to be done before you create your product to make sure your product is focused on the customer's desires...instead of what you think they need (trying to sell people what they need instead of what they want is the number one error made in infopublishing).

Put together your 5 finger Golden Glove as a starting point. Remember, this is just your rough draft outline. It's your basic sales map. You'll fill in more information once you've finished your product. You'll write up more bullet benefits once the product is complete. I've tried it the other way, where you create the product first and then you come up with the sales pitch. But that is MUCH MORE difficult! In fact, it almost always forces you back into product development where you have to add an additional bonus or make some changes to turn it into a sellable product.

#1 - Desperate Problem: Who is this for and which problem are you addressing for them? How is this problem desperate, urgent, or vital to their life? What emotions are connected to the problem? What other problems or repercussions are they experiencing because of this problem? This is where some of the knowledge you picked up from competitors or Amazon comes into play.

#2 - Unique Promise: Why should they choose your solution over every other option? This promise should stop someone in their tracks because it speaks directly and passionately to their desperate problem. When possible, this promise is integrated into the title of your product itself. And you repeat this promise multiple times throughout your website (you drive home one core promise).

#3 - Overwhelming Proof: Why should they believe your solution is real, that you're credible to listen to, and that it will work for them personally? The most common method with information products is a story related to the product. If you don't have a success story, then consider doing an interview as the main product or as a bonus so you can tap into someone else's story.

#4 - Irresistible Offer: How will you make it more painful to walk away than to purchase? How will you make your offer risk-free to them? Make buying your offer a no-brainer by giving them way more value than the money you're asking for in exchange. What bonuses if any will you provide with your product? You may have a bonus interview. You could include templates or a spreadsheet. You could add a video bonus showing an example. What do you add to the offer to make it irresistible and easy to use?

#5 - Reason to Act Now: Why must they take action today? What will they miss out on if they don't purchase from you today? Will they lose out on a bonus or a discount? Or will they continue to suffer with the problem...and it may even get worse? Why should they take action today instead of just ignoring it and doing nothing?

Offer an Amazing Guarantee

Always offer an amazing guarantee when you're testing a new market. Your first offer should at a bare minimum have a 100% money-back guarantee. Most likely you're lacking proof. You don't have a bunch of testimonials yet to go along with your product. You may not even have an extremely strong story or case study of your own about the subject.

A lack of proof can hinder your sales, but the way around this is by offering an even more irresistible offer. A super-strong offer can make up (at least partially) for a lack of proof. Start off by making your offer risk-free. Give a full money back guarantee for 3 months, a year, or even longer.

You could even offer a better than money back guarantee. For example, one client offers to consult with buyers on the phone for free if they don't get results from his product. If you use the product as he recommends and you don't see results, he'll get on the phone with you to coach you to get the results. Another one offers a double your money back guarantee. If you follow the 3 steps in the system as directed, you not only get a refund...but you get double your money back.

The full money back guarantee is non-conditional. Anyone can receive it for any reason. The better than money back guarantees are conditional. You can only take advantage of them if you've followed the directions. A customer has to show they followed the directions. These conditions are there to protect you from those who simply purchase and refund. There are small portion in every market who are serial refunders who purchase your product and ask for a refund 2 minutes later. You have to grit your teeth and refund them, but they won't meet

the conditions for a better than money back conditional guarantee.

Create Your Product Outline

After you've put together your basic sales pitch, do your product outline. My favorite method is mindmapping using software such as <https://www.ayoa.com/> or <https://www.mindmup.com>. But how you outline your product doesn't matter. You can do an old-fashioned outline. Just write down major points, use index cards you can reorder, or whatever else works for you.

If you were teaching a beginner this subject, what would be natural steps you would share? You would start off with the problem you're solving. If you have a personal story to share, tell us about it (I've told my going from pizza delivery driver to online marketer story way too many times to count).

If you don't have your own story, then is there a case study you can share? If not, then get right into the material. What are the steps they need to take in order to get from the problem to your promise? You might have 3 steps, 5 steps, or even 10 steps. The less steps you have, the easier it is for your customers to get results. Make it as simple as you can, but don't oversimplify it to where it hurts the results.

Once you've reached the end, it's often good to cover some of the obstacles they'll run into. What will stop them from achieving the results? And how can they best overcome these obstacles? Do a review of the major steps in the system and usually some encouragement for them to take action on the information. Yes, getting them to take action is often the toughest part of the product development. I consider at least a little motivation a requirement in every product. You could also share the next step to take at the end (how to get greater access to you and your other products).

After you put together your outline, you could go back to Amazon and quickly review some of the competitive products again. Specifically run through the "Search Inside" feature that's up in the product image. Look at the table of contents of the top selling books and see if there are any ideas you forgot to include in your product. By only using the table of contents, you'll get ideas which you can include in your own words.

If you do your product as an interview, here are a few of my favorite questions to help you pull the good information out of the person you're interviewing. Pick and choose among these...

- How did you get started in _____?
- Why is _____ important to you?
- What excites you the most about _____?
- In your experience, what's the best way to _____?
- What do you do better than anyone else in your opinion?
- What do you wish you knew about _____ when you first started out?
- What has been most difficult for you personally in _____?
- Do you have any examples you can share about _____?
- Why is _____ so important?
- If people could take away 3 lessons from today, what would they be?
- What's the biggest mistake you made in _____?
- How would you explain that to someone who doesn't understand _____?
- What do you wish you knew about _____ when you first started out?
- What tools do you feel are essential for _____?
- What is the very first step for someone listening to take?
- Why do you feel this way about _____?
- If you only had 30 days to _____, how would you do it?
- What do you see as a coming trend in _____?
- What are some major pitfalls to watch out for when doing _____?
- What's the difference between a good _____ and a great _____?
- Is there anything else I should have asked you?

Don't read through these questions in order. They're simply brain teasers to help you pull good information out of interviews. The questions that most commonly come up are how did you get started, what were your biggest mistakes, what's the first step a beginner should take, and is there anything else I should have asked you. I almost always end on this question because it's an opportunity for the guest to share whatever is most important to them. And I'm often amazed at what gets added right at the end with that question.

When doing an interview, prepare yourself by reviewing the guest's website or other products. You want to have a basic understanding of the system they'll share so you can plan an organized and logical interview. You have to be willing to leave your prepared questions behind so you can flow with their answers. The key to interviewing (and also both coaching and sales) is listening. You have to be present in the moment and continue with the natural

thoughts that flow out of the discussion.

Create an Audio Product

The quickest and easiest product to put together is an audio product. You could pair this with a transcript to give your customers both audio and written information. Unless you're an experienced writer, I would not suggest a written product for your first venture. While everyone aspires to be a writer, it is hard, grueling work. A one-hour audio which translates into 20+ pages when transcribed will take you 60 to 90 minutes (I'm giving you time for messing up). A 20+ page ebook will take several days to write. I'm a fast writer, and 20 pages will often take me several days to write.

To record your audio, you simply need some good basic tools. If you're recording by yourself, you can use a headset mic or a USB microphone. The Blue Yeti mic produces excellent sound for this purpose. Combine it with a free audio editor such as <http://audacity.sourceforge.net/>. You could edit the audio yourself, but you can hire out to an audio editor for \$50 to \$100 per hour of audio.

A good editor will do an amazing job of making you sound authoritative by removing ums, you knows, and all your other speech tics. This is the perfect time to get your first experience outsourcing over at www.fiverr.com if you're not already outsourcing. Podcast editing (editing spoken audio) jobs can be seen here: <https://www.fiverr.com/categories/music-audio/podcast-editing>.

After the audio comes back in a few days, you can hire a transcriber at Fiverr: <https://www.fiverr.com/search/gigs?query=audio%20transcription> or you can use www.rev.com. These will create a written version of the product.

You may decide to do an interview instead. It's easier to sound natural on an audio when you have someone interviewing you. My tools of choice for this are a good headset mic, Skype, and the free Mp3 Audio Recorder (<http://voipcallrecording.com/>). One of the advantages of this recorder is it allows you to record the two sides of a Skype call on separate audio channels. This makes your audio editor's job much easier. Another great option is to record the conversation over Zoom. That way you have a video recording as well, but will require a paid Zoom account for the recording.

Glenn Livingston and I used a unique strategy for putting together a course once. You could easily record together and use Powerpoint over Zoom. But we used Skype & an Mp3

Audio recorder to do the initial recordings in audio format only. We used a Powerpoint we were looking at as we recorded the audio. Once the audio came back from the editor, I recorded a video with Camtasia while listening to the edited audio. This gave us a better audio between the two of us plus the audio editor did an incredible job of improving the recording before a video was created lined up with it.

Put Together “OK” Sales Copy

Worrying too much about the sales copy can sabotage you when starting out. You don't have to get it perfect. You just have to get something OK out there. If it shows life, then improve on it. One of my clients recently shared with me that he had his first big winner before he had a clue what he was doing. He simply wrote his story. No real organization. He told people what problem he experienced, what results he got for himself, and here's what they get when they order. Yet it was profitable. That's the 'origin' story I regularly talk about. It puts all 3 P's from the Golden Glove in one story: Problem, Promise, and Proof.

Don't make it more difficult than it needs to be. Here's one basic formula that works well for beginners to get started.

- **Step One – Headline:** What is the most powerful promise you can make about your product? What results will someone get from it? Or what results did you personally get?
- **Step Two – Intro Paragraph:** You're setting up your big promise here. One of the easiest ways to do this is with an If-Then statement. Example: “If you finally want to attract a flood of buyers to your website...without wasting money on Google Ads, Facebook, or Solo Ads...then you're going to love what I'm about to share with you.”
- **Step Three - Story:** What is your origin story? What desperate problem did you experience? How did you discover a breakthrough? What were the results of your breakthrough?
- **Step Four – USP:** Why should someone choose your solution over all the other options? Is it easier to follow, cheaper to get started, or unique for a specific audience? Let us know why we should choose what you're offering.
- **Step Five - Proof:** What is the strongest form of proof you have to back up your promises? This can include video demonstrations, case studies, examples, etc.
- **Step Six - Benefits:** What benefits will your product provide? For an information

product, this takes some time, but it's pretty easy to do. Simply go through the whole product and look for exciting nuggets of information. Make people curious to know. One of the big secrets in information marketing is people will BUY because of curiosity. They have to know the 'secret.'

- **Step Seven - Details:** How is your product delivered and what is included? You will notice we covered all the benefits first. Then we finally cover how the product itself is delivered. Is it audio, video, written, etc.? The end benefits are more important than the delivery mechanism.
- **Step Eight - Bonuses:** Are you including any bonuses? The most powerful bonuses with information products are tools and templates. For example, you could include your sample workouts and meal plans with a fitness product...or sample emails in a marketing course.
- **Step Nine – Value:** How valuable is this information? Often you can do a comparison with something more expensive such as coaching or a workshop. How much would this information cost in other forms? Why are you offering such a great deal?
- **Step Ten - Guarantee:** How is this offer risk-free for the customer? Tie a full money back guarantee back to the promise, "If this system doesn't help your loved one become that loving, sharing person you remember in just 30 days...you get a full refund of every penny you paid."
- **Step Eleven – Call-to-Action:** How do they order? Click the big orange "Add-to-Cart" button right now and you'll receive the full system immediately by digital download.
- **Step Twelve - Takeaway:** What will they lose out on if they don't take action today? What benefits will they miss out on? Will the price rise in the future?
- **Step Thirteen – Restate the Primary Benefit:** What is a quick summary of your main promise, what they get, and the guarantee? Simply make a quick restatement of the primary offer in a P.S. to end the page.

If this is your first sales page, don't worry about all the bells-and-whistles. A video sales letter may produce better results, but so what? Not having a page up produces ZERO results. Testimonials will improve your response when they come in. Take the questions I gave you for each section above and simply answer them. Remove the questions from the page once you're finished going through each one. Then read the page out-loud, making simple connections from one piece to the next.

Good copywriting is simply salesmanship in print. It should sound like a spoken sales presentation. Another way you can quickly create your presentation is to sell your product to someone. Tell them exactly what you'd say if you were selling it to them live and in person.

Get a simple sales page put together. You can use any web design tool to do this. My favorite is www.mymarketingcoach.com/optimizepress. Or you could hire someone on Fiverr to put your sales page together. Keep it simple for taking orders also. My choice is Thrivecart combined with Stripe and/or Paypal. Thrivecart is available as a one-time fee here: <https://www.mymarketingcoach.com/thrivecart>.

Pricing Your Information Product

My suggestion is to price your product on the lower side initially. We want to see if you can generate interest...not find the perfect price point immediately. For most consumer-based products (dating, golf, sewing, pregnancy, etc.) I'd start on the low-end and move the price up. You could start as low as \$7 or \$10. Move it up to \$14.95 or \$19.95. And continue moving it up from there. You'll have a better idea on future products in the same market if you test moving up the price on the first one.

For a business niche, the prices are often higher, especially if you're specialized (for example, a product sold to dentists). Traffic costs more in these niches so it only makes sense to ask for more since there is a direct ROI. You might start in one of these markets at \$67 for a simple infoproduct (large multimedia courses with tools can cost \$1,000 to \$5,000 and up).

Are you likely to be profitable at these low-price points? No. But that's not the point. You simply want to start low to find out if there is interest and raise the price while keeping track of sales (plus you will find it easier to sell at higher prices as you gather testimonials).

Upsells & Backend

Add upsells to your funnel. As soon as someone buys the first product, you offer them another related product. When you're selling a low-cost frontend item, adding one or two upsells can easily triple the income you're earning. I wouldn't wait until you have these in place before you start marketing though. We want to see if the frontend product has enough interest to make the funnel viable before you invest all this time improving it.

There are dozens of ways to optimize your funnel: lower cost traffic, better sales letter, raise your prices, add upsells, add more proof, install email follow-up sequences, etc. But it all

starts with having a frontend offer that's exciting enough to turn visitors into buyers.

Testing Your Offer

If you have an email list, then obviously you go to your own email list first. If you can't sell it to a list you're regularly contacting, then there's no way you can sell it to cold traffic. If you have any type of audience you've built up (blogging, Facebook, Twitter, Youtube, etc.), go to that audience first.

If you don't have an audience, you'll have to buy traffic. My favorite two sources of starting traffic are Google and Facebook. I personally prefer Youtube ads, but this does require you to record several videos for testing. Facebook is a great way to get started, because you can choose an interest to go after...or you can upload your email list and create a Lookalike audience. Both Google and Facebook allow you to start sending traffic almost immediately. There are other profitable traffic sources such as solo ads but they take time to find and aren't as easy to roll-out.

Your first option for your funnel is a squeeze page where they opt-in to your list. After they subscribe, you immediately make them an offer for your low-cost offer on the thank you page. You would also design your initial email sequence to push them back to your offer. Make the initial email sequence very aggressive in this situation. Default to at least 4 emails that first week and possibly daily, all with a mixture of story-based content and links back to your sales letter.

A second option is to just go straight for the sale without opt-in. Several clients and friends have demonstrated lately that they've been able to sell a low-cost product (\$7, \$10, or \$19.95) directly on their landing page from Facebook advertising. And a buyer (even a low-cost buyer) is infinitely more valuable than a free subscriber. Because you can also send email follow-up to buyers with a much higher return! If you have a high cost per lead, you may consider testing a page that goes directly for the low-cost sale instead of asking them to opt-in first!

Your goal with the initial funnel testing is simply to discover how much it costs to generate a customer. Generating a subscriber is good, but the number we want to know is the cost per sale. If it costs you \$30 to generate a \$7 sale, then you have a point to work from. You may be able to improve the sales copy and double the conversion. You can add upsells. If you added \$49.95 upsell and 20% of customers upgrade, you'd earn another \$9.99 per

sale...making up a lot of the difference.

You could even put together an ongoing continuity as one of your upsells for a much larger bump in long-term profits. And of course, at the same time you're building your subscriber and/or buyer's lists...for future income. As soon as you can break even on a new customer, every penny from that day forward is profit.

Test Your Product Idea BEFORE You Create It

What if you wanted to gauge the popularity of a potential product BEFORE you create it? Would that save you time and money? You bet your booty it would. And it's so easy to do that. I've been kicking myself for not having done this in the past! All you have to do is look back at your previous emails. Which of your emails have higher open rates and click through rates than your normal rates?

Those emails are potential new product concepts for you. Or you could take your new product idea and test it in an email. Run a subject line based on your product concept and then write a short teaser email that links over to your blog. On the blog you'll write content about the subject. You're simply judging the response. How does the open rate, clickthrough rate, and number of shares on your blog compare to other emails you have sent? Are your subscribers demonstrating interest in this topic? Because if you can't get them interested in free information, it's going to be tough to sell it!

That one little idea may save you a LOT of money and time in the future! What if you don't have a list? You could test the same idea with any audience you have available. Write a blog post. Post a simple test on Facebook or Twitter linking to more content. Create a Youtube video. Publish an article on LinkedIn in a B2B niche.

Buy a small amount of Facebook advertising and send them to a squeeze page. The cost per opt-in will be lower than the cost per sale. You could put together several short opt-in offers to find out which one is the most successful. The one that gives you the lowest cost per conversion is the product you fully develop out first. Get people to raise their hand and say "YES" with as little work as possible before you invest more time and money.

Make Money Before You Create Your Product

You can do an even more effective test by offering your product as a preorder. Offer it at a discount price if they order before it is released. This also lets you see how popular the

subject will be before investing all the time for the product creation itself. This is perfect for a paid webinar strategy. Schedule the webinar and sell it to your list. If you don't get enough interest in it, you could cancel the webinar and refund your customers. You're guaranteeing interest before you create the product.

A friend used the preorder strategy with paid advertising. He put together the "OK" sales copy and told the customer the product won't be ready for delivery for 30 days. He ran paid advertising to the page and gauged the response.

Your conversion won't be great because it's missing the instant gratification factor, but you should be able to drum up some interest for the product, especially if you're giving a significant preorder discount. If you can't generate some buyers, refund the customers...and cancel the project.

NOTE: There could be some legal issues with selling a product that doesn't exist yet. Be careful to let customers know this is a preorder. If there are any problems, you will fully refund everyone (and have a ridiculous refund policy to go with it like one year or more).

This presell strategy is the entire concept behind many of the crowdfunding sites like Kickstarter. A client recently put together her first children's book using www.Kickstarter.com. She collected over \$5,000 in sales from Kickstarter for her book before the story was finished or the illustrations were made. The \$5,000+ was used to pay the artist, put the book together, and do the first print run.

People use crowdfunding to finance their project for publishing, videos, crafts, games, technology, and more. Go through www.Kickstarter.com (and possibly some of their competitors such as www.Indiegogo.com), and examine the highest grossing projects in the categories you're interested in. You can see how much money has been pledged for each project and whether the projects have reached their funding goals.

BIG TIP: The same rules for marketing apply on Kickstarter. A key is promoting your project to your own list, any related lists who would be interested, forums, and social media. Don't rely on people searching for your project. Get out there and attract an audience. For the children's book, she was able to align the story concept to a couple of small lists who promoted free for her.

The Power of Negative Thinking

Everyone likes to talk about the Power of Positive Thinking, but “Negative Thinking” may be even more valuable in marketing. My big mistakes in marketing have always come from being too positive about a project. I’ve invested months of time into a project WITHOUT doing some testing as mentioned on the past few pages. Doberman Dan mentioned losing \$40,000 on a full-page ad he ran in a major magazine with no results in the past. I’m so glad we have ways to ‘test small’ online like our own lists, Google Ads, Bing ads, and Facebook ads.

You could have the attitude, “This probably won’t work, but I’m going to try it anyway!” It frees your mind, because it allows you to move forward. If something doesn’t work, that’s OK. You’re going to have some failed projects. It’s our goal to keep those failures as small as possible. Each one can be a learning experience for the next step forward. It’s learning to roll with the punches. You’re taking your turn at bat even if you strike out a few times.

But if you allow the fear to keep you from taking action, you’ll never get anywhere. One year from now you’ll still be in the same place...waiting till the perfect opportunity pops up. Perfection never comes. And you’ll never have it all figured out. The Internet simply moves too fast and is too big for anyone to figure it all out. What you can do is get into the ring...mix it up and take a few lumps...and find what the market is looking for.

Every million-dollar entrepreneur you hear stories about had to start some place. They had to get moving even when confronted with fear. Their mind has been clouded by doubt at times. But they moved forward anyway. That’s the definition of courage. Get out there and make it happen.